

**第一届中国（深圳）华人华侨产业交易会
调查报告**

**The First International Overseas Chinese
Trade Fair (Shenzhen)
Investigation Report**

深圳市侨商智库研究院

2015年9月

Shenzhen Overseas Chinese Think Tank Institute (OCTT)

Sept. 2015

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前言

Preface

首届中国（深圳）华人华侨产业交易会（简称“侨交会”）于2015年8月13日-8月14日在深圳会展中心举行，本届“侨交会”由中国首个涉侨民间智库——深圳市侨商智库研究院发起，联合海内外侨界38家商协会与社团共同主办，200多家海内外商协会与社团支持与协办，展会面积达37500平方米，展位1500多个，共设文化旅游展区、特色贸易展区、地产展区、高新科技展区、金融展区以及产业园展区等六大专业展区。本届侨交会以“跨国、合作、共赢”为主题，吸引了全球五大洲28个国家和地区近600家参展商携5000多个产业项目前来参展。其中，来自海外的参展企业和机构有271家，约占45%，参展项目达2700多个，来自国内参展的企业与机构329家，遍布全国74个城市以及香港、澳门与台湾地区，他们带来了2200多个项目。与此同时，展会期间各种论坛、研讨会、专题推介会以及项目签约仪式达到30多场。

The First International Overseas Chinese Trade Fair (Shenzhen) (short for the “OCTF”) was held at Shenzhen Convention and Exhibition Center on Aug. 13-14, 2015. The “OCTF” was initiated by the first overseas Chinese related Think Tank in China - Shenzhen Overseas Chinese Think Tank Institute (OCTT), pooling the efforts of 38 domestic and overseas Chinese business associations and social organizations, with the support from over 200 domestic and overseas Chinese business associations and social organizations. The exhibition offered display area

of 37,500 square meters and 1,500 booths, offering six professional exhibition sectors including cultural tourism section, specialty trade section, local products section, hi-new tech section, financial section and industry park section etc. This “OCTF” featured “cross-boarder, cooperation, win-win”, attracted the attendance of near 600 exhibitors from 28 countries and areas across the five continents with over 50,000 industry programs. Of which, there came 271 enterprises and institutions from abroad, taking up 45%, with over 2,700 exhibition projects, and 329 domestic enterprises and institutions, representing 74 cities of the country and Hong Kong, Macau and Taiwan, they brought over 2,200 projects. In the meanwhile, over 30 forums, seminars, symposiums and project signing ceremonies were held during the exhibition.

“侨交会”以侨为“桥”，是服务国家“一带一路”战略，服务深圳建设 21 世纪“海丝”桥头堡的重要举措，这种由海内外侨社团发起主办，民间资本投资，市场化运作的“民间办展”模式，在深圳乃至全国都是首次。通过为期两天的项目、产品的展示、洽谈与对接，本届“侨交会”取得备受瞩目的丰硕成果，截至 8 月 14 日下午，共有 66 家商协会代表企业签约 278 个项目，签约项目金额达 464.2 亿元。

The “OCTF” utilizes the overseas Chinese as a “bridge”, is an important measure to serve the “One Belt, One Road” strategy of the the country, serve the bridgehead position of building Shenzhen as the 21 century “sea borne silk route”. The event was initiated and sponsored by domestic and international social organizations, with investment from the private sector, run in the “folk exhibition” market mode, is

a ground-breaking event in Shenzhen and the whole country. Through the two-day long project, product exhibition, negotiation and alignment of the exhibition, this “OCTF” has made great achievements, as of Aug. 14, 66 business associations representing enterprises signed 278 projects, project amount signed amounted to 46.2 billion yuan.

本调查报告是深圳市侨商智库研究院首个实证研究课题——“中国（深圳）华人华侨产业交易会”的研究成果，受深圳市侨商智库研究院的委托，报告的问卷设计、分析方法、个人访谈、结构安排、内容撰写等由华南师范大学吴巧瑜教授负责的研究团队完成；问卷调查现场执行（即问卷发放与回收）以及数据处理由广州社情民意研究中心负责。本调查报告所有权专属于深圳市侨交会投资管理有限公司。

This Investigation Report is the Research findings of the first empirical subject conducted by Shenzhen Overseas Chinese Think Tank Institute (OCTT) regarding the International Overseas Chinese “OCTF” (Shenzhen). Commissioned by Shenzhen Overseas Chinese Think Tank Institute (OCTT), the research team under the leadership of Prof. Wu Qiaoyu prepared the report questionnaire design, analysis method, personal interview, structural arrangement, content composition etc.; Guangzhou Research Center for Social Conditions and Public Opinions was in charged in questionnaire field administering (i.e. questionnaire distribution and recovery) and data processing. The property right of the Investigation Report rests with Shenzhen “OCTF” Investment Management Co., Ltd.

第一部分 项目基本情况

Part 1 Projects Basics

一、调查信息介绍

Investigation Information Introduction

（一）调查及评价模块说明

Investigation and Evaluation Model Instruction

本届“侨交会”市场调查及效果评价主要分为六大模块，具体包括项目基本情况，“侨交会”特征分析，意见与市场需求，“侨交会”满意度及效果评价，专项调查和参会者访谈摘录。

The market research and results evaluation of the “OCTF” are classified into six major modules, specifically including project basics, features analysis of “OCTF”, opinions and market requirements, degree of satisfaction and results evaluation of the “OCTF”, special program survey and excerpts of participants.

（二）调查与评价执行说明

Investigation and evaluation implementation briefing

2015年8月13~14日，开展了首届“侨交会”项目调查，本次调查共发放样本1100份，实际完成有效样本1068份，样本有效率达97%。

Project Investigation for the first “OCTF” was conducted on Aug. 13-14, 1,100 samples were distributed and 1068 samples were actually completed effective ones, effective rate of samples reached 97%.

二、调查抽样与操作方法

Investigation Sampling and Operation Method

（一）调查抽样

Investigation Sampling

本次调查对象分为两类，一类为参展商；另一类为专业观众。抽样框以8月13~14日到深圳会展中心参加“侨交会”的参展商与专业观众作为抽样框。抽样方法分为两种，其中参展商样本基本覆盖，专业观众通过偶遇抽样方法。

The investigation objects were classified into two categories, one is exhibitors; the other professional audience. The sampling frame is based on the exhibitors and professional audience attended the “OCTF” at Shenzhen Convention and Exhibition Center on Aug. 13-14. The sampling method is classified into two, of which the exhibitors samples roughly covered the group, and professional audience sampling were conducted through random encounters.

（二）调查方法

Investigation Method

本次调查采用问卷调查法。由培训合格的访问员在展会现场向受访者发放问卷并说明问卷填写方法，由受访者本人填写，并即时回收问卷。

Questionnaire Method was employed in this Investigation. Qualified interviewers after training would hand out the Questionnaire and explain the manner the Questionnaire was to be filled out at the exhibition site to the interviewee, the Questionnaire was then filled out by the interviewee, and the questionnaire was then recovered instantly.

（三）调查组织

Investigation Organization

本次调查实行“队长→督导→调查员”层级管理模式，共设置队长3人、督导6人、访问员24人。调查通过现场监控、现场验卷、样本核查等措施，在调查执行中进行质量控制，以确保问卷的真实性和准确性。

This Investigation employed a “Chief→Superintendent→Interviewer” hierarchical management mode, there were three chiefs, six superintendants and twenty four interviewers. Quality control was conducted in the investigation through field supervision, field questionnaire inspection and sample review etc. measures to ensure the truthfulness and accuracy of the Questionnaire.

三、调查数据统计分析说明

Statistical analysis and explanation on the

Investigation data

本次调查数据分析的软件采用社会科学统计软件包 SPSS 15.0，采用的统计分析技术主要是频数分析（Frequencies Analyze）、交互分析（Crosstabs Analyze）和指数化分析（SEM Analyze）。置信度为 95%时，数据的最大绝对误差不超出 $\pm 3.0\%$ ，调查数据真实、有效。

The software package SPSS 15.0 was used in the analysis for the investigation data, main statistical technologies employed were Frequencies Analyze, Crosstabs Analyze and SEM Analyze. When confidence coefficient stands at 95%, the maximum error may not exceed $\pm 3.0\%$, the Investigation data is true and valid.

第二部分 特征分析

Part 2 Feature Analysis

本届“侨交会”参会者特征分析按照不同调查对象主要分为两大类，具体包括：参展商特征分析与专业观众特征分析。

Features of the participants in the “OCTF” were classified into two main categories, specifically: feature analysis of the exhibitors and feature analysis of the audience.

