

2010.9.12-14  
北京市东城区王府井



THE FIRST  
BEIJING WANGFUJING  
**INTERNATIONAL BRAND FESTIVAL**  
第一届北京王府井国际品牌节



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责任编辑 路巍  
责任审读 贺静  
责任印制 张江虹  
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北京市投资促进局  
中国国际贸易促进委员会北京市分会  
北京市东城区人民政府

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The People's Government of Dongcheng District of Beijing

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Wangfujing Street, Dongcheng District, Beijing

# 国际品牌 世界城市

INTERNATIONAL BRAND  
WORLD CITY

# 前言 PREFACE

2010年9月12日至14日，在金秋的北京、美丽的东城，在中国商业联合会、中华人民共和国商务部商贸服务管理司和商务部投资促进事务局的支持下，北京市东城区人民政府联合北京市商务委员会、北京市外事办公室、北京市文化局、北京市投资促进局、中国贸促会北京市分会，共同举办了为期三天的“第一届北京王府井国际品牌节”活动。这是东城区贯彻落实市委、市政府“建设世界城市、打造国际商贸中心”战略部署的一次具体实践，也是展现国际化、现代化新东城形象的一项重要举措。

有着700多年建街史和100多年商业史的王府井大街，融合了传统与时尚各种元素，汇聚了中外知名品牌，是北京建设国际商贸中心城市的重要载体，也是中国商业形象的一个重要窗口。品牌节以建设品牌聚集区作为打造国际商贸中心的切入点，围绕品牌这一核心理念，以“国际品牌 世界城市”为主题，开展了三大板块十一项活动，分别为：开幕式暨欢迎晚宴、金宝街嘉年华、品牌发展与世界城市主题论坛、国际商业名街品牌塑造对话会、品牌和项目推介洽谈会、项目签约仪式暨闭幕式、北京品牌协会成立大会、北京商贸企业商标海外注册研讨会、东城品牌之旅、品牌文化展和品牌荟萃嘉年华，活动呈现了鲜明的主题和时代特征。

活动期间，中外嘉宾云集、高朋满座，共同将目光聚集到王府井。

品牌节的成功举办，进一步提升了王府井的知名度和国际影响力，形成“名品一名店一名街”的良性互动；同时，积极搭建了中外品牌传播、交流与合作的重要平台，吸引国内外高端品牌汇聚，促进投资项目落地，推动区域产业结构优化，为北京建设中国特色世界城市做出贡献。未来，东城区还将促进王府井大街与金宝街、祈年大街的互动发展，贯通南北“商脉”，集聚高端商业品牌，着力打造“王府井商业核心发展带”，努力使东城区成为国际知名商业中心。

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The first "Beijing Wangfujing International Brand Festival" was held in the city's beautiful Dongcheng District in 2010 from September 12 to 14 by the People's Government of Dongcheng District in cooperation with the Beijing Commerce Commission, the Beijing Foreign Affairs Office, the Department of Cultural Affairs of Beijing, the Beijing Investment Promotion Bureau, and the China Council for the Promotion of International Trade Beijing Municipal Association. The festival also received the support of the China Commerce Union, the Department of Trade Service Management and the Department of Investment Promotion Affairs of Ministry of Commerce of China. In accordance with the Party's Beijing Committee and the Beijing municipal government's aim "to construct a global city and create an international trade center", the festival was an important step toward showcasing a modern, international Dongcheng District.

With a history of more than 700 years including more than 100 years of commercial activity, Wangfujing Street is a cornerstone toward establishing Beijing as an international trade center and a window into China's burgeoning commercial scene. With the theme of "International Brands and Global Cities", the festival – focusing on branding – contained 11 events:

- Opening Ceremony and Gala Dinner
- Jinbao Street Carnival
- Brand Development and World City Forum
- Dialogue Conference on Brand Building of Commercial Street
- Introduction Conference of Brand and Program
- Sign Contracts and Closing Ceremony
- Inaugural Meeting of the Beijing Brands Association
- Symposium on Overseas Registration of Beijing Commercial Enterprises
- Brands Journey of Dongcheng District
- Brands Cultural Exhibition
- Brands Carnival

The festival's establishment of brand zones served as a starting point for becoming an international trade center. Numerous distinguished Chinese and overseas guests with their unique global perspectives gathered at the festival to observe the development of the new Dongcheng District and Wangfujing Street.

The success of the brand festival increased Wangfujing's international exposure and influence through the integration and interaction of famous brands, stores and streets. It also attracted a collection of high-end domestic and international brands, established an important platform for active communication and cooperation between brands, promoted investment, supported regional industry efficiency, and contributed toward promoting Beijing as an international city. In the future, Dongcheng District will further encourage interactive development in Wangfujing Street, Jinbao Street and Qianian Street. The "Wangfujing Commercial Development Zone" is a line of commercial activity – a collection of top international brands – running from north to south with the aim of establishing Dongcheng District as a world famous commercial center.





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# 开幕式暨欢迎晚宴

The Opening Ceremony and Gala Dinner

2010.9.12  
北京饭店  
Beijing Hotel



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The First Beijing Wangfujing International Brand Festival









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