

PGIE&CIFA 2025

2025 郑州国际地理标志产品博览会暨国际进口食品与农产品展览会 Zhengzhou International Protected Geographical Indication Products Exhibition And International Imported Food and Agricultural Products Exhibition 2025

---日程安排 Agenda

2025 年 09 月 25 日（星期四） Sept 25, 2025 (Thursday) 郑州绿地 JW 万豪酒店-河南 JW Marriott Hotel Zhengzhou-Henan	
09:00-12:00	全球地理标志 PG500 高峰论坛暨区域经济发展市（县）长对话 Global Geographical Indications PG500 Summit& and Mayor & County Executive' Dialogue on China's Regional Economic Development
13:30-17:30	国际农食产品安全与通关实务论坛暨主要输华国家农食产品交流会 International Agricultural Products Safety and Customs Practice Forum& Agriculture and Food Safety Exchange Meeting of Major Exporting Countries to China
18:30-20:30	欢迎晚宴 Welcome banquet
2025 年 09 月 26 日（星期五） Sept 26, 2025 (Friday) 郑州国际会展中心-河南 ZZICEC•Henan	
09:00-10:00	开幕仪式 Opening ceremony
10:00-11:30	领导巡馆 Leaders tour exhibition
09:30-16:30	地标美酒美食品鉴会暨世界葡萄酒大师班 Geographical Indication for Cuisines and Wine Tasting& World Wine Master Class
10:00-16:30	地理标志产区与特色产品推介会 Promotion Conference for Geographical Indication Areas and Distinctive Product
13:00-17:30	参观考察漯河双汇肉食加工厂 Conduct a survey to the Luohe Shuanghui Meat Processing Factory
13:30-16:30	中国地理标志品牌大会 Geographical Indication Brand Conference
2025 年 09 月 27 日（星期六） Sept 27, 2025 (Saturday) 郑州国际会展中心-河南 ZZICEC•Henan	
09:00-16:30	展览展示 Exhibition
09:30-12:00	国际酒类标签管理与安全监管论坛 International Wine Products Label Management and Safety Supervision Summit
10:00-16:30	地理标志产区与特色产品推介会 Promotion Conference for Geographical Indication Areas and Distinctive Products
13:30-16:30	参观考察百荣酒类批发市场 Conduct a survey to wholesale of wine at Bairong World Trade Center
2025 年 09 月 28 日（星期日） Sept 28, 2025 (Sunday) 郑州国际会展中心-河南 ZZICEC•Henan	
09:00-14:00	展览展示 Exhibition
10:00-11:30	地标美食品鉴会颁奖仪式 Award Ceremony for Geographical Indication for Cuisines and Wine Tasting
14:00-18:00	撤展 Move-out

PGIE&CIFA 2025
2025 郑州国际地理标志产品博览会暨国际进口食品与农产品展览会
Zhengzhou International Protected Geographical Indication Products Exhibition And
International Imported Food and Agricultural Products Exhibition 2025
2025 年 09 月 26 日-28 日
SEPT 26-28, 2025| ZZICEC-HENAN •CHINA
郑州国际会展中心-河南省

关于 PGIE&CIFA| About PGIE&CIFA

为更好的给全球地理标志与农食产品搭建一个宣传、展示与合作交流的平台和好的市场营销途径，进一步满足中国对进口农食产品的巨大消费市场需求。由国际知名展览机构-高登会展集团联合中国商业联合会、中国绿色食品协会、中国报关协会、中国防伪行业协会及中国国际贸易促进委员会供销合作行业分会等相关行业组织依托河南省-全国农产品生产大省与郑州-国家级交通枢纽、亚洲最大物流分拨中心、中国最大的内陆肉类口岸、全国最大的速冻食品生产和研发基地、中部预制食材之都及及全国最大的白酒集散地等资源优势而创办的 **PGIE&CIAF** 地理标志和进口农食产品领域专业采购盛会。展会目的是为帮助更多海外企业深入中国的中原腹地拓展市场，丰富采购渠道，以更好的放大郑州农食产品进出口贸易溢出效应，以满足中国老百姓对高质量进口农食产品的消费需求。现制定 **PGIE&CIAF2025** 方案如下：

In order to better provide a platform for publicity, display, cooperation and exchange and expand effective marketing channels for global geographical indications and agricultural products, as well as further meet the huge consumer demand for import agricultural products in China. Organized by the internationally renowned exhibition organization - Golden Group, together with the China Federation of Commerce, China Green Food Association, China Customs Brokers Association and China Council for the Promotion of International Trade Supply and Marketing Cooperation Industry Branch and other related industry organizations, relying on Henan Province - the national agricultural product production province and Zhengzhou - a national transportation hub, Asia's largest logistics distribution center, China's largest inland meat port, the country's largest quick-frozen food production and R&D base, PGIE&CIAF, a professional procurement event in the field of geographical indications and import agricultural products, was founded by the resource advantages of the capital of prefabricated ingredients in central China and the largest liquor distribution center in the country. The purpose of the exhibition is to help more overseas enterprises to open up the market in the hinterland of China's Central Plains, enrich procurement channels, and better amplify the spillover effect of Zhengzhou's import and export trade of agricultural and food products, so as to meet the consumption demand of Chinese people for high-quality imported agricultural and food products. The plan is as follows:

展会名称 | Show Name

2025 郑州国际地理标志产品博览会

Zhengzhou International Protected Geographical Indication Products Exhibition 2025

同期举办：国际进口食品与农产品展览会（郑州）

International Imported Food and Agricultural Products Exhibition 2025

展览时间 | Show Time

2025 年 09 月 26 日-28 日

Sept 26-28, 2025

展览地点 | Show Venue

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center-Henan •China

展会主题 | Show Topic

新消费，共享全球美食美酒

New Consumption, Sharing Global Cuisine and Wine Together

批准单位 | Approved by

中华人民共和国商务部

Ministry of Commerce of the People's Republic of China

支持单位 | Supported by

海关总署国际检验检疫标准与技术法规研究中心

General Administration of Customs of the People's Republic of China, International Inspection and Quarantine Standards and Technical Regulations Research Center

媒体支持 | Media Partner by

中国海关传媒中心

China Customs Media Center

主办单位 | Hosted by

中国商业联合会

China General Chamber of Commerce

中国绿色食品协会

China Green Food Association

中国报关协会

China Customs Brokers Association

中国认证认可协会

China Certification and Accreditation Association

中国防伪行业协会

China Trade Association for Anti-counterfeiting

中国知识产权研究会地理标志分会

Geographical Indication Society, CIPS

中国国际贸易促进委员会供销合作行业分会

Supply and Marketing Cooperatives Sub-council, CCPIT

高登会展集团

Golden Conference and Exhibition Group

承办单位 | Organized by

上海大道国服展览有限公司

Shanghai Supervip Exhibition Co. Ltd.

海外支持单位

Overseas Supporting Units

德国肉类与奶业协会

German Meat and Dairy Association

德国家禽业协会

German Poultry Industry Association

法国猪业联盟

INAPORC

法国农业食品委员会

CAFC

西班牙猪业联盟

Interporc

西班牙牛羊肉协会

INTEROVIC

丹麦农业和食品委员会

Danish Agriculture and Food Council

澳洲肉类及畜牧业协会

Meat and Livestock Australia

新西兰肉类行业协会

Meat Industry Association

波兰家禽商会

National Chamber of Poultry and Feed Producers

巴西牛肉出口商协会

Associação Brasileira das Indústrias Exportadoras de Carne

巴西动物蛋白协会

Associação Brasileira de Proteína Animal

美国肉类出口协会

USMEF

荷兰肉类协会

COV

爱尔兰食品局

Food Safety Authority of Ireland

英中贸易协会

China-Britain Business Council

乌拉圭肉类协会

INAC

日本农业国际交流协会

Japan Agricultural International Exchange Association

泰国肉鸡出口协会

Thai Broiler Export Association

等| Etc..

官方网站| Show Website

www.cgiaexpo.com

www.importfoodfair.com

整体活动安排 I Event Arrangement

(一) 2025 年 09 月 24 日-日程安排

I. Sept 24, 2025 | Schedule Arrangement

1) 来宾报到 I Guest Check-in

时间 I Time:

2025 年 09 月 24 日

Sept 24, 2025

地点 I Venue:

郑州绿地 JW 万豪酒店

JW Marriott Hotel Zhengzhou

内容 I content:

1. 嘉宾报到 (下午)

Guest Check-in (Afternoon)

2. 美食美酒文化体验 (15:00-17:00)

Cuisine Culture Experience (15:00-17:00)

2) 领导会见 I Leadership meeting

时间 I Time

2025 年 09 月 24 日 17:20-17:50

17:20-17:50, Sept 24, 2025

地点 I Venue:

郑州绿地 JW 万豪酒店

JW Marriott Hotel Zhengzhou

人员 I Attendees:

省政府、省商务厅、省农业厅、市政府分管领导, 市经济合作外事局、郑州海关、各国驻华代表、使(领)馆、行业协会与企业主要负责人

Leaders with specific duties from Provincial Government、Provincial Department of Commerce、Provincial Department of Agriculture、municipal government, Municipal Bureau of Economic Cooperation and Foreign Affairs、Zhengzhou Customs、Representatives from various countries in China, embassies and consulates、Industry associations and key leaders of enterprises.

3) 欢迎餐叙 I Welcome Dinner and Talk

时间 I Time

2025 年 09 月 24 日 18:00-19:00

18:00-19:00 Sept 24, 2025

地点 I Venue:

郑州绿地 JW 万豪酒店

JW Marriott Hotel Zhengzhou

人员 I Attendees:

到会嘉宾, 政府有关领导, 各国驻华代表、使(领)馆、行业协会与企业主要负责人参加

Guests, Governmental Leaders, Representatives from various countries in China, embassies and consulates、Industry associations and key leaders of enterprises.