一、参展商特征分析

Feature Analysis of Exhibitors

1、九成以上的参展商为企业中高层管理人员

Over ninety percent of exhibitors were medium and high level management officials

在本次调查的参展商中，企业中、高层管理者占绝大部分，普通业务、技术或管理职员占极少数。其中，企业高层管理者有 34%，即三人中就有一人；企业中层管理者则有 64%；还有 2%是普通业务、技术或管理职员（见图 1）。

In the investigation of exhibitors, intermediate and senior management officials of enterprises comprised the overwhelming majority, and regular business, technical or management employees constituted the negligible minority. Of which, senior enterprise management officials took up 34%, that is, one in three interviewees; intermediate level management

officials took up 64%; and 2% were regular business, technical staff or management employees (see Figure 1).

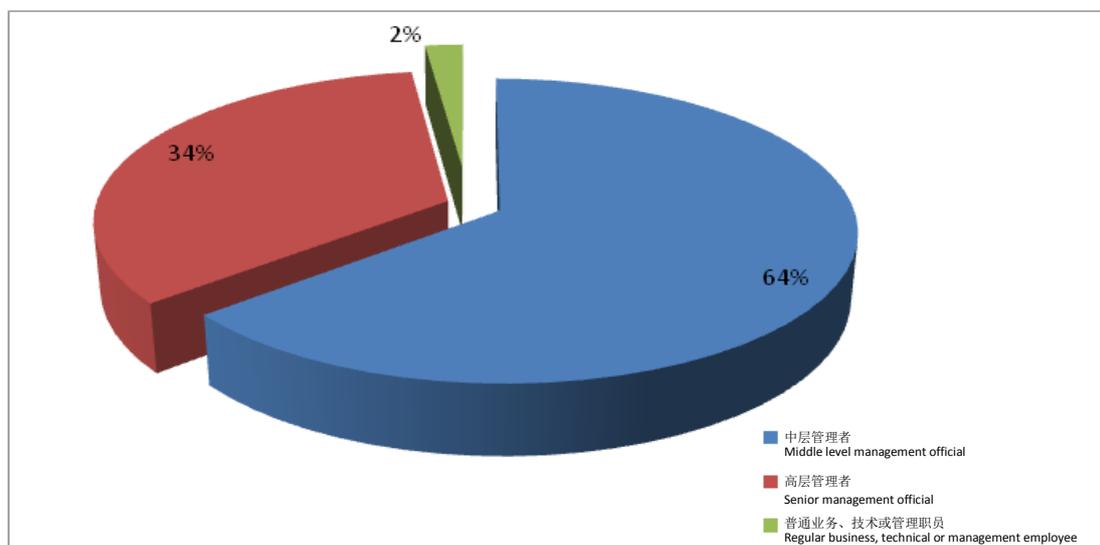


图 1：参展商职位分布情况

Figure 1: Title distribution of the exhibitors

2、参展商遍布五大洲，国际性程度较高

Exhibitors from five continents, highly international event

从参展商所在国家或地区的分布来看，遍布亚洲、欧洲、美洲、大洋洲以及非洲五大洲。其中，中国大陆 67.8%，港澳台 9.1%，东南亚 9.4%，东亚 2.4%，南亚 1.5%，中亚 1.1%，欧洲 3.5%，美加 4%，俄罗斯 1.1%、非洲 0.1%（见图 2）。

From the country or area distribution of exhibitors, their origins covered Asia, Europe, America, Oceania and Africa. Of which, China Mainland 67.8% , Hong Kong, Macau, Taiwan 9.1% , Southeast Asia 9.4% , East Asia 2.4% , South Asia 1.5% , Central Asia 1.1% , Europe 3.5% , America and Canada 4% , Russia 1.1%,Africa 0.1 % (see Figure 2).

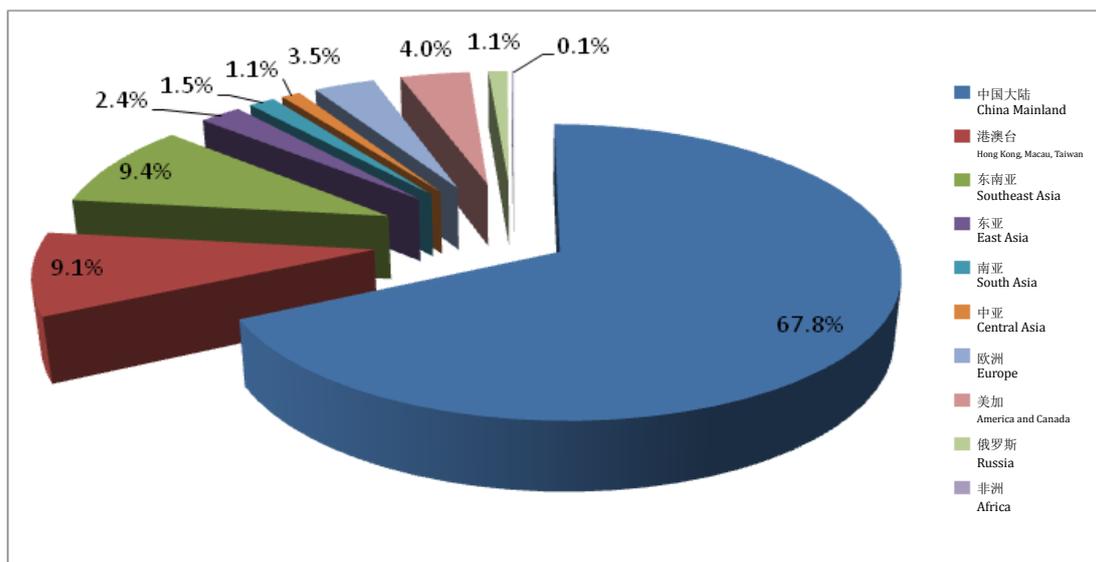


图 2：参展商所在国家或地区分布情况

Figure 2: Country or area distribution of the exhibitors

3、参展商主要从事高新科技、绿色产品和“互联网+”产业

Exhibitors mainly engaged in hi-new tech, green products and “Internet +” industries

通过调查发现，参展商的行业分布覆盖面比较广，具体来说，高新科技行业占比最多，为 28%；其次是为绿色产品，占比 25%；再次为“互联网+”产业和文化旅游，各占 23%（见表 1）。

We found through investigation that, the industry distribution of the exhibitors covered an extensive range, specifically, most were from hi-new tech industry, taking up 28%; green products industry came second, taking up 25%; “internet +” industry and cultural tourism came the third, each comprising 23% (see Table 1).

	行业领域 Industries and Fields	百分比 Percentage	
1	文化旅游 Cultural tourism	23%	
2	高新科技 Hi-new tech	28%	
3	能源矿产基建 Energy and minerals infrastructure	6%	
4	金融投资 Financial investment	14%	
5	绿色产品 Green products	25%	
6	房地产 Real Estate	15%	
7	互联网+ Internet +	23%	
8	媒体与传播 Media and communication	9%	
9	环保绿化 Environmental protection and afforestation	10%	
10	教育与咨询 Education and consultation	10%	
11	其它 Other	14%	

表 1：参展商从事行业领域分布情况
 Table 1: Industries and Fields distribution of the exhibitors

4、“寻找贸易伙伴”与“推广宣传企业”是参展商的首要目的
“Looking for trading partner” and “Promoting the enterprise” are the primary objectives of the exhibitors

调查显示，在所列 8 个事项中，参展商本次参展最希望达到的目的是“推广宣传企业”，选择比例为 64%；其次是“寻找贸易伙伴”，选择比例是 55%；第三位是“采购或推销产品”，为 29%，选择比例明显低于前两者 26 个百分点以上；其余事项的选择比例均不过 25%（见图 3）。

The investigation indicates, the the most desired objective of the exhibitors participating this exhibition is to “promote the enterprise”, 64% chose this option; the secondary objective is “looking for trading partner”, 55% chose this option; the third place is “purchasing or marketing products”, chosen by 29% exhibitors, a substantial decrease of over 26 percentage points; none of the remaining options exceeds 25% (see Figure 3).

