

# 效果图



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Yuanhong Online  
Exhibition and Trade Center  
元洪在线展示体验交易中心

www.yhspzx.com

# 效果图



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## YUANHONG INTERNATIONAL FOOD INDUSTRY PARK 元洪国际食品产业园



### 定位

#### POSITIONING

- ① 中共福州市委、市政府《对接国家战略建设海上福州工作方法》明确，全力推进元洪国际食品产业园建设。主要从“一条鱼、一块肉、一粒果、一袋米、一桶油”等入手，以水产冷链、粮油调拨为主营业务，打造全国乃至世界最大的高品质食品加工、采购销售基地。
- ② The Fuzhou Municipal Party Committee and Municipal Government's "Working Plan for Docking National Strategic for the Construction of Fuzhou on Sea" is clear about fully advancing the construction of Yuanhong International Food Industrial Park. It starts from "a fish, a piece of meat, a fruit, a bag of rice, a barrel of oil", etc., with the cold chain aquatic products, meat processing, grain and oil transfer as main business, to create the nation's largest and even world's biggest food processing, procurement and sales base of high-quality.

### 宏图

### 使命



建立“民以食为天，食以安为先”的元洪价值观；解决中国食品质量和量的安全问题；为中国食品工业文明树立典范

### MISSION

To establish Yuanhong's values of "food is basis to life and safety is primary to food"; to solve the safety problems of Chinese food quality and quantity; to set a model for Chinese food industry civilization.

近期25平方公里，中期60平方公里，远期175平方公里；  
打造为亚太食品交易中心、世界食品食材期货交易所。

### BLUEPRINT

25 square kilometers in the near future, 60 square kilometers in the mid-term, 175 square kilometers in the long-term; to build the Food Trading Center of Asia-Pacific and the Futures Exchange of World Food and Food Materials.

**元洪在线.com**  
跨境食品 B2B 交易服务平台

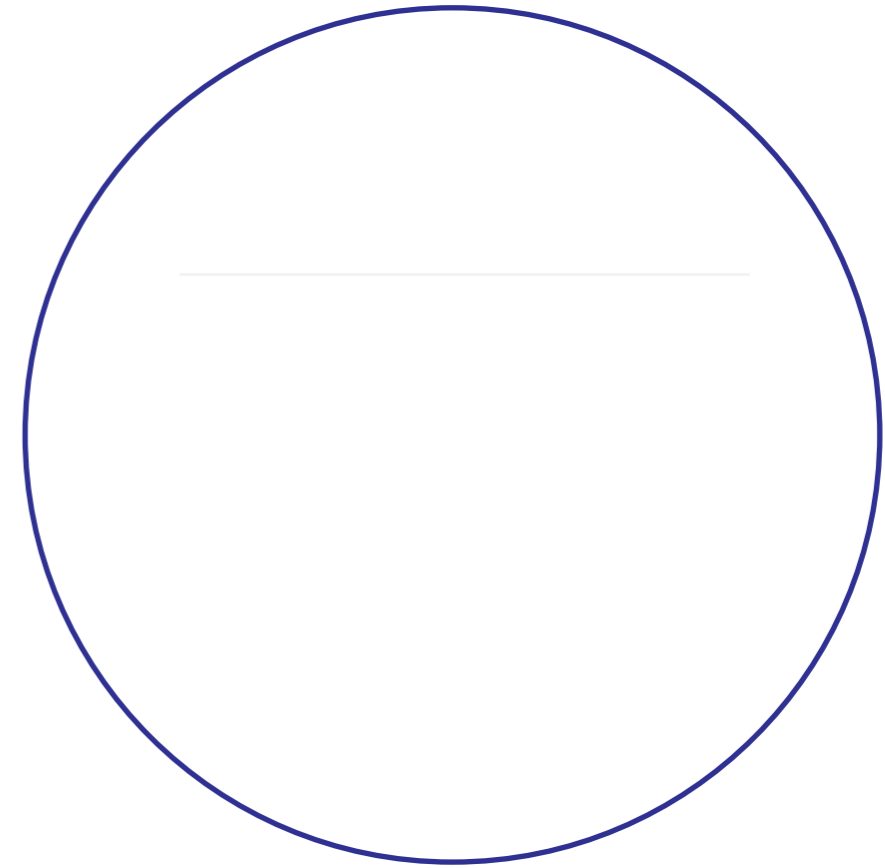
**元洪在线展示体验交易中心**  
Yuanhong Online Exhibition and Trade Center

