



中國义乌——

中國小商品城 商务大全

**Complete Commercial Guide  
to China Commodities City  
— Yiwu China (Volume 1)**

**2006/2007**



**国际商贸城一期市场**

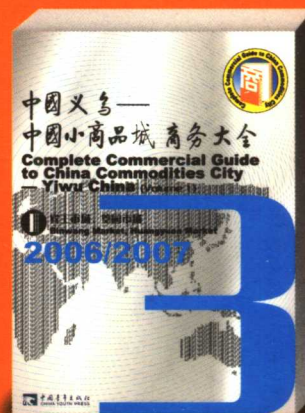
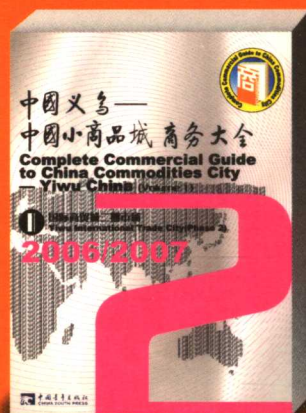
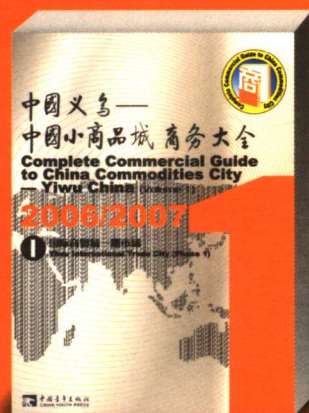
**Yiwu International Trade City (Phase 1)**



**中国青年出版社  
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# 《中国义乌——中国小商品城商务大全》

*Complete Commercial Guide to China Commodities City —Yiwu China*



## ■ 第一册（国际商贸城一期）

### ■ Volume 1—Yiwu International Trade City (Phase 1)

□ 饰品、玩具、花类、工艺品、服务行业

□ decorations, toys, flowers, crafts, service industry

## ■ 第二册（国际商贸城二期）

### ■ Volume 2—Yiwu International Trade City (Phase 2)

□ 第二册（国际商贸城二期）行业：伞具、雨披、袋、箱包、电工产品、锁具、五金工具、配件、五金厨卫、小家电、电讯器材、钟表、照相器材、电池、灯、电筒、笔墨用品、纸制品、眼镜、办公学习用品、体育休闲用品、运动器材、化妆品、拉链、纽扣、服装辅料。

□ Industries included in the second volume (second-phase of the International Trade City): umbrella ware, rain capes, bags, cases and boxes, electrical ware, locks, hardware tools, spares and parts, hardware kitchen and sanitary items, petty electric home appliances, clocks, photographic equipment, batteries, lamps, flashlights, pens and inks, paper products, glasses, office and students' supplies, sports and recreation supplies, sports equipment, cosmetics, zips, buttons, clothes accessories

## ■ 第三册（篁园市场、宾王市场）

### ■ Volume 3—Binwang Market, Huangyuan Market

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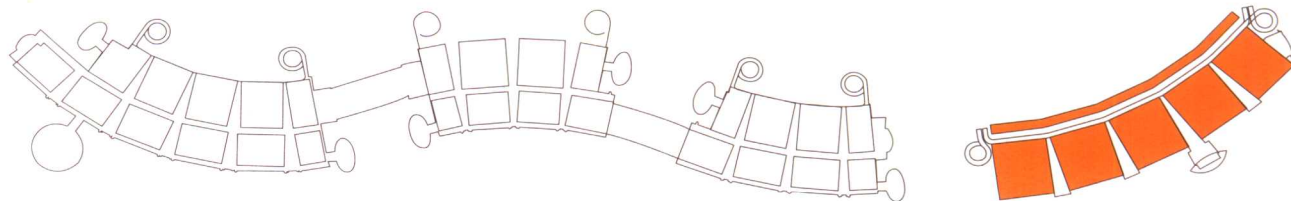
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## 中国义乌 Yiwu China

义乌，地处浙江中部，属亚热带季风气候，温和湿润，四季分明，年平均气温在17℃左右，总面积1105平方公里，全市辖7个街道办事处、47个村，总人口超过200万，其中本地人口50.7万，外来创业人口80余万。