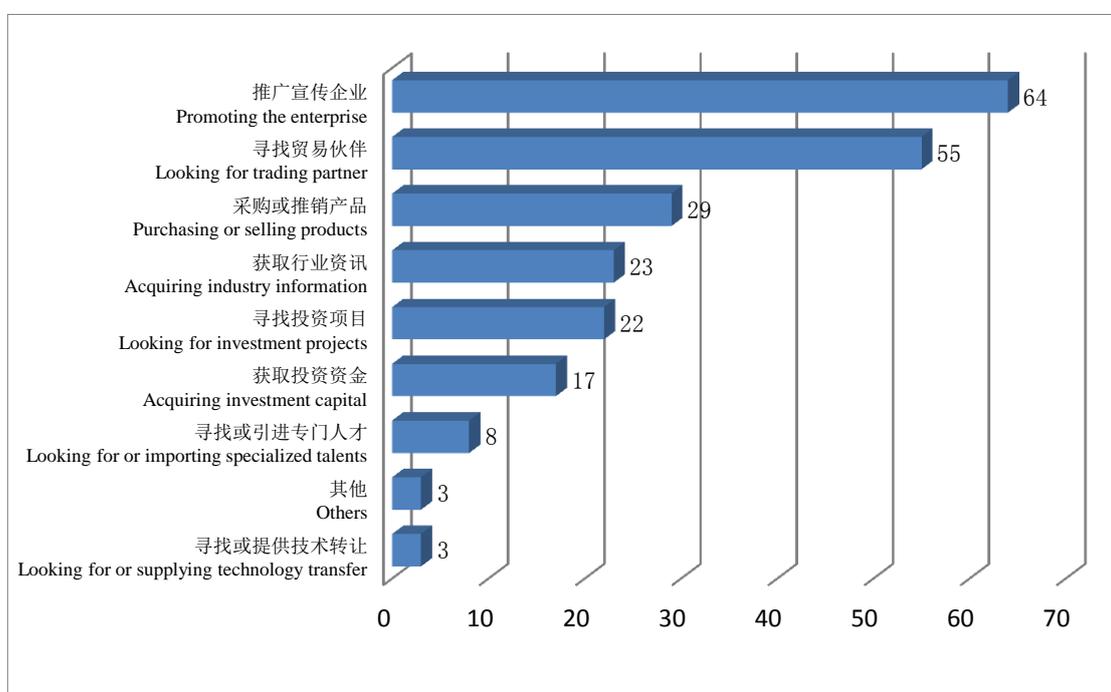


图 3：展商参展目的分布情况

Figure 3: Objective distribution of the exhibitors

5、“侨交会”的商业合作机会获参展商认可

Business cooperation opportunity offered in the “OCTF” were recognized by the exhibitors

根据调查，过半参展商对“侨交会”的商业合作机会给予积极评价，认为本次展会商业合作机会“很多”及“比较多”者合计为56%，认为“比较少”及“很少”者合计为34%，即认为有较多商业合作机会者明显比认为较少有商业合作机会者多出22个百分点（见图4）。

According to the investigation, over a half of the exhibitors gave positive assessments to the business cooperation opportunities offered in the “OCTF”, 56% exhibitors considered that the “OCTF” offered “many” and “pretty many” business cooperation opportunities, and 34% thought that the “OCTF” offered “pretty few” and “few” business cooperation opportunities, i.e., that there are 22 percentage points thought there are substantially more business cooperation opportunities than those thought there are pretty few business cooperation opportunities (see Figure 4).

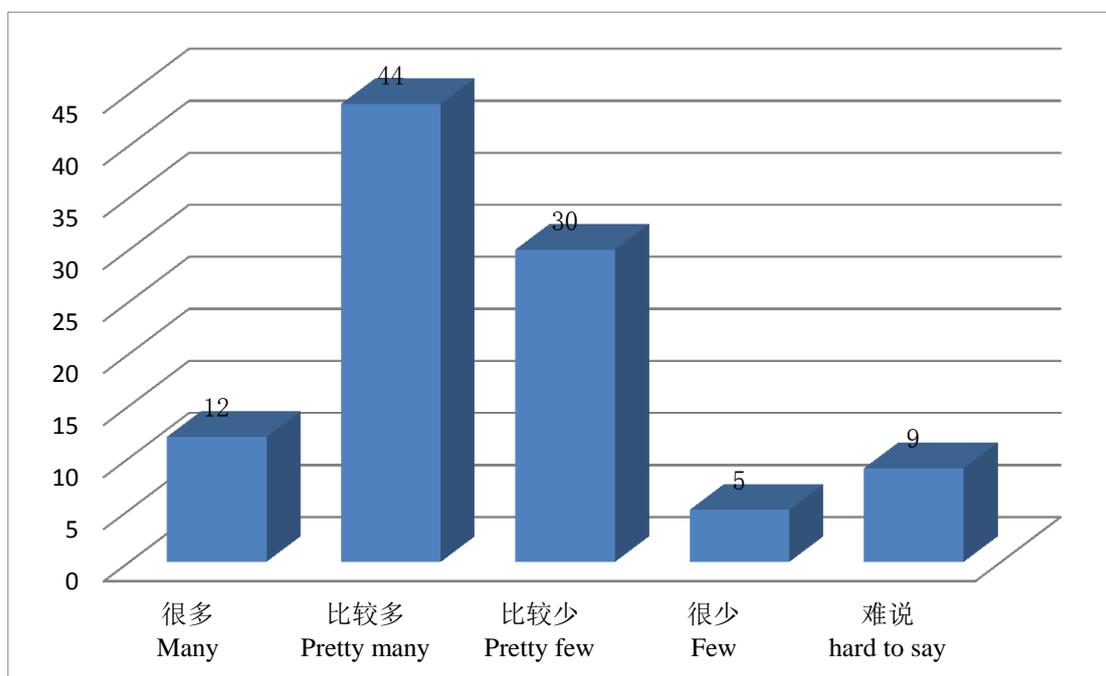


图4：参展商对“侨交会”商业合作机会看法分布情况
Figure 4. Distribution of Opinions regarding business cooperation opportunity offered in the “OCTF”

6、过八成参展商自评为中大型规模企业

Over eighty percent of self assessment of exhibitors as intermediate and large scale enterprises

在本次调查中，设置了 1-10 分共 10 个分值，由受访参展商对所在企业规模进行自评。通过这种方法，可以有效避免因地域差异而导致的标准偏差。

In this investigation, 10 scores were set in the 1- 10 scale, the interviewed exhibitors conducted self assessments on enterprise scale. Through this method, standard deviation resulting from geographical differences can be effectively avoided.

从调查结果来看，参展商整体素质较强，自评为中等规模及以上的参展商合计达 81%。其中，以较大型企业占多，为 37%；其次是中型企业，为 22%；大型企业也不少，有 21%（见图 5）

Judging from the investigation results, the overall strength of exhibitors are very good, exhibitors rating themselves as intermediate and above scale enterprises in the self-assessment totaling 81%. Of which, relatively large enterprises took up a substantial percentage , 37%; intermediate scale enterprises came second, amounting to 22%; there were quite some large enterprises, amounting to 21% (see Figure 5)

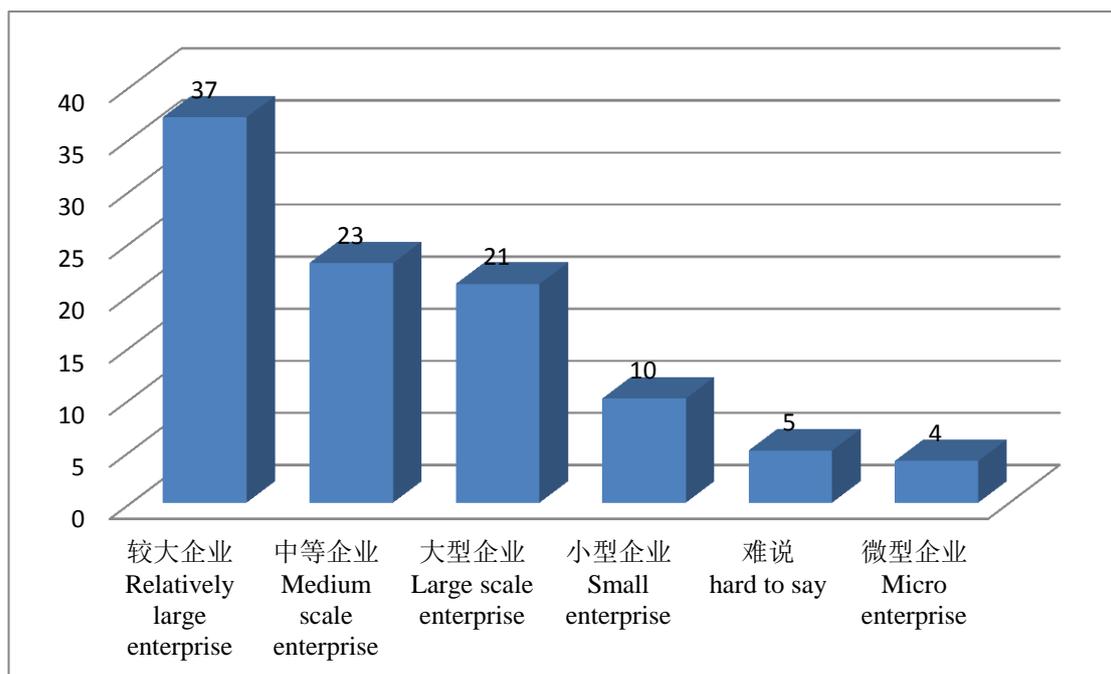


图 5：参展商企业规模自评分布情况
Figure 5: Scale Distribution of self assessment by the exhibitors