(二) 2025 年 09 月 25 日-日程安排

II. Sept 25, 2025 |Schedule Arrangement

中外企业交流会、全球地理标志 G500 高峰论坛暨区域经济发展市（县）长对话与国际农食产品安全与通关实务论坛暨主要输华国家农食产品交流会

China & Foreign Enterprises Exchange Conference, Global Geographical Indications PG500 Summit& Mayor & County Executive' Dialogue on China's Regional Economic Development and International Agricultural Products Safety and Customs Practice& Forum &Agriculture and Food Safety Exchange Meeting of Major Exporting Countries to China

1) 中外企业对接交流会

China& Foreign Enterprises Exchange Conference

时间 | Time

2025 年 09 月 25 日 09:30-11:30

09:30-11:30 Sept 25, 2025

地点 | Venue:

郑州绿地 JW 万豪酒店

JW Marriott Hotel Zhengzhou

人员 | Attendees:

约 150 名, 包括国内与河南省内进口商、经销商与加工商 60 名, 海外行业组织与企业代表 60 名, 政府部门相关负责人、市场、口岸、物流及具有进出口贸易资质的企业代表 30 名等, 市委或市政府分管领导参加 (暂定)

About 150 people, including 60 from domestic importer, dealer and converter, especially from Henan province. 60 people from foreign associations and enterprises. 30 people from government and enterprises covering market, port, logistics and enterprises with the import and export qualification. Leaders from municipal government would attend. (To be determined)

议程: 企业对接交流

Agenda: Enterprise docking and communication

2) 全球地理标志 PG500 高峰论坛暨区域经济发展市（县）长对话

Global Geographical Indications PG500 Summit& and Mayor & County Executive' Dialogue on China's Regional Economic Development

时间 | Time

2025 年 09 月 25 日 09:30-12:00

09:30-12:00, Sept 25, 2025

地点 | Venue:

郑州绿地 JW 万豪酒店

JW Marriott Hotel Zhengzhou

议程 | Agenda:

欧盟、商务部、国知局、省领导致辞

Speeches from representatives of the European Union, the Ministry of Commerce, China National Intellectual Property Administration and provincial governments

中国地理标志专用标志使用管理办法

Specifications for the Use and Management of Special Signs for Chinese Geographical Indications

欧盟地理标志保护制度及相关政策

Protection System and Policies of the EU's Geographical Indications

中欧地理标志协定及相关政策实施进展

China-EU Agreement on Geographical Indications and the Progress of Relevant Policies

欧洲地理标志产品发挥的作用

The Role Played by European Geographical Indication Products

中国地理标志产品助力区域经济发展的经验分享

Experience of the Promotion of Regional Economic Development by Chinese Geographical Indication Products

中欧地理标志产品合作与贸易对话

Cooperation and Trade of Geographical Indication Products between China and Europe

区域经济发展市（县）长对话

Mayor & County Executive' Dialogue on China's Regional Economic Development

中餐：12:00 酒店

Lunch : 12:00 Hotel

3) 国际农食产品安全与通关实务论坛暨主要输华国家农食产品交流会

International Agricultural Products Safety and Customs Practice Forum & Agriculture and Food Safety Exchange Meeting of Major Exporting Countries to China

时间 | Time

2025 年 09 月 25 日 13:30-17:30

13:30-17:30, Sept 25, 2025

地点 | Venue:

郑州绿地 JW 万豪酒店

JW Marriott Hotel Zhengzhou

议程 | Agenda:

海关总署、农业部、省领导致辞；

General Administration of Customs of the People's Republic of China

进出口食品安全监管体系介绍与新趋势；

Introduction and New Trend of Imported and Exported Food Safety Supervision System

进出口动物及动物产品法律法规及政策介绍；

Legislation and Policy Introduction for Imported and Exported Animal and Animal Products

智慧监管与口岸查验通关便利化

Smart supervision and facilitation of port inspection and customs clearance

食品安全标准发展趋势和制修订情况；

Food Safety Standard Development Trend and Amendment

中国食品安全监管体系对农产品进口的影响；

Influence for the China Food Safety Supervision System on Agricultural Products Import

河南口岸肉类进出口安全监管；

The safety supervision for Henan Port on Import and Export

进出口食品安全管理办法讲解；

Interpretation for Import and Export Food Safety Management

欧洲各国对非洲猪瘟的管理与实践经验；

The Management and Practical Experience for European Countries on African swine fever

农产品海关归类探析；

Customs Classified Analysis for Agricultural Products

进口食品境外生产企业注册讲解；

The Registration Explanation for foreign manufacturing companies on imported food

主要国家食品安全法律法规政策分析；

Analysis of the trends in food safety laws, regulations, and policies in major countries.

主要国家兽医管理体系与食品安全管理体系；

Veterinary management systems and food safety management systems in major countries.

主要国家出口农食产品的品控与包装要求；

Quality control and packaging requirements for export agriculture food in major countries.

主要国家农食产品卫生证书出证和改证流程。

Processes for issuing and amending sanitary certificates for agriculture food in major countries.

晚餐：18:30-20:30 酒店

Dinner: 18:30-20:30 Hotel

（三）2025 年 09 月 26 日-日程安排

III. Sept 26, 2025 |Schedule Arrangement

1) 展会开幕仪式（主持人：待定）

Show Opening Ceremony (Chairman: To be determined)

时间 | Time

2025 年 09 月 26 日 09:00-10:00

09:00-10:00 Sept 26, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

人员 | Attendees:

全体与会人员约 200 人，海关总署、农业农村部、省政府、省商务厅、省农业农村厅、郑州海关、市政府分管领导，市经济合作外事局、各国驻华使领馆、各国行业协会、国外企业主要负责人与媒体代表

About 200 people, GACC, Ministry of Agriculture and Rural Affairs, Provincial Government, Provincial department of commerce, Provincial department of agriculture and rural affairs, Zhengzhou Customs, Municipal Government, City economic cooperation and foreign affairs bureau, embassies and consulates, associations from various countries, leaders from overseas companies and media partners.