 咨询热线 / TEL  
**400-8090-589**

地址：福建省福州市福清市城头镇元洪在线展示体验交易中心  
Address: Yuanhong Online Exhibition and Trade Center, Chengtou Town,  
Fuqing City, Fuzhou City, Fujian Province



扫码关注元洪在线公众号



**Yuanhong Online  
Exhibition and Trade Center**  
**元洪在线展示体验交易中心**

www.yhspzx.com



交易在元洪

交割在全球

## YUANHONG INTERNATIONAL FOOD INDUSTRY PARK 元洪国际食品产业园

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## YUANHONG ONLINE EXHIBITION AND TRADE CENTER 元洪在线展示体验交易中心

一站式 / O2O全球食品展销体验厅



元洪在线展示体验交易中心集全球食材食品展示、体验、洽谈、代销、批发于一体，以“元洪在线线上浏览、线下展厅体验、精准活动配对”为特色的O2O全球食品展销体验厅。元洪在线展示体验交易中心（首家元洪馆）由元洪在线合资公司“福建洪昌商贸有限公司”运营。

Yuanhong Online Exhibition and Trade Center is a O2O global food exhibition and trade hall featuring "Yuanhong online browsing, offline exhibition hall and precisely matching activities", which integrates global food exhibition, experience, negotiation, consignment and wholesale. The first Yuanhong exhibition hall, Yuanhong Online Exhibition and Trade Center is operated by "Fujian Hongchang International Trade Company" which is the Joint Venture of Yuanhong Online.

交易会 / 年货会 / 巡回推介



我们将每年举办两届元洪国际食品交易会、一年一届新春年货会、数十个国家巡回推介，汇聚国际货源，帮助供应商进行快速分销。

We will hold the Yuanhong International Food Fair twice a year, the New Year's Goods Fair once a year, and promotion meeting in dozens of countries to gather goods from sources, and help suppliers to quickly distribute.

上元洪在线 放心对接全球食品生意!

On Yuanhong Online, connect with global food business at ease

供应链 / 专业 / 安全



我们致力于打造“一条鱼、一块肉、一粒果、一袋米、一桶油”的大宗食材供应链，推动建设专业、创新、绿色、开放的食品质量安全示范园区。

We are committed to build a food supply chain of "a fish, a piece of meat, a fruit, a bag of rice, a barrel of oil", and promoting the construction of a professional, innovative, green and open demonstration park on food quality and safety.

批发 / 在线交易 / 全球



元洪在线APP首页长期开放元洪在线展示体验交易中心线上批发入口，是您足不出户采购全球高品质食材的第一站，永不落幕的“网交会”，更是元洪国际食品产业园实现“交易在元洪，交割在全球”功能提升的重要举措。

The homepage of Yuanhong Online APP has online wholesale entrance of Yuanhong Online Exhibition and Trade Center, which is the first stop for customer to purchase global high-quality food at home. The never ending "Online Fair" is also an important measure for Yuanhong International Food Industrial Park to realize the goal of "Trade in Yuanhong, Delivery around the world".