7、大多数参展商拥有参加商会或智库的背景

Most exhibitors have Chamber of Commerce or Think Tank background

从参展商参加机构分布情况来看，77%的参展商有参加商会或智库组织，其中57%的参展商有参加商会，6%的参展商参加了智库组织，而两种机构都有参加的参展商也有14%，都没有参加的，只占20%（见图6）。

Judging from the institution distribution of the exhibitors, 77% exhibitors have joined Chamber of Commerce or Think Tank, of which 57% enterprises joined Chamber of Commerce, 6% exhibitors joined Think Tank organization, and 14% enterprises joined both type of organizations, only 20% joined neither (see Figure 6).

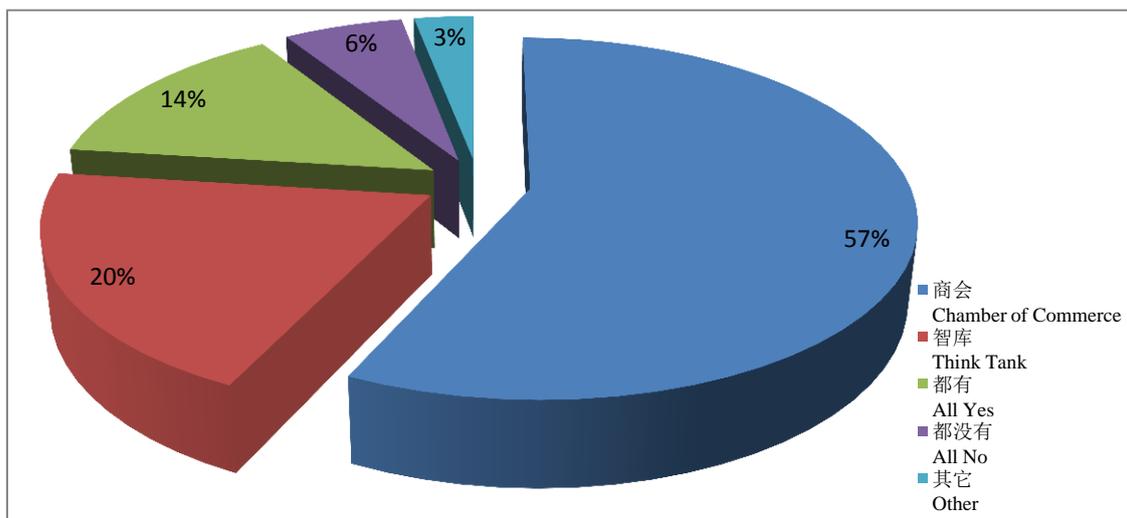


图 6：参展商参加机构分布情况

Figure 6: Institution Participation Distribution of the exhibitors

8、九成多参展商为中青年，正处于职业生涯的黄金阶段

Over 90% of exhibitors are from middle age or the young age groups, in their prime period of vocational careers

从参展商的年龄分布来看，18岁-30岁年龄段的人群有45%，31岁-60岁年龄段的人群有46%，即本次调查中参展商绝大部分为中青年人，正处于职业生涯的黄金阶段；而61岁以上的年龄段人数最少，为1%（见图7）。

Judging from the age distribution of exhibitors, 45% were from the 18-30 age group, 46% were from the 31-60 age group, that is to say, the vast majority of exhibitors surveyed in this investigation were young and middle aged people, they were in their prime period of vocational careers; whereas the age group of 61 years plus took up the least percentage, 1% (see Figure 7).

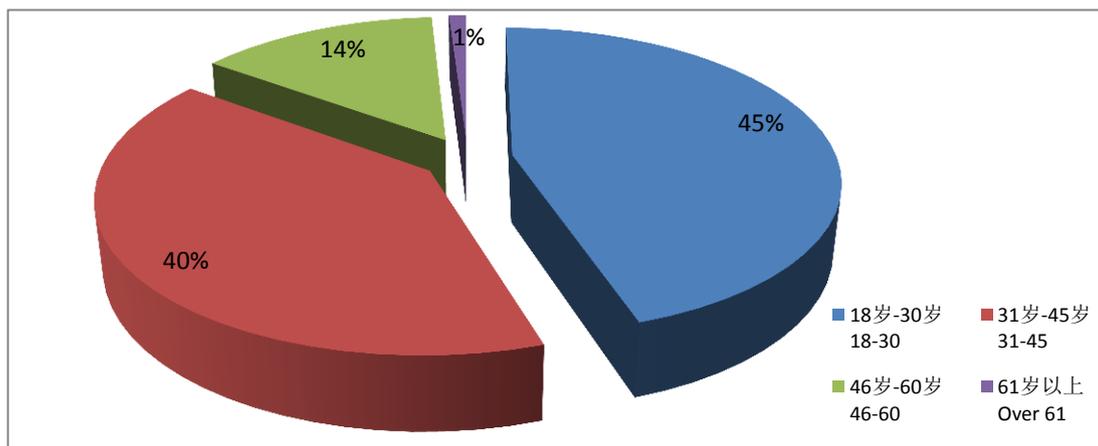


图 7：参展商年龄分布情况
Figure 7: Age distribution of the exhibitors

二、专业观众特征分析

Feature analysis of professional audience

1、逾半的专业观众为企业中高层管理人员

Over half professional audience were medium and high level management officials

从专业观众的职位来看，企业中高层管理者占比最多，达 53%，其中高层管理者和中层管理者分别为 16%和 37%；其次是普通业务、技术或管理职员，占比 41%（见图 8）。

Judging from the title of professional audience, intermediate and senior management officials took up 53%, of which intermediate and senior management officials accounting for 16% and 37% respectively; regular business, technical staff or management employees came second, accounting for 41% (see Figure 8).

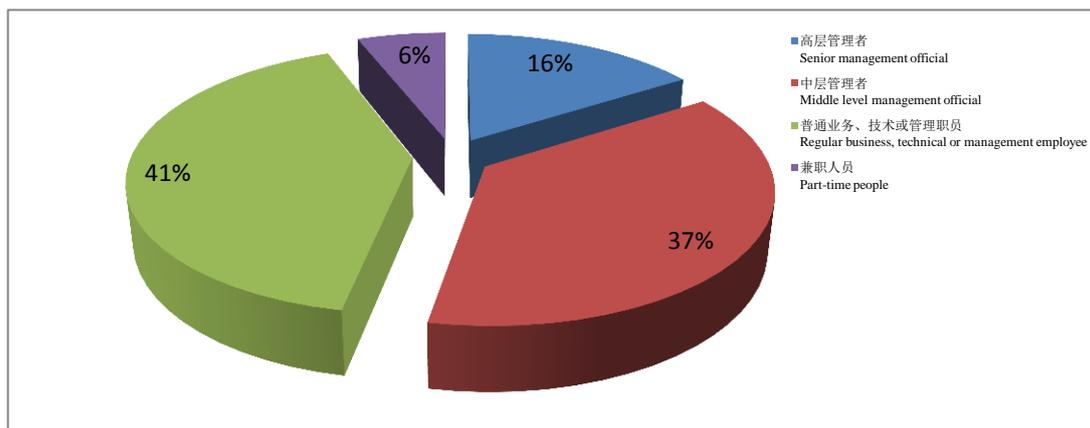


图 8：专业观众职位分布情况
Figure 8: Title distribution of professional audience

2、专业观众主要来自于高新科技和“互联网+”行业

Professional audience were mainly from hi-new tech and the “Internet +” industries

从专业观众所属的行业类型来看，高新科技行业占比最多，为 35%；其次是“互联网+”行业，为 30%；再次是文化旅游，为 21%（见表 2）。

Judging from the industry affiliations, the most came from the hi-new tech industry, accounting for 35%; the “Internet +” industry came second, accounting for 30%; next came the cultural tourism, accounting for 21% (see Table 2).