议程 | Agenda:

领导巡展 10: 00-11: 30

Touring Exhibition for Leaders 10:00-11:30

2) 参观考察漯河双汇肉食加工厂

Conduct a survey to the Luohe Shuanghui Meat Processing Factory

时间 | Time

2025 年 09 月 26 日 13:00-17:30

13:00-17:30 Sept 26, 2025

地点 | Venue:

郑州绿地 JW 万豪酒店门口集合

Gather at the door of JW Marriott Hotel Zhengzhou

人员 | Attendees:

约 150 人，包括政府部门相关负责人 5 名、驻华使领馆与海外行业协会代表 30 名、企业代表 80 名、当地具有进出口贸易资质的企业代表 35 名等，市委、市政府分管领导参加

About 150 people, including 5 directors from the relevant governmental departments, 30 people from embassies and consulates & overseas industry associations, 80 people from enterprises, 35 people from the import and export enterprises with trade qualifications. Municipal leaders from city government will attend.

3)中国地理标志品牌大会

Geographical Indication Brand Conference

时间 | Time

2025 年 09 月 25 日 13:30-16:30

13:30-16:30 Sept 26, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

议题 | Topics:

浅析地理标志品牌建设与区域经济发展

Analysis of geographical indication brand construction and regional economic development

Geographical Indication Sub-committee, China Intellectual Property Society

地理标志酒类品牌（茅台、五粮液、泸州老窖、仰韶、杜康）

Geographical Indication Liquor Brands

(Moutai, Wuliangye, Luzhou Laojiao, Yangshao and Dukang)

地理标志茶叶品牌（中茶、浙茶、华祥苑、品品香、正山堂、八马）

Geographical Indication Tea Brands

(China Tea, Zhejiang Tea, Empereur, Pinpintea, Zhenshantang, Bama Tea)

中国地理标志产品助力区域经济发展的经验分享

Experience sharing of geographical indication products in China boosting the development of regional economic

中国地理标志代表产区（仁怀、泸州、安溪、福鼎、洛阳）

Representative areas of geographical indication in China (Renhuai City, Luzhou City, Anxi City, Fuding City, Luoyang City)

市县长年度对话

Mayor & County Executive's Dialogue

地理标志酒类品牌价值评价结果发布

Release conference of value evaluation results for geographical indication liquor brands

地理标志茶叶品牌价值评价结果发布

Release conference of value evaluation results for geographical indication tea brands

中国地理标志区域市县品牌价值评价结果发布

Release conference of value evaluation results for the cities and counties in Chinese geographical indication regions

拟邀嘉宾 Guests to be invited

国务院参事，国家工商总局原领导、海关总署主要领导、国家知识产权局主要领导、运用促进司领导、中国商业联合会会长、中国知识产权研究会副理事长、地理标志专委会（筹）主任常务副主任、欧盟驻华使团、参会参展各国驻华代表、世界知识产权组织中国办事处官员等。

Counselors of State, former head of the State Administration for Industry and Commerce, main

leaders from the General Administration of Customs, the China National Intellectual Property Administration, Department of Utilisation and Promotion, CNIPA, and president of the China General Chamber of Commerce, vice chairman of the China Intellectual Property Society, Director and Deputy Director of the Specialised Committee on Geographical Indications, the European Union delegation to China, representatives of embassies in China, officials of the World Intellectual Property Organization Office in China, etc.

4) 世界葡萄酒大师班

World Wine Master Class

时间 | Time

2025 年 09 月 26-27 日 09:00-16:00

Time: 09:00-16:00 Sept 26-27, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

议题 | Topics:

葡萄酒品质评判的体系和方法

Systems and Methods for Judging the Quality of Wines

横断山脉-川滇藏区的中国葡萄酒新希望

Hengduan Mountains - New Hope for Chinese Wine in Sichuan, Yunnan and Tibet

尼姆产区-品味泉水精灵的独特风土

Costières de Nmes - the Unique terroir of Nemausus

沉浸在浓浓的法式浪漫里 - 开启干邑艺术之旅

Immerse Yourself in French Romance - A Journey into the Art of Cognac

探索意大利葡萄酒

Explore Italian Wines

中国八大菜系餐酒搭配

Wine Pairing for the Eight Chinese Cuisines

国内外侍酒师行业发展初探

Exploring the Development of the Sommelier at Home and Abroad

活动将集结超强名庄阵容、全球名庄佳酿、高分酒，邀约行业知名大咖、葡萄酒大师举办顶级大师班活动，名庄、名品、名人齐聚，打造一场瞩目而具风向性的葡萄酒名品盛会。另活动还将举办高规格的餐酒搭配主题大师班、教你如何为餐选酒，如何以酒配餐。

The event will bring a strong line-up of global well-known chateaux, great wines and high-quality wines, and the organizer will specially invite industry celebrities and masters in the field of wine to attend. Famous chateaux, wines and celebrities will gather together to create a grand wine event. In addition, the event will also hold a high-specification wine pairing master class to teach you how to choose wines for your meal and how to match your meal with wines.