义乌历史悠久，建县于公元前222年，置乌伤县，公元624年改称义乌。1988年撤县设市，义乌人杰地灵，名人辈出，著名的有“初唐四杰”之一骆宾王、宋代著名孝宗泽、金元四大名医之一朱丹溪及现代教育家陈望道、文艺理论家冯雪峰、历史学家夏鼐等。

义乌地理位置优越，地处浙中腹地，西接广、东、福建，北靠上海经济区，面对太平洋黄金通道，东邻“东方大港——宁波港”，距中国最大城市——上海仅300公里，距浙江省会城市——杭州只有120公里。

中国义乌国际小商品博览会（简称义博会）经国务院批准，由国家商务部、浙江省人民政府、中国国际贸易促进委员会等主办，至今已成功举办十届。

义博会创造了中国会展发展奇迹，在中华全国工商业联合会上，义乌市先后被评为中国最具潜力百强城市、2004年度中国十大最具魅力会展城市之一。

Located in the subtropical monsoon zone, Yiwu has four distinct seasons, enjoying mild and humid climate, with an annual average temperature of 17°C. Yiwu lies in the center of Zhejiang Province, covering a total area of 1,105 km<sup>2</sup>. It has 7 neighborhood offices and 6 towns under its jurisdiction with a total population of 2.0 million, including 507,000 local population and 800,000 non-native population. Yiwu has a long history. It was set up in the 25th year of the first Emperor Qin (222 B.C.) and named as Wushang County. It was renamed Yiwu in 624 A.D. and was transformed as a municipality in 1988. On this rich land, celebrities came forth in great number, such as Luo Binwang, one of the four outstanding poets in early Tang Dynasty; Zeng Ze, a well-known anti-Jin general of Song Dynasty; Zhu Danxi, one of the four famous doctors in Jin & Yuan Period; and Chen Wangdao, a contemporary educationist; Feng Xuefeng, a theorist of literature and arts; He Han, a famous historian. Yiwu boasts an advantageous geographical location, that is, in the hinterland of Zhejiang Province, neighbored by Guangdong and Fujian to the south, abutting on the economic zone of Shanghai to the north, facing the Golden Channel of the Pacific Ocean; adjacent to Ningbo, the large eastern port to the east. It is only 300km away from Shanghai, the largest city in China and 120km away from Hangzhou, the provincial capital of Zhejiang.

Authorized by the State Council of PRC, sponsored by the Ministry of Commerce, Zhejiang Provincial Government, China Council for the Promotion of International Trade (CCPIT), China Light Industry Union, China Commerce Union, Yiwu has successfully held China Yiwu International Commodities Fair (Yiwu Fair for short) ten times in succession.

China Yiwu International Commodities Fair has created a wonder in regional exhibition industry in China. At the Annual Conference of China Exhibition Industry, Yiwu was awarded the honor of the most potential exhibition city and '2004 China's Top 10 Most Attractive Exhibition Cities in China'.





## 中国义乌 ■ 中国小商品城

中国小商品城坐落于浙江中部义乌市，创建于1982年，是我国最早创办的商品批发市场之一。20多年来，经历五次搬迁八次扩建，现有经营面积260万平方米，摊位5.6万余个。2005年，市场总成交额288.48亿元，连续15年位居全国工业品批发市场榜首，享有“小商品海洋，购物者天堂”美誉。

中国小商品城由义乌国际商贸城、董园市场、宾王市场三个市场集群组成，有43个行业，1901个大类，40万种商品，几乎囊括了工艺品、饰品、小五金、日用百货、雨具、电子电器、玩具、化妆品、文体、袜业、副食品、钟表、线带、针棉、纺织品、领带、服装等所有日用工业品。其中，饰品、袜子、玩具产销量占全国市场1/3强，物美价廉，应有尽有。

中国小商品城是我国最大的小商品外贸出口基地之一，常驻外商8000余人，境外企业驻义贸易机构600多家，年出口货物40多万个标柜，商品辐射200多个国家和地区，行销东南亚、中东、欧美等地，年出口量已达总成交额的55%强，其中，工艺品、饰品、小五金、眼镜等优势行业商品出口量占行业销量的70%以上。

2000年以来，中国小商品城以“入世”为契机，积极实施国际化战略，新建成国际商贸城一二期市场总建筑面积170万平方米，集商品展示、外贸洽谈、购物旅游、电子商务、现代物流、订单交易等功能为一体，是我国现代化、国际化、信息化程度最高的商品批发市场。