	所属行业领域 Industries and Fields Affiliation	百分比 Percentage	
1	高新科技 Hi-new tech	35%	
2	“互联网+” “Internet +”	30%	
3	文化旅游 Cultural tourism	21%	
4	金融投资 Financial investment	18%	
5	绿色产品 Green products	17%	
6	房地产 Real Estate	15%	

7	环保绿化 Environmental protection and afforestation	12%	
8	教育与咨询 Education and consultation	10%	
9	能源矿产基建 Energy and minerals infrastructure	9%	
10	媒体与传播 Media and communication	8%	
11	其它 Other	5%	

表 2：专业观众所属行业领域分布情况

Table 2: Distribution of the Industries and Fields of professional audience

3、“寻找贸易伙伴”与“寻找投资项目”是专业观众的首要目的

“Looking for trading partner” and “Promoting the enterprise” are the primary objectives of the professional audience

调查显示，在所列 8 个事项中，专业观众最希望达成的目的是“寻找贸易伙伴”，选择比例为 41%；其次是“寻找投资项目”，选择比例是 33%；第三位是“推广宣传企业”，选择比例为 28%；其后是“获取行业资讯”及“采购或推销产品”，选择比例均在 25%左右，剩余事项的选择比例较低，均不过 11%（见图 9）。

The investigation indicates, the the most desired objective of the professional audience participating in this exhibition is to “promote the enterprise”, 41% chose this option; the secondary objective is “looking for trading partner”, 33% chose this option; the third place is “purchasing or marketing products”, chosen by 28% exhibitors; then came “obtaining industry information” and “purchasing or marketing products”, both stood at around 25%, the remaining options were seldom chosen, none exceeding 11% (see Figure 9).

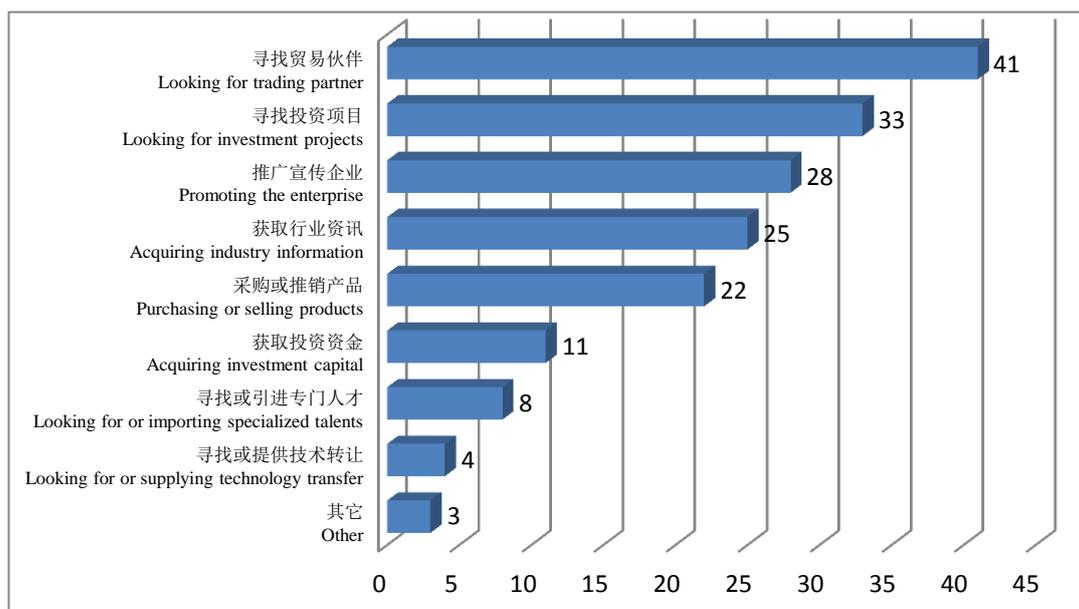


图 9：专业观众参展目的分布情况
Figure 9: Objective distribution of professional audience

4、多数专业观众认为“侨交会”商业合作机会充足

Most professional audience considered that the “OCTF” offered abundant business cooperation opportunities

调查结果表明，多数专业观众对“侨交会”的商业合作机会给予正面评价，认为“很多”及“比较多”者合计为60%，比认为“比较少”及“很少”者多出近一倍（见图10）。

According to the investigation, most professional audience gave positive assessments to the business cooperation opportunities offered in the “OCTF”, 60% considered that the “OCTF” offered “many” and “pretty many” business cooperation opportunities, there were about twice people thought there were substantially more business cooperation opportunities than those thought there were pretty few business cooperation opportunities (see Figure 10).

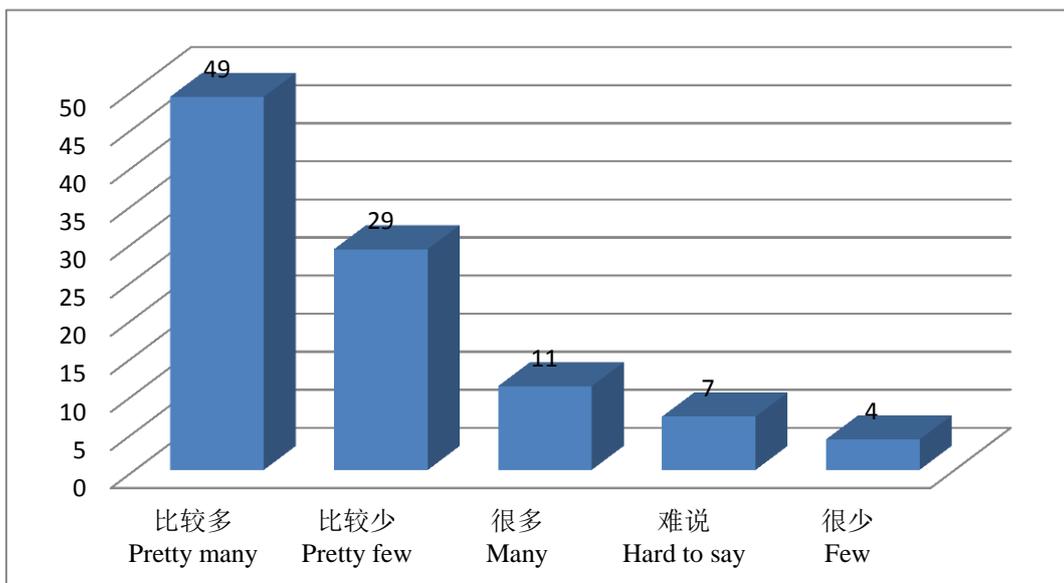


图 10：专业观众对于“侨交会”商业合作机会的看法分布情况

Figure 10: Distribution of Opinions of professional audience regarding business cooperation opportunity offered in the “OCTF”

5、八成多专业观众愿意参加下一届“侨交会”

Over eighty percent professional audience are willing to participate in the next “OCTF”

通过调查显示，有 85%即超过八成的参展商表示“愿意”参加下一届“侨交会”，“不愿意”继续参加的不足一成，“难说”的只占 6%。（见图 11）

The investigation indicates, over 85% exhibitors expressed willingness to participate in the next “OCTF”, less than 10% indicated “unwillingness”, only 6% indicated “hard to say”. (see Figure 11)

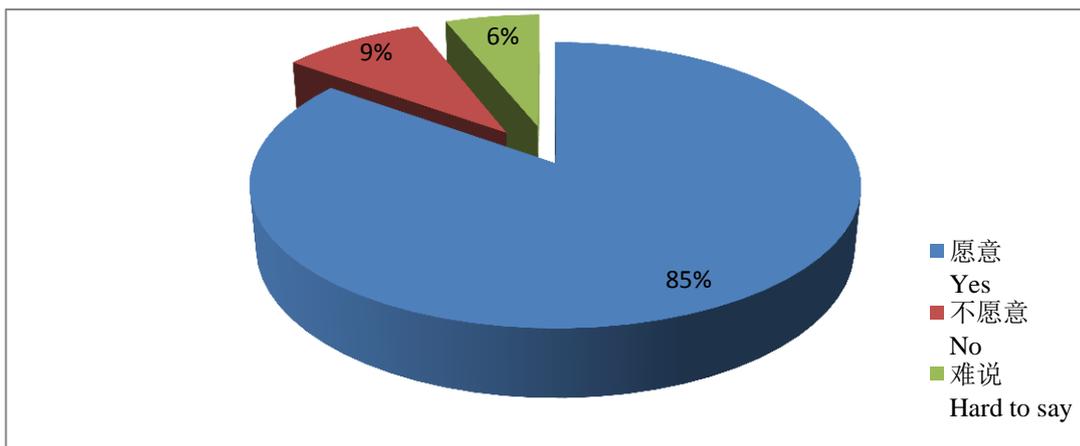


图11：专业观众参加下一届“侨交会”意愿分布情况

Figure 11. Distribution of willingness to participate in the next “OCTF” of the professional audience

6、近八成专业观众自评为中大型规模企业

Near eighty percent of self assessment of professional audience as coming from intermediate and large scale enterprises

通过专业观众对所在企业规模自评的分布来看，自评为中等规模及以上企业的人合计达 78%。其中，以较大型企业占多，为 39%；其次是大型企业，为 23%；第三是中型企业，有 16%（见图 12）。

Judging from the distribution self assessment to the enterprise scale of the enterprise they are from by professional audience, 78% self assessed their enterprises as intermediate and large scale ones. Of which, relatively large enterprises took up a substantial percentage , 39%; large enterprises came second, amounting to 23%; and middle-sized enterprises came third, amounting to 16% (see Figure 12).