(四) 2025 年 09 月 27 日-日程安排

IV. Sept 27, 2025 | Schedule Arrangement

展览展示与地标美酒美食品鉴会

Exhibition and Landmark Food and Wine Tasting Conference

1) 展览展示 | Exhibition

时间 | Time

2025 年 09 月 27 日 09:00-16:30

Time: 09:00-16:30 Sept 27, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

2) 地标美酒美食品鉴会

Landmark Food and Wine Tasting Conference

时间 | Time

2025 年 09 月 27 日 09:00-16:30

Time: 09:00-16:30 Sept 27, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

以各国地理标志农产品为原材料，做出独具韵味的美食，经现场品鉴、专家打分、网络投票等环节，现推选出最具代表性的地标美食，为您集中展示独具世界地标美食舌尖上的味道。

Using agricultural products with geographical indications from various countries as raw materials to create unique and flavorful cuisine. Through on-site tasting, expert scoring, and online voting, we have selected the most representative landmark cuisine to showcase the unique taste of the world's landmark cuisine.

3) 地理标志产区与特色产品推介会

Geographical indications producing areas and Specialty Product Presentation

时间 | Time

2025 年 09 月 27 日 10:00-16:00

Time: 10:00-16:00 Sept 27, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

现场推介世界各地地理标志产品区域公用品牌和企业品牌，由产区代表、采购商、电商平台和企业代表、以及媒体记者参会。通过现场推介有效提升地理标志产品品牌影响力，促进双方的交流合作与贸易对接。

Regional public brands and enterprise brands of GI products from all over the world will be promoted, and representatives of producing areas, purchasing departments, e-commerce platforms and enterprises, as well as media industry will attend the meeting. It will effectively enhance the brand influence of GI products and promote the communication, cooperation and trade docking between the two sides.

4) 国际酒类标签管理与安全监管论坛

International Wine Products Label Management and Safety Supervision Summit

时间 | Time

2025 年 09 月 27 日 09:30-12:00

09:30-12:00 Sept 27, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

议题 I Topics:

进口食品通关实务探讨

Discussion on Customs Clearance of Import Food

进口食品通关申报常见问题

Imported Food Customs Declaration FAQ

海关预裁定政策宣讲

Customs Pre-ruling Policy Preaching

进口食品跨境电商业务发展

Imported food Cross-Border E-Commerce Business Development

进口酒类安全监管与进口预包装食品标签新政及合规

Imported Alcohol Safety Supervision and Import Pre-Packaged Food Label New Deal and Compliance

进口酒类安全监管实务

Imported Alcohol Safety Supervision Practice

进口预包装食品标签新政及标签合规性探讨

Discussion on the New Deal and Label Compliance of Imported Prepackaged Food Labels

人员 I Attendees:

约 100 人，包括国内与河南省内酒类进口商、经销商与服务商 60 名，海外行业组织与企业代表 30 名，政府部门相关负责人 10 名主要负责人与媒体代表。

About 100 people, including 60 from domestic and Henan province wine importer, dealer and converter. 30 people from foreign associations and enterprises. 10 leaders from relevant government leaders and media partners.

5) 参观考察酒类批发市场

A Survey to the Wholesale Market for Alcoholic Beverages

时间 I Time

2025 年 09 月 27 日 13:30-16:30

13:30-16:30 Sept 27, 2025

地点 I Venue:

郑州国际会展中心门口集合

Meet at the entrance of the Zhengzhou International Convention and Exhibition Center

人员 I Attendees:

约 100 人，包括政府部门相关负责人 3 名、驻华使领馆与海外行业协会代表 10 名、酒类参展企业代表 80 名与服务商 7 等，市委、市政府分管领导参加

About 100 people, including 3 directors from the relevant governmental departments, 10 people from embassies and consulates & overseas industry associations, 80 people from enterprises and 7 people service providers, Municipal leaders from city government will attend.

行程 I Agenda:

1) 考察: 09 月 27 日 13:30-16:30 前往郑州万荣酒类批发市场考察

Survey: 13:30-16:30 Sept 27, 2025 Conduct a survey at Zhengzhou Wanrong Wholesale Liquor Mart

2) 晚餐: 09 月 27 日 17:00-19:30 (地点待定)

Dinner: 17:00-19:30 Sept 27, 2025 (Location to be determined)

注: 郑州百荣世贸商城(简称百荣市场)作为中国最大的酒类流通批发市场,也是全国酒类品牌处理库存积压、低价套现的集散地。市场占地 3000 亩,建筑面积 400 万平方米,因郑州得天独

厚、四通八达的交通便利条件，同时也是顺丰、京东、德邦、中通、圆通等各大物流公司总仓汇集地。据网络公开的数据显示，百荣市场年产值高达 1000 亿元，其中酒水高达 400 亿元左右，占据半壁江山。行业流传着“没有百荣找不来的酒，没有百荣卖不掉的酒”的说法，而由百荣搭建交易桥梁而产生的批发价也已然成为经销商衡量某个产品供求变化与价格波动幅度的重要依据。

Note: Zhengzhou Bairong World Trade Center (hereinafter referred to as Bairong Center), as China's largest wholesale distribution market for alcoholic beverages, is also a central hub for handling excess inventory and liquidating stock at discounted prices for national liquor brands. The market covers an area of 3,000 acres with a total construction area of 4 million square meters. Relying on Zhengzhou's exceptional geographical advantages and excellent transportation connectivity, it has also become a convergence point for major logistics companies such as SF, JD.com, Deppon Express, ZTO Express, and YTO Express. According to publicly available data online, Bairong Center's annual output value reaches 100 billion RMB, with alcoholic beverages accounting for approximately 40 billion RMB, holding a dominant position in the industry. It is said that there is no alcohol that cannot be found at Bairong, and no alcohol that cannot be sold at Bairong within the industry. The wholesale prices established by Bairong have become an important reference for distributors to gauge the supply and demand fluctuations and price volatility of a particular product.