微信扫一扫，打开  
元洪在线小程序找货

Open Wechat to scan the QR code, and  
find goods on Yuanhong Online applet



扫码下载元洪在线安卓APP  
Scan the QR code to download  
Yuanhong Online APP

## ADVANTAGES- OFFICIAL ONLINE B2B TRADING SERVICE PLATFORM

### 优势·元洪官方B2B交易服务平台

“元洪在线”是元洪国际食品产业园与福建海融海丝电子商务有限公司共同合资打造了元洪国际食品产业园官方交易服务平台——“元洪在线”跨境食品B2B交易服务平台。

“元洪在线”平台旨在整合全球食品产业优质资源、汇聚全球食品市场供求信息，为供需双方提供精准对接，构建高效的食品产业生态圈。

整体项目以搭建“元洪在线”线上交易服务平台为核心，以建设食品供应链为导向的“元洪国际食品产业园”线下园区为支撑，提供食品加工、冷链仓储、展销中心等服务。

以全球近20万食品行业融商分销渠道为基础，以“元洪在线展示体验交易中心”为O2O展销渠道，联合全球知名B2B、B2C电商平台开展全球化战略采购。

为海内外供需双方提供“信息撮合、在线交易、国际物流、通关商检、产品溯源、代运营、百亿元供应链金融、百万吨冷库”等一站式交易服务，志于成为全球万亿级食品进出口交易服务平台，打造全球最大的国际食品交易集散中心。



“Yuanhong Online B2B trading service platform for food across the border”, an official online platform of the park, is a joint venture between Yuanhong International Food Industry Park and Fujian Hairong Heys E-Commerce Co.,Ltd.



The "Yuanhong Online" platform aims to integrate the high-quality resources of the global food industry, gather information of supply and demand on global food market, provide precisely matching for both sides of supply and demand, and build an efficient food industry ecosystem.



The whole project is centered on building "Yuanhong online" online trading service platform, and supported by the construction of "Yuanhong International Food Industry Park" offline Park which is guided by food supply chain, to provide food processing, cold chain storage, exhibition and trade center and other services;



It is based on the distribution channels of nearly 200000 Fuqing people in the global food industry, and with the "Yuanhong Online Exhibition and Trade Center" as the O2O sales channel, and in combination with the world-famous B2B and B2C e-commerce platforms,



we carry out global strategic procurement, and provide one-stop trading services such as "information matching, online trading, international logistics, customs clearance and commodity inspection, product traceability, agency operation, 10 billion yuan supply chain finance, million tons cold storage" for both domestic and overseas suppliers. We aim to become the world's trillions level food import and export trading service platform and build the world's largest international food trading distribution center.



EXHIBITION CENTER- FOCUS ON THE LAND OF ORIGINS

展区·聚焦原产地

3楼  
FLOOR

2楼  
FLOOR

1楼  
FLOOR



一楼为综合食品展销馆,经营的特色为中国出厂价产品及国际源头货源,主要品类为:蔬果蛋品、生鲜冻品、禽畜水产、火锅料、酒水饮料、休闲食品、粮油副食、南北干货、传统滋补等。



二楼为全球名企商会馆,我们志于“聚融商力量,拓全球贸易”,现已与福清市上海商会、马来西亚福建总商会、拉美商会等达成战略合作,共同开拓本地源头食材、共建海外仓、共建市场供销渠道。



三楼为国家创新馆。元洪在线在加强市场开发、食品安全品控与管理服务的同时,十分注重推进与国际市场资源接轨,吸引了澳大利亚、日本、印尼、美国、巴西、马来西亚等30个国家长期设展,及其各地区的近万种食品食材在元洪在线发布展示。