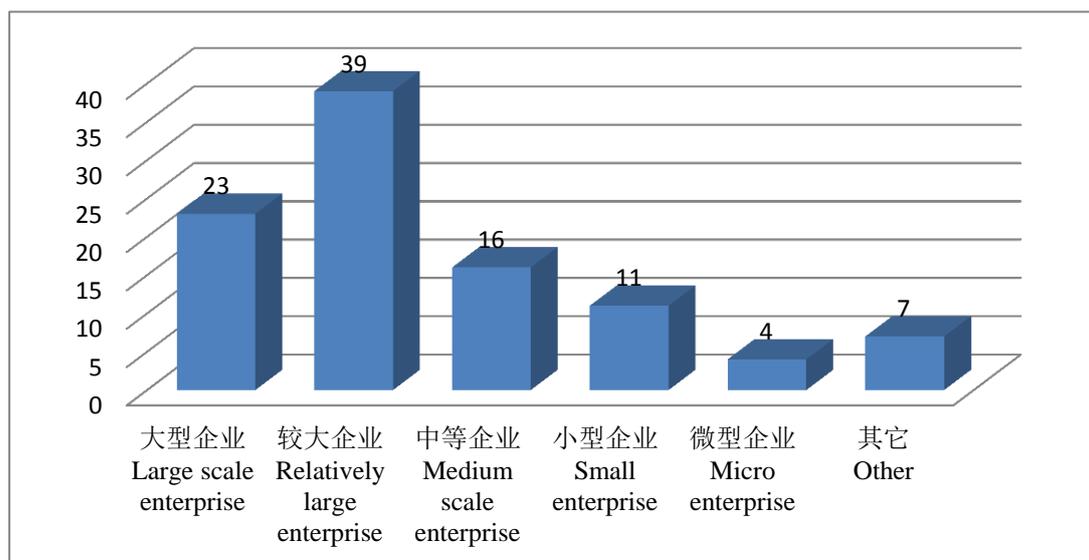


图 12：专业观众企业规模自评分布情况

Figure 12: Scale Distribution of self assessment by the professional audience

7、多数专业观众有参加商会或智库组织

Most professional audience have Chamber of Commerce or Think Tank background

从专业观众参加机构分布情况来看，66%的专业观众有参加商会或智库组织，其中 29%的专业观众有参加商会，13%的专业观众参加了智库组织，而两种机构都有参加的参展商有 24%，都没有参加的专业观众占比偏少，为 33%（见图 13）。

Judging from the institution distribution of the professional audience, 66% professional audience have joined Chamber of Commerce or Think Tank, of which 29% professional audience have joined Chamber of Commerce, 13% professional audience joined Think Tank organization, and 24% exhibitors joined both type of organizations, relatively few professional audience have joined neither, 33% (see Figure 13).

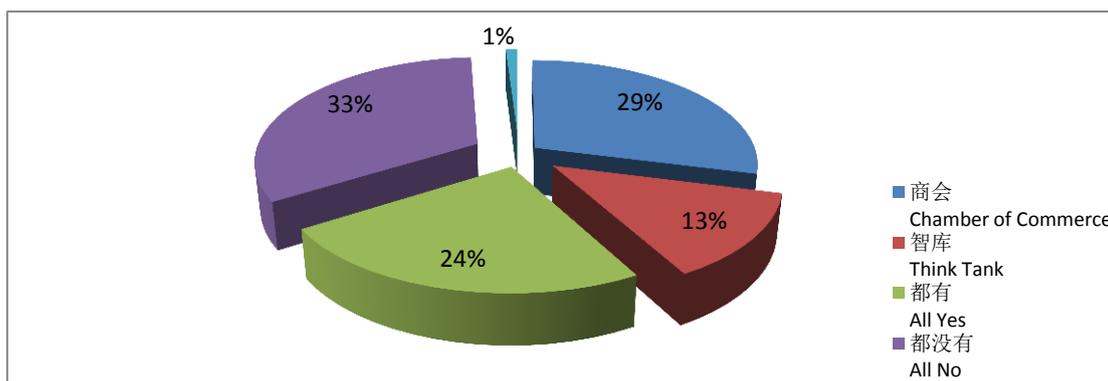


图 13: 专业观众参加机构分布情况

Figure 13: Institution participation distribution of professional audience

8、专业观众以中青年人居多

Professional audience are mainly young and middle aged people

从专业观众的年龄分布来看, 18岁-45岁的中青年人群占比最多, 达92%, 其中18岁-30岁的青年人群有58%, 31岁-45岁年龄段的人群有33%; 其次为46岁-60岁年龄段的人群, 有8%; 61岁以上较少, 只有1% (见图14)。

Judging from the age distribution of professional audience, 92% were from the 18-45 age group, of which 58% are from the 18-30 age group, 33% from the 31-45 age group; next came the 46-60 age group, 8%; whereas the age group of 61 years plus took up relatively small percentage, only 1% (see Figure 14).

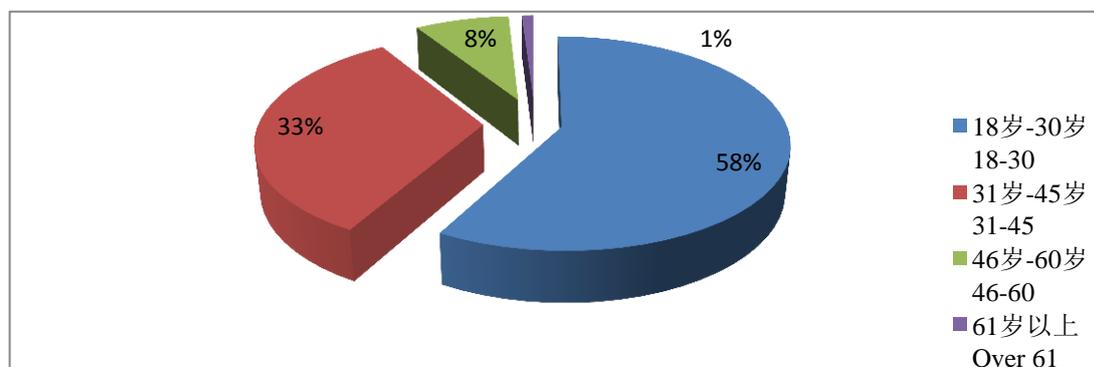


图 14: 专业观众年龄分布情况

Figure 14: Age distribution of professional audience

第三部分 意见与需求分析

Part 3 Opinions and Requirements Analysis

调查报告关于“意见与需求”部分主要从参会者总体（指样本框里所有样本即包括参展商与被抽样的专业观众）、参展商以及专业观众三个层面进行分析；每一层面又分别从参会目的与意愿，对展会的意见与期待，引入创客创新项目的意愿，“一带一路”战略下企业发展预期与需求这四个维度展开分析并得出结论。此外，参展商及专业观众还从第五个维度即“自身不同身份类型”进行意见交互分析。

The “opinions and needs” section of the Investigation Report mainly analyzed from the overview of exhibition participants (referring to all samples in the sample frame, including the the three dimensions of exhibitors and the professional audience sampled), the exhibitors and professional audience; further analysis was then carried out on four dimensions of the objective of joining the exhibition, willingness, suggestions and expectations to the exhibition, willingness to introduce maker creativity programs, expectations and requirements of corporate development under the “One Belt, One Road” strategy and arrived at the conclusions. In addition, a fifth dimensions opinions Crosstabs Analyze of “distinctive from one’s own type” is conducted on the exhibitors and professional audience.

一、参会者意见与需求分析

Opinions and Requirements Analysis of exhibition participants

（一）参会目的与意愿

Objective and willingness for attending the fair

1、“国家扶持政策信息”、“业界产品资讯”是参会者最希望获取的营商资讯。

“Supportive policy information of the state”, “Industry products information” are the most desired business operation information the participants wanted to obtain.