（五）2025 年 09 月 28 日-日程安排

V. Sept 28, 2025|Schedule Arrangement

展览展示与地标美食品鉴会颁奖仪式

Exhibition and Awarding ceremony for Landmark Food Tasting Conference

1) 展览展示 | Exhibition

时间 | Time

2025 年 09 月 28 日 09:00-14:00

Time: 09:00-14:00 Sept 27, 2025

地点 | Venue:

郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center - Henan Province

2) 地标美食品鉴会颁奖仪式 10:00-12:00

Awarding Ceremony for Landmark Food Tasting Conference 10:00-12:00

利用优质的世界各地地理标志农产品研发制作菜品，挖掘传承了地标美食文化，加深了消费者对地标美食的认知，助力食用农产品对接。

The use of high-quality geographical indication agricultural products around the world to develop and produce dishes, excavate and inherit the landmark food culture, deepen consumers' cognition of landmark food, and help edible agricultural products docking

3) 撤展 | Dismantling

2025 年 09 月 28 日 14:00-20:00

14:00-20:00 Sept 28, 2025

PGIE&CIFA Organizing Committee

Contact: Yan Yaoyao

Phone: +86-18221431825 | E-mail: pgie@goldenexpo.com.cn

Contact: Yang Jianzhuang

Phone: +86 13916868039 | E-mail: cifa@goldenexpo.com.cn

PG500 2025

2025 全球地理标志 PG500 高峰论坛暨区域经济发展市（县）长对话-日程（草案） Global Geographical Indications PG500 Summit & and Mayor & County Executive' Dialogue on China's Regional Economic Development

时间：2025 年 09 月 25 日|地点：郑州绿地 JW 万豪酒店-中国
Time: Sept 25, 2025|Venue: JW Marriott Hotel Zhengzhou— China

上午 Morning

09:00-09:10 论坛开幕&重要嘉宾介绍

Opening Ceremony & VIP Guests Introduction

09:10-09:25 领导致辞

Opening Address

中方领导致辞 Speech from the Chinese leaders

甘绍宁（国家知识产权局原副局长，中国知识产权研究会副理事长兼地理标志专业委员会主任）

欧盟领导致辞 Speech from the EU leaders

09:25-09:40

地理标志运用促进如何支撑中国特色经济高质量发展

释义：加强地理标志保护运用，助力乡村振兴和经济高质量发展

王培章（国家知识产权局运用促进司司长）

China National Intellectual Property Administration

09:40 -09:55

欧盟地理标志保护制度及相关政策

The EU geographical indication protection system and related policies

释义：欧盟在中欧地理标志互认互保工作的进展及取得成果

About: the progress and achievements of the EU's work on mutual recognition and protection of geographical indications in China and the EU

欧洲联盟驻华代表团

European Union delegation to China

09:55 -10:10

中欧地理标志协定及相关政策实施进展

The progress in the implementation of the Geographical Indications Agreement and related policies

释义：中欧地理标志合作协定中有关双边保护、多边保护的法律问题解读、取得成果及案例

About: Interpretation of legal issues, achievements, and typical cases of bilateral and multilateral protection in the China-EU Cooperation Agreement on Geographical Indications

商务部 Ministry of Commerce, PRC

10:10 -10:25

欧洲地理标志产品发挥的作用

The role of European geographical indication products

释义：介绍工艺传承、文化底蕴、产品特点以及市场化运营和商业版图构建

About: Introducing process inheritance, cultural heritage, product features, market operation, and the business layout construction

欧盟地理标志产区

EU's geographical indication production areas

10:25 -10:40 茶歇 Tea Break

10:40-11:10 嘉宾主题演讲

1、石 勇（国务院参事，国际欧亚科学院院士，发展中国家科学院院士，中国管理现代化研究会法人代表理事长，中国科学院大数据挖掘与知识管理重点实验室主任，以“中国人民银行个人征信系统”项目荣获成思危全球奖）

Shi Yong (Counselors of State, Academician of the International Eurasian Academy of Sciences, Academician of the World Academy Of Sciences, Chairman of the Chinese Academy of Management, Director of the Key Laboratory of Big Data Mining and Knowledge Management of the Chinese Academy of Sciences, and the recipient of Cheng Siwei Global Prize for the project of the "PBC Individual Credit Reporting System").