2005年，联合国与世界银行、康银士丹利等世界权威机构联合发布一份中国发展报告，称“义乌为全球最大的小商品批发市场”。中国小商品城被国家质量监督检验检疫总局授予“重质量、守信誉”市场荣誉称号，国际商贸城被国家旅游局评定为4A级购物旅游区。



## China Commodities City — Yiwu China

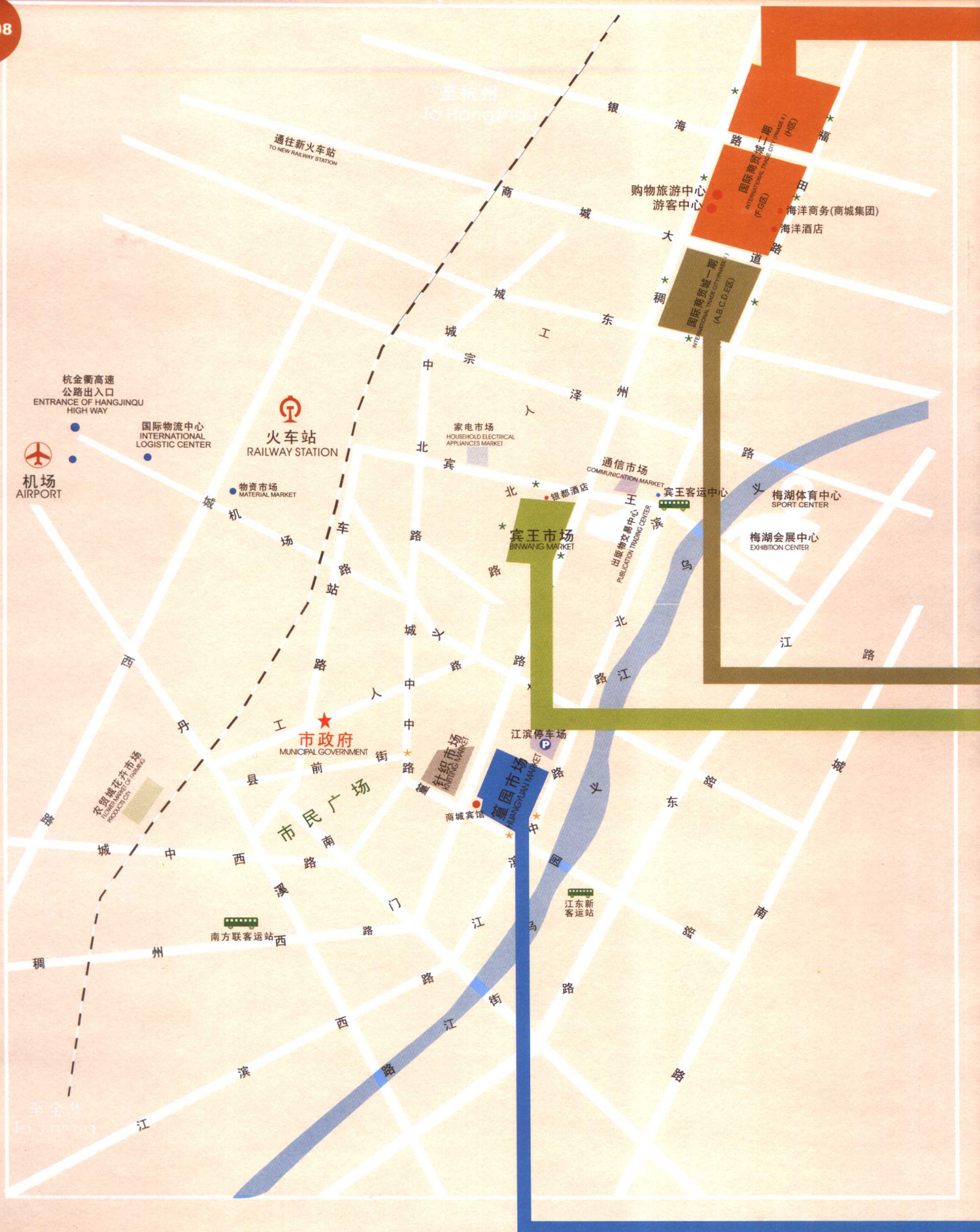
Located in Yiwu, central Zhejiang Province, China Commodities City was established in 1982, which is one of the wholesale markets with the longest history in China. During the last 20 years, it has been moved five times and expanded eight times; at present, the market owns more than 2.6 million square meters' business area, and more than 58 thousand booths. In 2005, the total business volume for China Commodities City is 28.848 billion RMB, and has ranked No.1 in all the national industrial commodities wholesale markets for 15 years in succession, and it is praised as "a sea of commodities and a paradise for shoppers".