通过调查发现，对于最希望获取的营商资讯，“国家扶持政策信息”、“业界产品资讯”、“创客创新创业信息”及“地方政府招商优惠政策”四个事项的选择比例靠前，但均相差无几，其中最高的是“国家扶持政策信息”，选择比例为 39%（见图 15）。

We found through investigation that the four options, “supportive policy information of the state”, “industry products information” “maker creativity business startup information” and “preferential policy of local governments” were among the most desired business operation information, however, there was little difference among the four, “supportive policy information of the state” topped the four, chosen by 39% (see Figure 15)

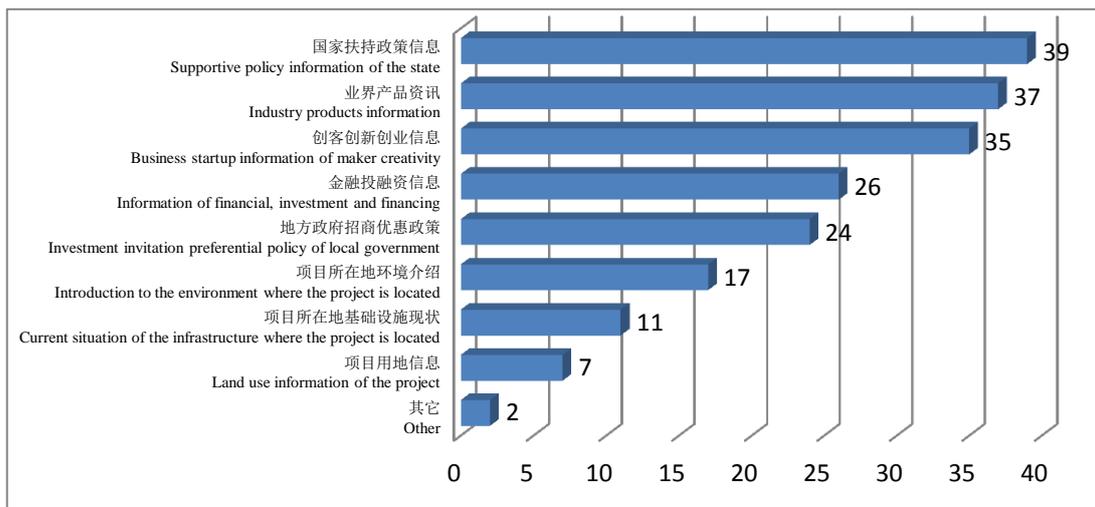


图 15: 参加“侨交会”营商资讯获取意愿分布情况
 Figure 15. Distribution of willingness to obtain business operation information in the “OCTF”

2、参会者最关注“高新科技”、“互联网+”，同时也最看好两者的投资潜力

Participants were mostly attentive to “hi-new tech”, “Internet +”, and also rated highly the investment potential for both

在调查所列 11 个领域中，“高新科技”成为参会者关注度最高的领域，为 45%；其次是“互联网+”，关注度为 29%；第三位是“绿色产品”，关注度为 27%（见表 3）。

In the 11 fields listed in the survey, “hi-new tech” topped the areas of focus, the rate was 45%; next came “Internet +”, 29%; “green products came third, followed by 27% (see Table 3).

	行业领域 Industries and Fields	百分比 Percentage
1	高新科技 Hi-new tech	45%
2	“互联网+” “Internet +”	29%

3	绿色产品 Green products	27%	
4	文化旅游 Cultural tourism	23%	
5	金融投资 Financial investment	22%	
6	政府招商引资 Government investment promotion	16%	
7	媒体与传媒 Media and the Press	14%	
8	环保绿化 Environmental protection and afforestation	13%	
9	教育与咨询 Education and consultation	11%	
10	房地产 Real Estate	11%	
11	能源矿产基建 Energy and minerals infrastructure	5%	
12	其它 Other	5%	

表 3: 参加“侨交会”营商资讯获取意愿分布情况

Table 3: Distribution of willingness to obtain business operation information in the “OCTF”

调查亦发现，参会者认为最具市场潜力与投资空间的领域，“高新科技”高居榜首，选择比例为 48%，其次是“互联网+”，选择比例为 37%，第三位是“文化旅游”，选择比例为 29%，其他各项所占比例（见图 16）。

The investigation found, among the fields with the highest potential and biggest space for investment, “hi-new tech” came first, chosen by 48%, next came “Internet +”, chosen by 37%, the third was “cultural tourism”, chosen by 29%, (see Figure 16) for percentage taken up by other options.

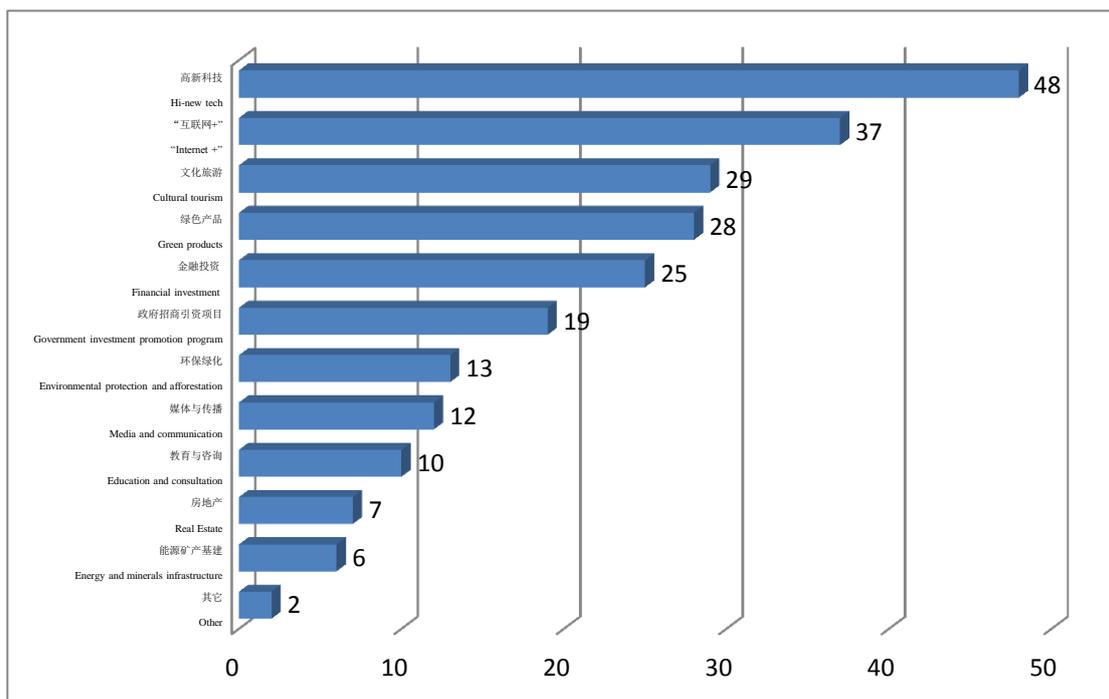


图 16：参会者对“侨交会”潜力与空间看法分布情况

Figure 16. Distribution of Opinions regarding potential and space offered in the “OCTF” by participants

3、“高新技术类”、“管理类”是参会者最需要的人才。

“Hi-new technology category”, “Management category” were the most desired talents by participants.

调查数据显示，在参会者看来，对“高新技术类”人才的关注或需求程度最高，选择比例为 42%；其次是“管理类”人才，选择比例为 33%；第三位是“电子商务”类，选择比例为 31%（见表 4）

Investigation data indicates, in the eyes of the participants, “hi-new tech category” talents drew the most attention or most desired, chosen by 42%; next came “management category” talents, chosen by 33%; third came “e-commerce” category, chosen by 31% (see Table 4)

	人才类型 Talent category	百分比 Percentage	
1	高新技术类 Hi-new technology category	42%	
2	管理类 Management category	33%	
3	电子商务类 E-commerce category	31%	
4	金融投资类 Financial investment category	23%	
5	环保绿化类 Environmental protection and afforestation category	16%	
6	艺术设计类 Art design category	14%	
7	政策研究类 Policy study category	9%	
8	法律类 Law category	6%	
9	财会类 Accounting category	6%	
10	其它 Other	4%	

表 4：“侨交会”人才类型需求分布情况

Table 4: Talents Category Requirement Distribution of the “OCTF”

4、中国大陆以及“一带一路”沿线国家（地区）是参会者投资意向最集中的地区

Countries (areas) involved in the “One Belt, One Road” strategy are areas where the investment intentions of participants focused the most

从参会者选择有意向投资的地区来看，选择“中国大陆”的最多，达 43%；其次是“‘一带一路’沿线国家（地区）”，有 25%；“‘一带一路’之外的国家（地区）”居末，仅为 4%。此外，有 12% 的表示“都有”意向，还有 14% 的表示“都没有”（见图 17）。

Judging from the areas where the investment intentions of participants focused the most, most chose “China Mainland”, up to 43%; next came countries (areas) involved in the “One Belt, One Road” strategy, 25%; countries (areas) not involved in the “One Belt, One Road” strategy came last, chosen by only 4%. Besides, 12% expressed intentions in “all of them”, and 14% expressed interest in “none of them” (see Figure 17).