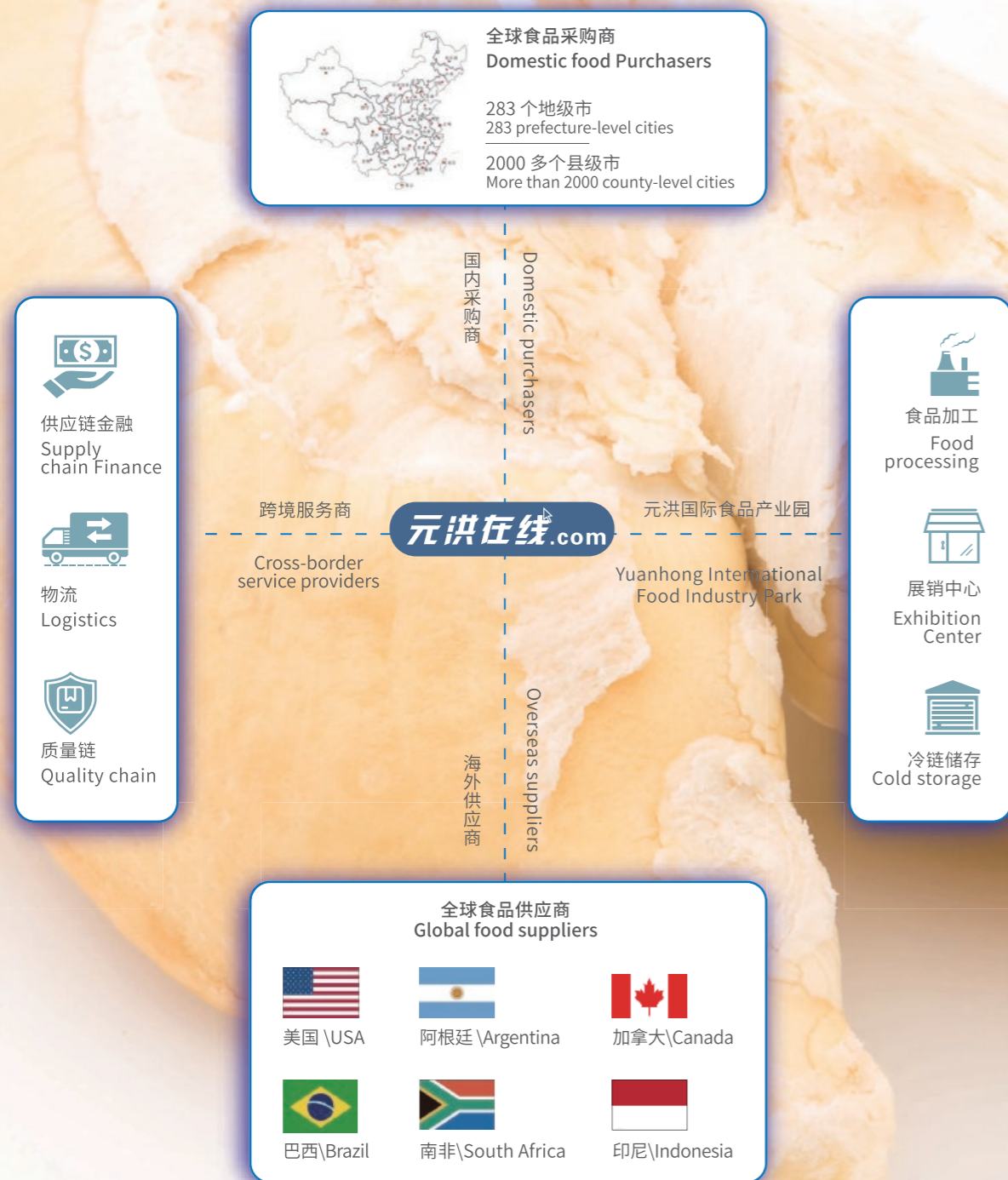
On the first floor, there is a comprehensive food exhibition hall, which mainly are ex-factory price products from China and international goods from the sources. The main categories are: fruits and vegetables, fresh and frozen products, poultry, livestock and aquatic products, hotpot ingredients, drinks, leisure food, grain and oil, non-staple food, dry goods, healthy foods, etc.

Pavilions of world famous enterprises and Chamber of Commerce are located at second floor. We are committed to "gathering the strength of Fuqing people to expand global market". Now we have reached strategic cooperation with Fuqing Shanghai Chamber of Commerce, Malaysia Fujian General Chamber of Commerce, Latin America Chamber of Commerce, etc. to jointly introduce local ingredients, build overseas warehouses, and build market supply and marketing channels.