China Commodities City is composed of three large markets, Yiwu International Trade City, Huangyuan Market and Binwang Market. All these markets have covered more than 400 thousand kinds of goods in 1901 categories of 43 industries; you can find almost all kinds of daily industrial products in the market, such as craftworks, ornaments, hardware, general merchandises, rain gear, electronic appliances, toys, cosmetics, sports amcies, stationery, socks, non-staple foods, time-keepers, threads, belts, knitgoods, cotton, textiles, neckties, clothing, etc., among which, the ornaments, socks and toys have occupied more than 1/3 of the domestic market share. All products in the market are in perfect quality as well as low price; you can find all your needs here!

China Commodities City is the largest foreign-trading exportation base in China, and Yiwu's population of resident foreign businesspeople reaches 2000; more than 600 foreign commercial organizations have their offices here. Each year, over 400 thousand standard containers are shipped to more than 200 countries and regions, and the products from the market have found a good sale in Southeast Asia, Middle East, Europe, America and other places. As a result of the increasing popularity of the market, in recent years, over 55% of the business volume is foreign oriented, especially for some preponderant industries such as craftworks, ornaments, hardware, glasses and others, more than 70% of the business volume of the above industries is foreign oriented.

Since 2000, after China entered WTO, China Commodities City has fully taken advantage of this opportunity, and started to carry out our international strategy. The newly-built International Trade City's first and second phases, which are the most modernized, internationalized, and information-based wholesale markets in China, covers a total construction area of more than 1.7 million square meters, and the market integrates the functions of products exhibition, foreign trade negotiation, shopping, traveling, online business, modern logistics, business transaction into a whole.

In 2005, it was said in a China Developing Report, which is issued by U.N., World Bank, Morganstanley, and other world authority organizations, that "Yiwu is the largest commodities wholesale market in the world." In addition, China Commodities City were awarded the honor title of "Focus on Quality, Keep Promise" market by General Administration of Quality Supervision, Inspection and Quarantine of the PRC, and the International Trade City was approved as the 4A level Shopping & Traveling Spot by National Tourism Administration.



The International Trade City Second Phase First Stage(F,G Trading Zone)has in business since Oct 22,2004,the market which has over 8000 booths covers an area of more than 322 thousand square meters,the construction area is more than 600 thousand square meters;and there are more than 10000 marketers going in for business. The first floor is dealing with the bags,cases,umbrellas,and rain capes,etc.;the second floor is mainly selling the hardware tools,fittings,electronic articles,locks,vehicles;you will find hardware, kitchen and washing room articles,small electric-appliances, electronic-communication appliances,electronic-apparatus,instruments,clocks and watches etc.on the third floor;the Direct Sales Center for Manufacturers,Hong Kong Hall,Korean Hall,Sichuan Hall,Anhui Hall and other choice goods trading zone are located in the fourth floor,in the fifth floor,Foreign Trading Purchasing Service Center is always at your service;in addition,at the market's center hall in the second and third floors,the Traveling & Purchasing Center,Museum of Development History of China Commodities City are waiting for your visit.Some authority or service organizations have set their offices in the eastern annexe,such as Commercial & Industrial Administration,Tax Administration,Police Station,Bank,Catering,Logistic,post Office and Telecom Services,etc.The market has been equipped with commercial buildings,office buildings,four-star level hotels, and two squares in the eastern and western parts;and the city-cycle sight-seeing buses are also available.What's more, the market has passed the ISO 9001 Quality Management System Attestation,ISO14001 Environmental-management System Attestation,and has been approved as the "National 4A Level Shopping & Traveling Spot"by the National Tourism Administration.