2、易继明（北京大学国际知识产权研究中心主任、北京大学法学院教授、博导，2020年11月30日为中央政治局集体学习授课，2023年10月30日为国务院专题学习进行讲解）

Yi Jiming (Director of the International Intellectual Property Research Centre of Peking University, Professor and Doctoral Director of the Peking University Law School; to give a lecture for the collective study of the State Council on November 30, 2020, and to give a lecture for the special study of the State Council on October 30, 2023)

3、姚坤（国家知识产权局商标局一级巡视员，北京农智地理标志研究院专家委员会名誉主任，长期从事地理标志管理工作，是理论和实务相结合的专家型领导）

3. Yao Kun (first-level inspector of the Trademark Office of the State Intellectual Property Office, honorary director of the Expert Committee of the Beijing Nongzhi Geographical Indications Research Institute, has been engaged in the management of geographical indications for a long time, and is an expert leader who combines theory and practice)

11:10-11:25

《全球地理标志 G500 高峰论坛共识》

发布 Global Geographical Indications G500 Summit Consensus to be release

用共识方式，以对话交流助力全球地理标志共同发展，表达中国话语和提供世界方案

Contributing to the common development of global geographical indications through dialogues, expressing Chinese words and providing solutions.

11:25 -11:35

全球最有口碑的地理标志 500 强-研究项目启动仪式

Top 500 most reputable GIs in the world-ceremony for the launch of the research project

中国品牌口碑指数 C-BRI 始于 2013 年，是由国统首页大数据研发，国家工信部工业文化发展中心、中华商标协会、中国医药新闻信息协会、国统大数据研究实验室等联合推动品牌口碑评价工程。拟在此基础上，由国统首页大数据牵头，共同开展“全球最有口碑的地理标志 500 强”研究项目。

C-BRI, started in 2013, is a brand reputation evaluation project developed by NBS Home Big Data and jointly promoted by the Industrial Culture Development Centre of MIIT, the Chinese Trademark Association, the China News of Drug Information Association, and the NBS Big Data Research Laboratory. On this basis, NBS Home Page Big Data takes the lead to carry out the research project of "Top 500 Most Reputable Geographical Indications in the World".

11:35-12:00

从“入关”到互市：全球地理标志产品合作与贸易对话

The China-EU geographical indication products cooperation and trade dialogue

释义：围绕中欧贸易、双边合作、多边合作以及海关有关政策等开展对话，从进入市场到宣发流通全方位全链条深度研讨

About: Trade, bilateral cooperation, multilateral cooperation, and related export policies to China

欧盟代表、中方代表（含海关总署专家）、世界知识产权组织中国办事处专家、产区代表、企业代表、宣发流通平台代表等

EU representatives, Chinese representatives, production area representatives, enterprise representatives, etc.

区域经济发展市（县）长对话

Mayor & County Executive' Dialogue on China's Regional Economic Development

12:05 pm 午餐 Lunch

AFIC 2025
2025 国际农食产品安全与通关实务论坛暨主要输华国家农食产品交流会-日程（草案）
International Agricultural Products Safety and Customs Practice Forum& Agriculture and Food Safety Exchange Meeting of Major Exporting Countries to China 2025

时间：2025 年 09 月 25 日|地点：郑州绿地 JW 万豪酒店-中国
Time: Sept 25, 2025|Venue: JW Marriott Hotel Zhengzhou– China

下午 afternoon

13:00-13:10

论坛开幕&重要嘉宾介绍

Opening Ceremony & VIP Guests Introduction

13:10-13:30

领导致辞

Opening Address

海关总署标法中心、中国海关传媒中心、中国报关协会

General Administration of Customs of the People's Republic of China

China Customs Media Center

China Customs Brokers Association

13:30-13:50

进出口食品安全监管体系介绍与新趋势

Introduction of Imported and Exported Food Safety Supervision System and the New Trend

海关总署进出口食品安全局

Safety of Imported and Exported Food, GACC

13:50-14:10

进出口动物及动物产品法律法规及政策介绍

Laws and Regulations of imported and exported animals and related products & Policy Introduction

海关总署动植物检疫司

Quarantine of Animals and Plants, GACC

14:10-14:30

智慧监管与口岸查验通关便利化

Smart supervision and facilitation of port inspection and customs clearance

海关总署动口岸监管司

Department of Port Control, GACC

14:30-14:50

食品安全标准发展趋势和制修订情况

Food Safety Standard Development Trend & Drafting and Amendment

国家食品安全风险评估中心/国际食品添加剂法典委员会

China National Center for Food Safety Risk Assessment; Codex Committee on Food Additives

14:50-15:10

中国食品安全监管措施对农产品贸易的影响

The impact of China's food safety regulatory measures on agricultural trade

中国农业科学院经济与发展研究所

Institute of Agricultural Economics and Development, CAAS

15:10-15:25

茶歇 Tea Break

15:10-15:25

河南口岸肉类进出口安全监管

Safety Supervision for Imported and Exported Meat in Henan Port

郑州海关进出口食品安全处

Safety of Imported and Exported Food, Zhengzhou Customs

15:25 -15:55

进出口食品安全管理办法讲解

Explanation of import and export food safety management measures

宁波海关进出口食品安全处

Food Safety Department, Ningbo Customs

15:55-16:20

全球各国食品安全管理与实践经验分享

Food safety management and practical experience sharing in countries around the world

巴西、西班牙、加拿大、比利时、丹麦等国驻华使馆 农业参赞

Agricultural Counsellor of the Embassies of Brazil, Spain, Canada, Belgium, Denmark in China

16:20 -16:40

农产品海关归类探析

A summary of agricultural products classification

海关总署税收征管局（京津）关税技术处

Tariff Techniques Direction, Customs Revenue Collection Bureau, GACC

16:40-17:00

进口食品境外生产企业注册讲解

The interpretation of registration for imported food in China from overseas manufacturing companies

海关总署标法中心

International Inspection and Quarantine Standards and Technical Regulations Research Center of the General Administration of Customs

17:00-17:30

主要国家食品安全法律法规政策分析；

Analysis of the trends in food safety laws, regulations, and policies in major countries.