The third floor are National Innovation Pavilions. Yuanhong Online steps up the market development, food safety and quality control and management services. Meanwhile Yuanhong Online attaches great importance to promoting integration with international market resources. Over 30 countries such as Australia, Japan, Indonesia, the United States, Brazil, Malaysia have set up a long-term exhibition stands in the third floor, and nearly 10,000 kinds of food and ingredients in various regions have been displayed.



## 平台定位 PLATFORM POSITIONING



## ADVANTAGES 优势·一站式分销

### 元洪在线展示体验交易中心食品分销渠道

- B2B分销渠道**  
 B2B distribution channels  
 冻品在线、中粮我买网、冻品云等  
 dpzaixian, womai.com, Dong Pin Yun, etc.
- B2C分销渠道**  
 B2C distribution channels  
 京东、苏宁等  
 JD.com, Suning.com, etc.
- 商超分销**  
 Supermarket distribution channels  
 沃尔玛、山姆、天虹、佳源等百家商超联盟等  
 supermarket alliances including Walmart, Sam, Tianhong, Jiayuan, etc.
- 新零售分销**  
 New retail distribution channels  
 知名微商渠道、抖音网红卖货、社区团资源等  
 well-known Wechat channel, Internet celebrity on Tik Tok, community group-buying, etc.
- 融商团体**  
 Fuqing People  
 约16万融商企业食品分销渠道  
 nearly 160,000 food distributors all over the world from Fuqing
- 商协会**  
 Chambers of Commerce  
 以福清市上海商会 为主的各地福清商会、马来西亚福建总商会、拉美商会等  
 Fuqing Shanghai Chamber of Commerce, Malaysia Fujian General Chamber of Commerce, Latin America Chamber of Commerce, etc.