国际商贸城二期第一阶段(F,G交易区)于2004年1月22日开业,市场占地483亩,建筑面积60余万平方米,拥有商位8000余个,经营户逾万户。一楼经营箱包、伞具、雨披、袋;二楼经营五金工具、配件、电子产品、锁具、车类;三楼经营五金厨卫、小家电、电讯器材、电子仪器仪表、钟表等;四楼设生产企业直销中心及香港馆、韩国馆、四川馆、安徽馆等精品交易区;五楼设外贸采购服务中心;市场中央大厅二、三楼设旅游购物中心、中国小商品城发展历史陈列馆。东辅用房配有工商、税务、派出所、银行、餐饮、物流、邮政、电信等职能和服务机构。市场配有商务楼、写字楼、四星级酒店及东西两个广场,开通环线观光旅游车。市场通过了ISO9001质量管理体系认证,ISO14001环境管理体系认证,并被国家旅游局授予国家4A级旅游购物景区。



中国义乌国际商贸城一期于2001年10月奠基,2002年10月22日正式投入营运,市场占地420亩,建筑面积34万平方米,分为主市场、生产企业直销中心、商品采购中心、仓储中心、餐饮中心五大经营区,共有商位9000余个,经营户10500余户,一楼经营花类、玩具;二楼经营饰品;三楼经营工艺礼品;四楼为全国中小企业直销中心、台商馆,东辅房是外贸采购中心。义乌国际商贸城一期市场环境优美,设施先进,拥有中央空调,高架立体交通网络,宽带联网,实行三星级酒店物业管理,是一个集国际化、现代化、信息化于一体的国际性商品交易市场。2002年被浙江省工商局授予“五星级市场”的称号。

The first phase market of China Yiwu International Trade City was laid foundation in Oct 2001 and was formally launched into operation on Oct 22nd, 2002. Its market covers an area of 420 mu, and the building area is 340,000sq.m. It is divided into five operation districts, that is principal part market, direct sale center of manufacturer enterprises,merchandise stork center,storage center and food & beverage center and has over 9000 booths and over 10500 business counters.It deals in flowers and toys on the first floor,ornaments on the second floor, craft gifts on the third floor,and the fourth floor is the direct sale center of national middle and small-scale manufacturers,hall of Taiwan merchants,East annexe is the stork center of foreign trade enterprises.The first phase market of Yiwu International Trade City has beautiful surroundings and advanced establishments,it has entire center air conditioning,overhead stand solid traffic network,wide band interconnection and carries out the property management of three-star hotel. It is an international commodity trading market, which combines with internationalization,modernization and informatization. It was awarded the title "Five Star Market" by Zhejiang Administration for Industry and Commerce in 2002.

## 国际商贸城一期市场

### Yiwu International Trade City (Phase 1)

## 宾王市场 Binwang Market

中国小商品城宾王市场于1995年11月29日建成开业,为中国小商品城的三大主体市场群之一。市场坐落于义乌市宾王路158号,毗邻火车站,占地面积约209亩,建筑面积32万平方米,由5个交易区块和出版物交易中心、国际贸易中心等7个部分组成,拥有8000余个商位,从业人员2万余人,日均客流量5万余人,主要经营服装、针织内衣、领带、毛线、毛巾、皮革、纺织品、花边、床上用品、副食、干果、糖果、炒货、杂货、出版物等16个行业的商品,市场商品辐射国内外。

Binwang Market of China Commodities City, set up on 29th November, 1995, is one of the principal market groups of China Small Commodities City. The market is located at No.158, Binwang Road, Yiwu City, abuts on railway station, and occupies an area of about 209 mu. Its building area is 320,000 sq.m., and composed of 7 parts such as 5 trade sections, Publication trading center and international trade center, etc. It has over 8000 booths, more than 20,000 employment personnel, and its daily average visitors are over 50,000. It mainly operates commodities of 17 trades such as garment,knitting underwear, tie, caddice, towel, leather, textile, lace, bed articles, non-staple food, dried fruit, candy, roasted seeds and nuts, grocery, publication, etc., its market commodities are sold home and abroad.