主要国家兽医管理体系与食品安全管理体系；

Veterinary management systems and food safety management systems in major countries.

主要国家出口农食产品的品控与包装要求；

Quality control and packaging requirements for export agriculture food in major countries.

主要国家农食产品卫生证书出证和改证流程。

Processes for issuing and amending sanitary certificates for agriculture food in major countries.

17:30-18:00 酒会 Wine Party

18:00

展会与论坛欢迎晚宴 Dinner Party

注：具体日程以现场为准

Note: The agenda is subject to change.

PGBS 2025
2025 中国地理标志品牌大会-日程（草案）
China Geographical Indication Brand Summit 2025

时间：2025 年 09 月 26 日

Time: Sept 26, 2025

地点：郑州国际会展中心-河南省

Zhengzhou International Convention and Exhibition Center-Henan •China

下午

13:30-13:45

领导致辞

Opening Address

国家市场监管总局领导

Leaders of the State Administration for Market Regulation

省政府领导

Leaders of provincial government

中国品牌促进会 领导

Leaders of China Council for Brand Development

13:45 -13:55

评价宣传介绍

Introduction of evaluation and promotion

13:55 -14:10

品牌建设赋能 助力乡村振兴

Empowering brand construction to facilitate rural revitalization

中国品牌杂志社

China Brand Magazine

14:10 -14:25

浅析地理标志品牌建设与区域经济发展

Analysis of geographical indication brand construction and regional economic development

中国知识产权研究会地理标志分会

Geographical Indication Sub-committee, China Intellectual Property Society

14:25 -14:55

地理标志酒类品牌

Geographical Indication Liquor Brands

茅台、五粮液、泸州老窖、仰韶、杜康

Moutai, Wuliangye, Luzhoulaojiao, Yangshao and Dukang

14:55 -15:25

地理标志茶叶品牌

Geographical Indication Tea Brands

中茶、浙茶、华祥苑、品品香、正山堂、八马

China Tea, Zhejiang Tea, Empereur, Pinpintea, Zhenshantang, Bama Tea

15:05 -15:20 茶歇 Tea break

15:20 -15:50

中国地理标志产品助力区域经济发展的经验分享

Experience sharing of geographical indication products in china boosting the development of regional economic

释义：地理标志助推乡村振兴的生动实践和典型案例，围绕各个地方的产品展示、文化展示、工作成果展示以及在助推

About: Vivid Practices and typical cases of geographical indications contributing to rural revitalization, focusing on product display, cultural display, work results display, and re-boosting of all regions

中国地理标志代表产区（仁怀、泸州、安溪、福鼎、洛阳）

Representative areas of geographical indication in China (Renhuai City, Luzhou City, Anxi City, Fuding City, Luoyang City)

15:50-16:20

市县长年度对话 Mayor & County Executive's Dialogue

拟邀国知局运用促进司领导、有影响力的地理标志品牌市县领导进行沙发对话，互动交流；对话主持：南平（中华商标协会原副秘书长兼《中华商标》杂志社社长，北京农智地理标志研究院专家委员会主任）

Leaders of the Department of Utilisation and Promotion, CNIPA and leaders of influential GI brands in cities and counties will be invited to have a salon to share their ideas;

Host: Nan Ping (Former Deputy Secretary General of China Trademark Association and President of China Trademark Magazine, Director of Expert Committee of Beijing Nongzhi Geographical Indication Research Institute)

16:20-16:35

地理标志酒类品牌价值评价结果发布

Release conference of value evaluation results for geographical indication liquor brands

16:35 -16:50

地理标志茶叶品牌价值评价结果发布

Release conference of value evaluation results for geographical indication tea brands

16:50 -17:20

中国地理标志区域市县品牌价值评价结果发布

Release conference of value evaluation results for the cities and counties in Chinese geographical indication regions

17:20 -17:30

嘉宾互动与合影留念

Guest interaction and group photos for memory

拟邀嘉宾 Guests to be invited

国务院参事，国家工商总局原领导、海关总署主要领导、国家知识产权局主要领导、运用促进司领导、中国商业联合会会长、中国知识产权研究会副理事长、地理标志专委会（筹）主任常务副主任、欧盟驻华使团、参会参展各国驻华代表、世界知识产权组织中国办事处官员等。

Counselors of State, former head of the State Administration for Industry and Commerce, main leaders from the General Administration of Customs, the China National Intellectual Property Administration, Department of Utilisation and Promotion, CNIPA, and president of the China General Chamber of Commerce, vice chairman of the China Intellectual Property Society, Director and Deputy Director of the Specialised Committee on Geographical Indications, the European Union delegation to China, representatives of embassies in China, officials of the World Intellectual Property Organization Office in China, etc.

注：议题以当天议程为准