### DISTRIBUTION CHANNELS

## 优势·地域 ADVANTAGES TERRITORY



### 元洪在线展示体验交易中心

位于中国福建省福清市元洪国际食品产业园，  
位于福州大都市区沿海发展轴和福清、平潭发展轴交汇点，

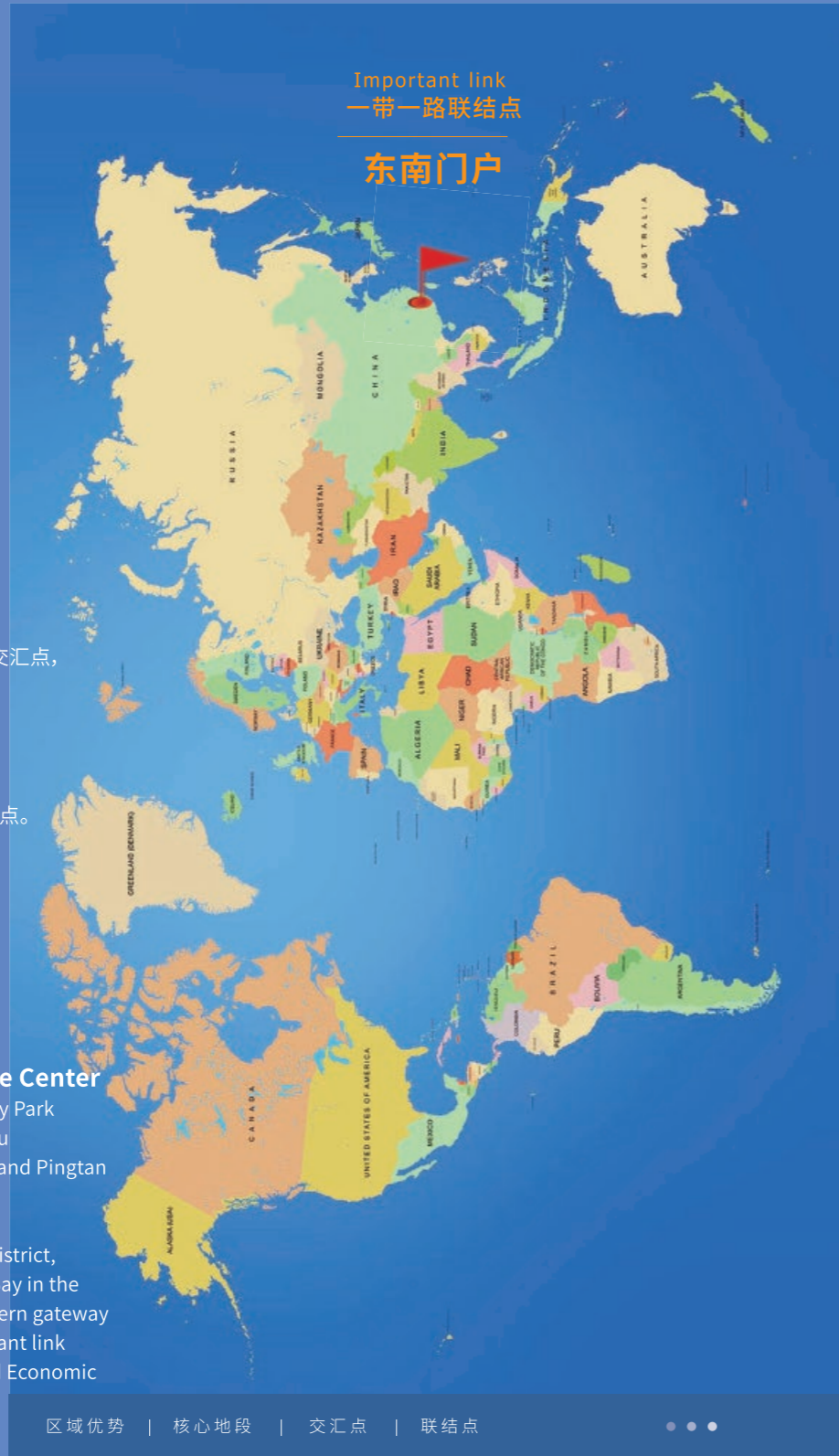
处于福州新区中部核心地段，  
毗邻福州海滨新城，东临福清湾，西接福清城区，  
为“一带一路”的东南门户，  
是海上丝绸之路与陆上丝绸之路经济带的重要联结点。



### Yuanhong Online Exhibition and Trade Center

is located in Yuanhong International Food Industry Park  
which is in the coastal development axis of Fuzhou  
metropolitan area and the intersection of Fuqing and Pingtan  
developmental axis.

It is footed in the central section of Fuzhou New District,  
adjacent to Fuzhou Binhai New City,with Fuqing Bay in the  
east and Fuqing City in the west. As the southeastern gateway  
to “One Belt and One Road”,the Park is an important link  
between the Maritime Silk Road and the Silk Road Economic  
Belt on land.



## 交通便利

### CONVENIENT TRANSPORTATION



29

展厅距长乐国际机场29公里

The center is 29 kilometers form Chanle International Airport

18

距福清动车站18公里

18 kilometers from Fuqing Railway Station

19

距福厦高速公路19公里

19 kilometers from Fuxia Highway

40

距江阴码头40公里

40 kilometers from Jiangyin Pier

## 优势·政策

### ADVANTAGE • POLICIES

#### 我们为入驻供应商提供免费及优惠政策

We provide free and preferential policies for the settled suppliers

免租  
2年

元洪在线展示体验交易中心  
免租2年

Yuanhong Online Exhibition and Trade Center is  
free of rent for 2 years

免租  
2年

百万吨冷库  
免租2年

Free rent of cold chain storage with  
capacity of 1 millions tons for two years

低息  
百亿元

低息百亿元  
供应链金融服务

Low-interest supply chain finance services with  
10 billion yuan

免费  
参展  
2年

2年免费参展元洪国际食品交易博览会  
(一年举办两届)

Participating in the international food trade fair is  
free for 2 years, which held twice a year.

园区致力于打造中国进出口食品安全示范基地, 获得了  
各级政府、各部门的鼎力支持。

The park is committed to building food safety demonstration bases of China's entry and exit,  
and has obtained the full support of governments and departments at all levels.