## 篁园市场 Huangyuan Market

篁园市场于1992年开业,位于义乌市篁园路51号,建筑面积16万平方米,经过多次改造,现有商位8000余个,主要经营日用百货、棉纺、线带、鞋类等10万余种商品。篁园市场,集聚能力强、商品特色优势明显。商品辐射全国各地及190多个国家地区,上千国内知名商场和流通企业每年直接到市场采购商品数十亿元,出口商品快速增长。来市场采购的外贸公司和国外中介商日均超过3000人次。篁园市场交通便捷,管理规范,配套江滨停车场,多条公交线路环抱直达,是浙江省旅游局指定的购物旅游定点单位,省工商局命名的三星级市场。



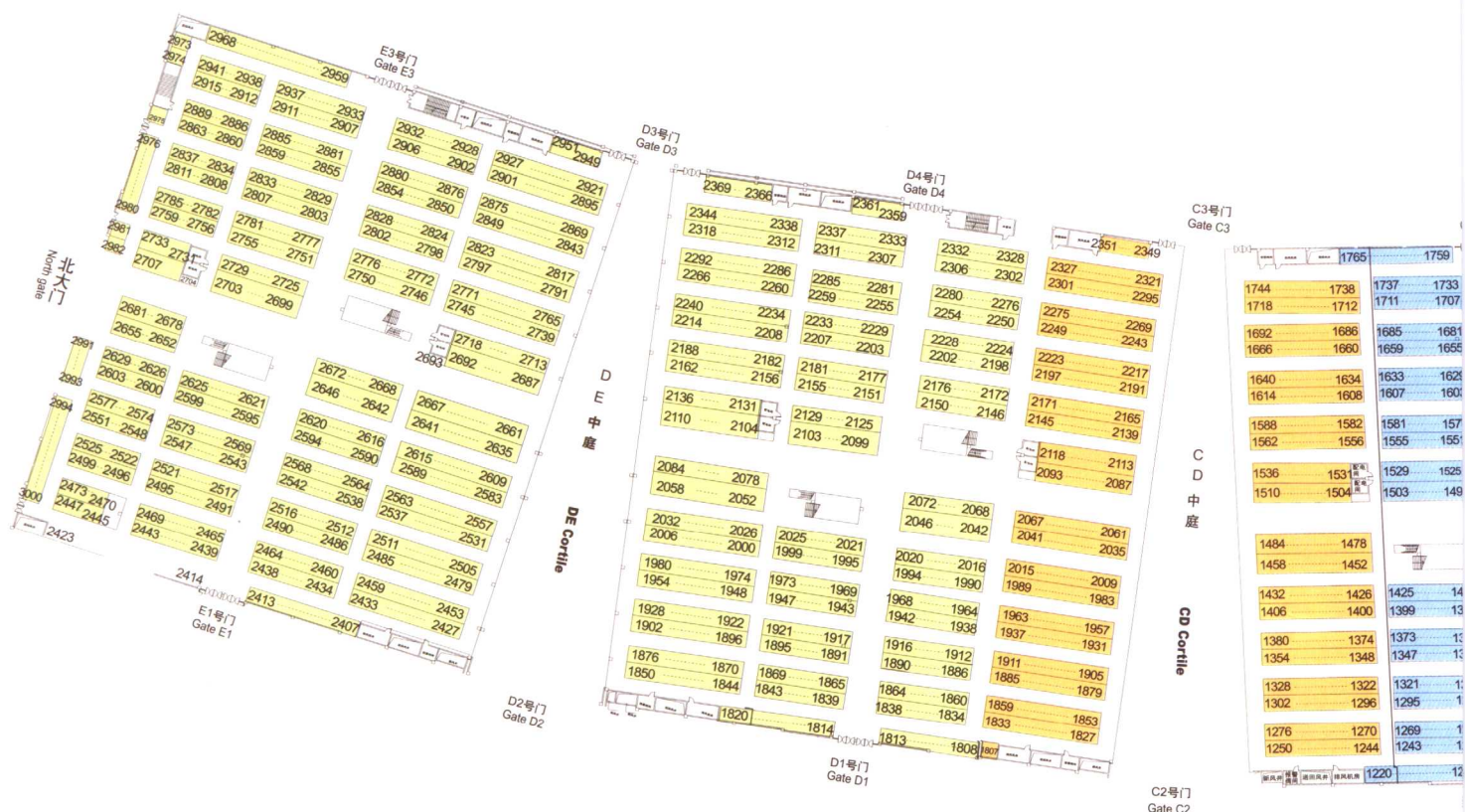
Huangyuan Market was set up in 1992 and is located at No.51, Huangyuan Road, Yiwu City, with 160,000sq.m. building area. With many times of alteration, it has over 8000 booths and mainly manages over 100,000 commodities such as general merchandise, knitting and cotton, thread and ribbon, shoes, etc.

