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# Commodity Culture Festival Marks 'CEEC Time' in Ningbo

The third China-Central and Eastern European Countries (CEEC) Expo will be held in Ningbo from May 16th to 20th. To popularize this international event, Ningbo (Beilun) CEEC Commodity and Culture Festival was officially launched recently, integrating high-quality imported goods with tourism and culture elements from CEEC by coordinating with the government, enterprises, and local culture and tourism organizations. This is known as the first major CEEC-themed consumption event in Ningbo this year.

第三届中国—中东欧国家博览会将于5月16日至20日在宁波举办。近日,宁波(北仑)中东欧商品文化节正式拉开帷幕。本届商品文化节,通过协调政府、商贸企业、文旅资源,将中东欧优质进口商品和旅游文化等元素结合。据了解,这也是今年宁波市首场关于中东欧主题的大型消费活动,让市民提前进入“中东欧时间”。

A forthcoming shopping ambience was already in the air and could be sensed from the exhibited goods and appealing posters in the physical store of “Queen’s Shop”, a cross-border e-commerce pilot store located at Fubang Century Commercial Plaza, Beilun, Ningbo.

作为本届中东欧商品文化节线下落点之一,北仑富邦世纪商业广场的圈尚跨境自贸电商试点店的消费品展陈和海报已经将活动的氛围感拉满。

According to Li Sun, manager of Queen’s Shop, they have coordinated with Ningbo Free Trade Zone Imported Commodity Market and hand-picked 6 categories of (300 plus SKUs) quality products for sale, including “alcoholic beverages, cosmetics, personal care products, daily necessities, food, and other well-received CEEC specialties. We have also introduced new items based on the analysis of consumer preferences in the last two years.”

据圈尚负责人李笋介绍,为了配合今年的商品文化节,他们与宁



Posters in the physical store. (Photo by Li Li)

波保税区进口商品市场共同精选了六大类300多个SKU的中东欧好物进行上架。“商品包括了酒类、美妆、个护、日用品、食品等多个高人气中东欧特色产品。另外我们根据前两年的经验和消费者的喜好,增加了不少新品。”

As in prior years, a sea of discounts and coupons has been issued to appeal to consumers. This year’s CEEC Commodity and Culture Festival provides bonus coupons (targeting consumers in Beilun) on top of shop-specific discounts. Queens’ Shop, for example, offers a 10% discount, allowing cumulative use of Festival money-off coupons of “20-off of 100” and digital CNY coupons of “60-off of 200”, totaling about a 45% discount.

当然,和往年一样,满满的优惠福利依旧较为吸引消费者。据介绍,在本届中东欧商品文化节上配有北仑区专属消费券和门店优惠双重利好。以圈尚的商品为例,除了门店已有的9折优惠外,消费者可以同时享受“满100减20”的商品文化节专属优惠和“满200减60”的数字人民币红包,最多可以享受5.5折左

右的优惠。

Ji Yin, deputy director of the Bureau of Commerce, Ningbo Economic and Technological Development Zone (NETDZ), stated, “To make CEEC goods more appealing and affordable to consumers, we have handed out over 8,000 ‘lucky money’ digital CNY coupons totaling 500,000 yuan. I believe the combination of high-quality products and discounts will fully unleash consumption potentials.”

宁波经济技术开发区商务局副局长季音在接受采访时表示:“为了让市民能更方便更实惠地在家门口购买到中东欧的好物,我们近期先安排了50万元的专属资金,以8000多个数字人民币红包的形式发放给市民。希望通过好东西和好福利的叠加,充分释放消费潜力。”

In 2022, Beilun District’s imports from CEEC increased by 55% year-on-year to 8.3 billion yuan. The import scale, accounting for 74% of Ningbo’s imports, 52% of Zhejiang’s, and 4% of China’s total, ranked first in Zhejiang province. Beilun -

departure station of the “Hi-Go CEEC” commodity tour-exhibition last year - successfully put on promotions at Beilun Fubang City in addition to those at Perennial Pavilion.

据悉,2022年北仑区对中东欧国家实现进口83亿元,同比增长55%,进口规模占全市比重74%,占全省比重52%,占全国比重4%,进口规模居全省第一。在当年的中东欧博览会期间,北仑区成功举办了“嗨购中东欧”巡展的首站活动,创新性地选取北仑富邦城与中东欧常年馆双会场联动。

Ma Ying, director of the Bureau of Commerce of NETDZ, disclosed that Beilun will not only benefit from but fully leverage its close business ties with CEE Countries this year, in line with Ningbo’s basic focus of stabilizing foreign trade and investment and promoting consumption. Specifically, it takes this Commodity and Culture Festival as a springboard, coordinating online platforms and offline shops to provide cumulative coupons to attract consumers, increase sales, and enhance domestic popularity of the China-CEEC Expo, especially CEEC high-quality products. “Citizens will be able to have easier access to delectable food, fine wine, and high-quality goods from CEEC.”

宁波经济技术开发区商务局局长马鹰告诉记者,今年北仑还将发挥和中东欧商贸往来密切的优势,配合全市稳外贸、稳外资、促消费的主基调,以中东欧商品文化节活动为契机,通过线上平台和线下商户联动、商户折扣和政府消费券叠加的形式,吸引流量、提升销量,提高中东欧博览会、中东欧优质商品的国内知名度。“让市民在家门口就能享受来自中东欧的美食、美酒、精品,获得满满的幸福感。”

Reporter: Li Li  
Correspondent: Liu Tao  
Compiled and translated by Mei Jie  
Proofreaders: Puyang Rong,  
Yao Zhanhong, Jason Mowbray

**分类信息** 【刊登热线】  
56118885  
56118880

办理地址: 海曙区: 硇南街62号(都市仁和中心)20楼2011室  
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