福建省政府、福州市政府加速制定冷库补贴、交易补贴、  
固投奖励、财税奖励、贷款贴息等优惠政策。

The Fujian provincial government and the Fuzhou municipal government  
have accelerated the formulation of preferential policies such as cold storage subsidies,  
transaction subsidies, solid investment incentives, fiscal and tax incentives,  
and loan interest subsidies.

福清市颁布实施“九通一平”政策扶持园区招商, 更多优  
惠政策正在加紧出台。

Fuqing City promulgated and implemented the "nine links and one leveling" policy  
to support the park's investment promotion,  
and more preferential policies are being stepped up.

国家海关、检验检疫、商务、农业、供销等部门合力支持,  
进口肉类指定口岸和进境水果指定口岸已获批, 粮油、  
自捕鱼等开放口岸也在申请中。

Approval has been given to importation of designated ports for meat and designated ports  
for imported fruit thanks to the joint support of the National Customs,  
Inspection and Quarantine, Commerce, Agriculture, Supply and Marketing, and other departments.  
At the same time, open ports, such as grain, oil and self-fishing are in application.

附件 1:

## 供采商合规要求

### 1. 主体合规相关

序号	证照名称	说明	备注
1	营业执照 (三证合一)	所有的供采商	必须
2	生产许可证 (SC 证书)	除初级农产品外的生产型供应商	必须
3	食品经营许可证	贸易型供采商	必须
4	畜禽定点屠宰许可证	屠宰类供应商	必须
5	动物防疫条件合格证	养殖类供应商	必须
6	商标注册证书或授权书	所有的供应商	必须

除上述要求外, 还应提供按照当地法律和法规要求的其它相关合法证照及注册证书

### 2. 商品合规相关

序号	证照名称	说明	备注
1	CIQ 入境货物检验检疫证明	进口商品	必须
2	按照当地食品法规要求进行产品检测, 提供检测报告		必须

### 3. 食品安全和质量管理相关

除了上述合规层面的资质证照外, 供应商可提供食品安全和质量相关的证照、认证证书等

序号	证照名称	说明	备注
1	ISO 9001	质量管理体系	可选
2	ISO 22000 或 HACCP	食品安全管理体系: 加工厂	可选
3	China GAP	针对种植/养殖农场	可选
4	GFSI 证书: IFS, BRC, SQM 等	针对加工厂的 GFSI 认证	可选
5	GFSI 证书: GLOBALG. A. P 等	针对种植/养殖农场的 GFSI 认证	可选
6	有机产品 (种植/养殖/加工)	可根据要求选择	可选
7	食品安全和质量承诺书	可根据要求选择	可选

### 4. 其他

供应商可根据实际情况提供相关的环境管理体系、职业安全管理体系和社会责任认证证书

序号	证照名称	说明	备注
1	ISO 14001	环境管理体系	可选
2	OHSAS 18001	职业安全健康管理体系	可选
3	SA 8000 或等同认证	社会责任标准	可选
4	消防验收等文件	根据各地具体情况实施	可选
5	环保相关: 如环评报告等	基于风险设定	可选

### 5. 供应商应准备以下资料:

(1) 经审核过的主体资质文件复印件或扫描件、商品资质文件复印件或扫描件、入驻商品明细清单 (品名、规格、数量、单价、产地、存储条件、保质期等);

(2) 供应商具体业务联络人信息 (姓名、职务、联系电话、电子邮箱)、企业介绍、产品介绍;



国以民为本

To the country  
people is  
all-important

民以食为天

To the people  
foodstuff is  
all-important

食以安为先

To the foodstuff  
safety is  
all-important

安以质为本

To the safety  
quality is  
all-important

质以诚为根

To the quality  
honest is  
all-important



# 元洪在线展示体验交易中心

YUANHONG ONLINE EXHIBITION  
AND TRADE CENTER



源头

Source

品质

Quality

安全

Safety

专业

Professional

高效

Efficient

一站式

One-stop