Huangyuan Market has strong convergency ability and distinct commodity characteristic advantages. Its commodities are sold to every place of China and 190 countries and regions, thousands of inland famous marketplaces and circulation enterprises come to the market directly to commodities for billions of yuan every year. The export commodities increase quickly and the foreign trade companies and overseas agencies come to the market in the number of over 3000 persons every day.

Huangyuan Market has convenient traffic and normal administration, equipped with Jiangbin Parking lot and many bus lines encircled through. It is the appointed shopping and tour unit by Zhejiang Tour Bureau and the three-star market by industrial and commercial bureau Zhejiang Province.

# 国际商贸城一期A.B.C.D.E区一楼

1 F, District A.B.C.D.E, First-phase, International Trade City



## E1

## D1

### 普通玩具

商品种类:

拼纸玩具、仿真玩具、魔术玩具、棋类玩具、积木等

### Common Toy

Paper mosaic toys, imitation toys, magic toys, chess toys and building blocks, etc.

### 电动玩具

商品种类:

各种玩具枪、车、坦克、轮船、游戏机、电子宠物等

### Electric Toy

Various toy pistols, vehicles, tanks, ships, game machines and electronic pets, etc.

## 国际商贸城一期一楼广告目录

First Floor, International Trade City (Phase 1)

# 012-020

企业整版广告 Full-page enterprise advertisement

■E1-2924-2925 ■义乌市琪琳玩具有限公司 ■Yiwu Qilin Toy Co., Ltd.

012

■B1-1081 ■兴彩绸边花艺 ■Xingcai Embroidered Craftwork Company

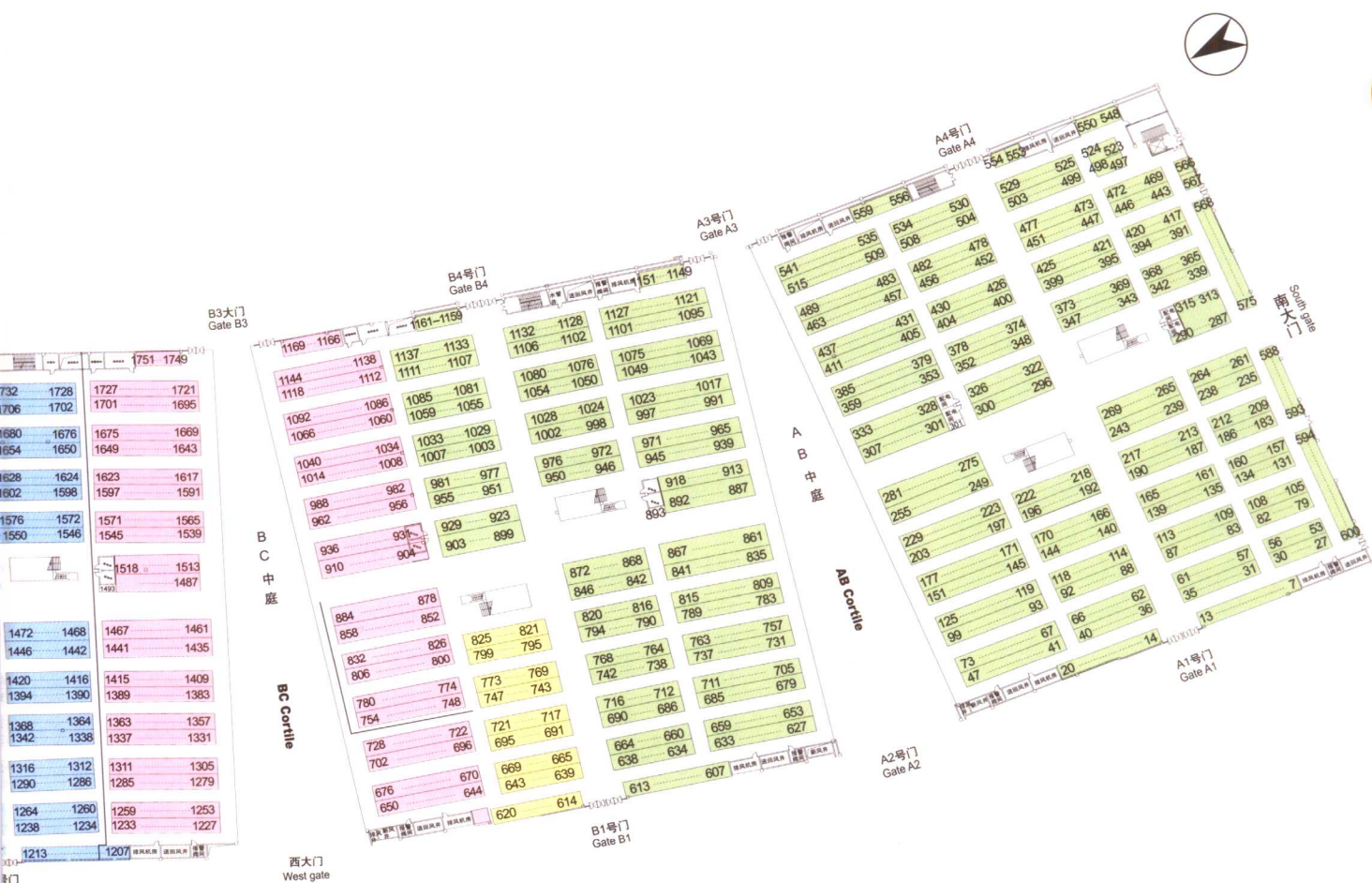
013

■D1-2082 ■小飞飞玩具有限公司 ■Natty Boy Toys Co., Ltd.

014

■D1-2113-2114 ■中国浙江义乌福祥玩具商行 ■China Zhejiang Yiwu Fuxiang Toys

015



## C1

### 充气玩具

商品种类:

童车、气球、充气沙发、水上用品等

### Air Inflated Toy

Baby carriers, balloons, charge sofa and water articles, ect.

## B1

### 毛绒玩具

商品种类:

毛绒挂件、毛绒玩具配件、毛芯、裘皮玩具、布艺玩具等

### Plush Toy

Plush pendants, plush toy fittings, wool core and fur toys, and cloth craftwork toys, etc.

### 花类配件

商品种类:

铁艺、花架、花瓶、彩旗、香水、香水座等

### Flower Accessory

Iron craftwork, flower shelves, vases, colored flags, perfume and perfume seats, etc.

## A1

### 花类

商品种类:

绣花、花片、绢花、植绒花、礼宾花等

### Flower

Embroider, petals, silk flowers, flocking flowers and protocol flowers, etc.

### 1/4版企业广告 1/4 page enterprise advertisement

■ A1-0376-0377	■ 浙江省义乌市新四季花卉商行	016
■ B1-0639-0640	■ 怡露工艺 ■ Yilu Crafts	016
■ C1-1366-1368	■ 浙江省义乌市申翊塑胶制品有限公司 ■ Yiwu Shenyi Plastic Products Co., Ltd.	016
■ C1-1369/1396	■ 义乌市上塑玩具厂 ■ Yiwu Shangsu Toys Factory	016
■ C1-1699-1700	■ 浙江省义乌市室雅家纺厂 ■ Zhejiang Yiwu City Shiya Home Ornament	017
■ D1-1983	■ 浙江省金丰彩印有限公司 ■ Zhejiang Jinfeng Color Printing Co., Ltd.	017
■ D1-2074	■ 贺贺玩具 ■ Yiwu Hehe Toys Co., Ltd.	017
■ D1-2124	■ 浙江龙世达彩印有限公司 ■ Zhejiang Longshida Color Printing Co., Ltd.	017
■ D1-2139	■ 义乌正兴电子 ■ Yiwu Zhengxing Electronics	018
■ D1-2299	■ 义乌市樟元电子玩具厂 ■ Yiwu Zhangyuan Electronic Toy Factory	018
■ D1-2303A	■ 海康塑料电子 ■ Haikang Plastic Electronics	018
■ D1-2303B	■ 剑达玩具厂 ■ Jianda Toy Factory	018
■ E1-2652A	■ 浙江省义乌市小东东玩具厂 ■ Zhejiang Yiwu Xiao Dong Dong Toy Factory	019

### 1/8版企业广告 1/8 page enterprise advertisement

■ B1 - 0872	■ 浙江省义乌市忠清花厂 ■ Zhejiang Yiwu Zhongqing Flower Factory	019
■ B1 - 0898	■ 杰创工艺品厂 ■ Jiechuang Craftwork Factory	019