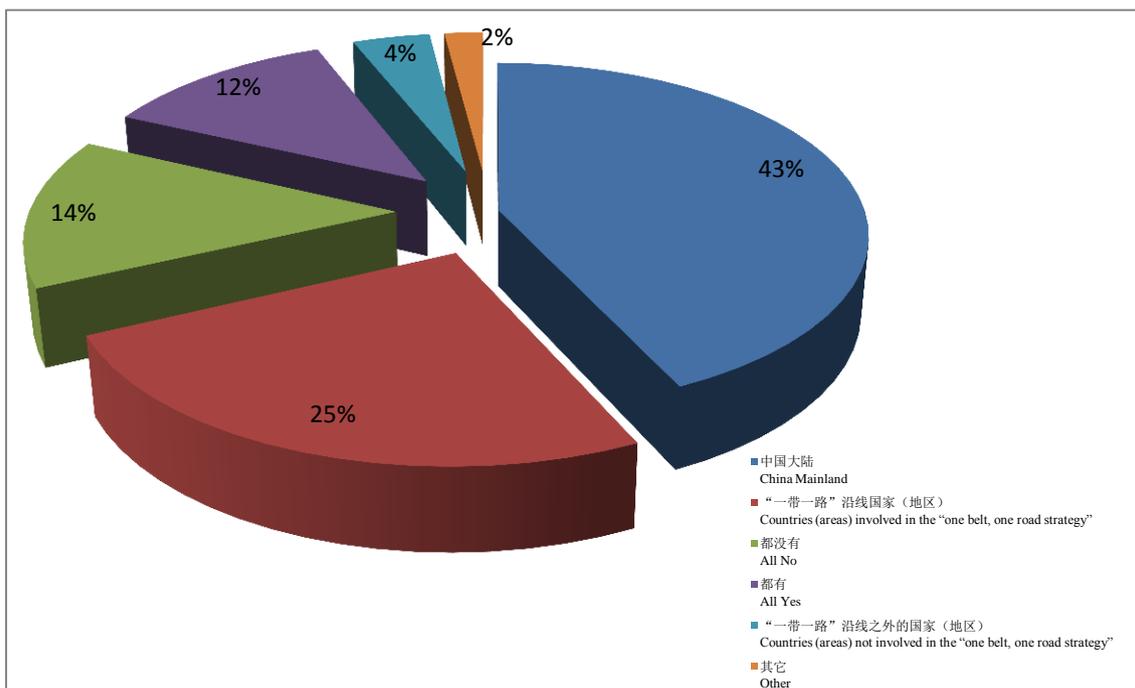


图 17：参会者投资意愿地区分布情况

Figure 17: Distribution of areas where participants desired to investment in

(二) 对展会的意愿与期待

Willingness and Expectations to the exhibition

1、大多数参会者愿意继续参加下一届“侨交会”，且四成以上表态下届参加“侨交会”会“增加”投入。

Most participants were willing to participate in the next “OCTF”, and over forty percent indicated that they would “increase” investment in participating the next “OCTF”.

调查显示，“侨交会”获得大多数参会者的热捧。85%的参会者表态“愿意”参加下一届“侨交会”；且在该部分人群中，40%的人表态会“增加”投入，还有45%的人表示投入会保持“不变”，而表态“减少”的只有1%，还有14%的持“难说”的观望态度（见表5）。

The investigation indicates, the “OCTF” won hot pursuits by most participants. 85% participants expressed “willingness” to participate in the next “OCTF”; and 40% of this group said they would “increase” investment, and 45% said to keep investment “unchanged”, whereas only 1% said to “cut” investment, and 14% were on the sideline, said “hard to say” (see Table 5).

	参加下届“侨交会”意愿 Willingness to participate in the next “OCTF”	百分比 Percentage	
1	愿意 Yes	85%	
2	不愿意 No	9%	
3	难说 Hard to say	6%	
	下届“侨交会”投入意愿 Investment Intention to Invest in the Next “OCTF”	百分比 Percentage	
1	增加投入 Increase investment	40%	
2	不变 Unchanged	45%	
3	减少投入 Cut investment	1%	
4	难说 Hard to say	14%	

表5：参会者参加下届展会及投入意愿分布情况
Table 5: Distribution of Willingness to participate in and investment to the next exhibition of participants

对于参加下一届“侨交会”持相反表态，即“不愿意”的只有9%。在该部分人群中，“商机太少”是首要原因，为36%；其次是展会“质量不高”，为27%；选择“路途遥远”及“费用太贵”的不多，分别有15%及14%（见图18）。

Only 9% held opposite position to participating in the next “OCTF”, i.e., “Unwilling”. In this group, “too few business opportunities” were the primary reason, taking up 36%; next came “inferior quality” of the exhibition, 27%; few chose “too far” and “too expensive”, 15% and 14% respectively (see Figure 18).

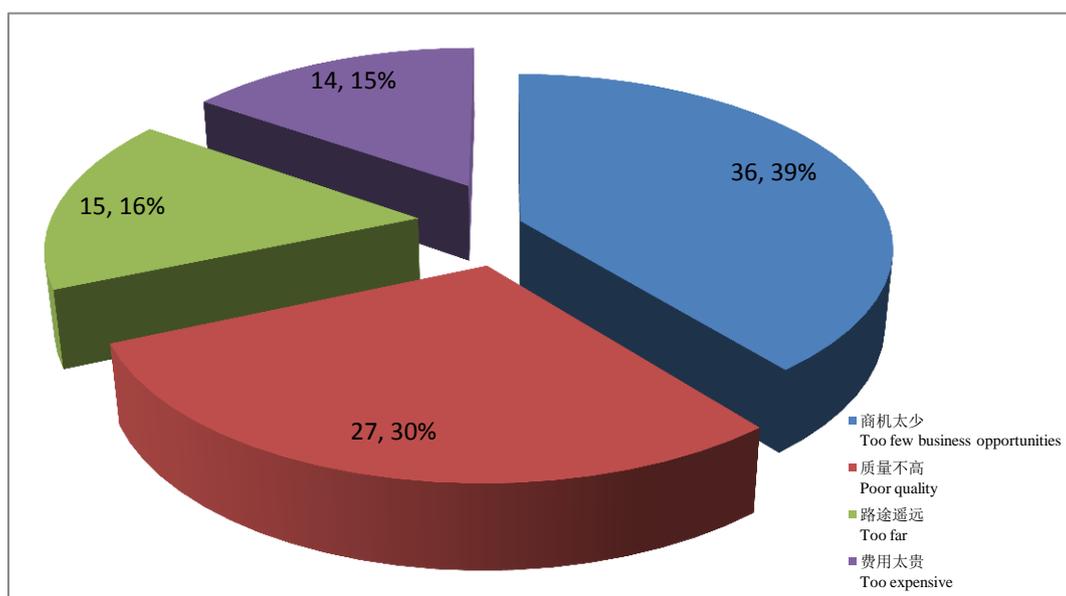


图 18：参会者不愿意参加下一届“侨交会”原因分布情况

Figure 18. Distribution of reasons for unwilling to participate in the next “OCTF” of participants

2、参会者多认为展期可保持不变，但也有四成以上认为展期应增加天数

Most participants thought the duration of the exhibition may be kept unchanged, however over forty percent thought that there should be increase in the number exhibition days

在参会者看来,选择“侨交会”举办频率应维持“一年一次”的人最多,达67%;其次是“半年一次”,只有22%。此外,对于“侨交会”举办的天数,多数参会者认为应保持“不变”,达51%,认为应“增加”的人也不少,有44%,而认为“减少”的人仅为2% (见图19)。

In the eyes of the participants, most choose that the “OCTF” should be held “once a year”, up to 67%; next was “once half a year”, only 22%. In addition, regarding the number of days for the “OCTF”, most participants held that it should be kept “unchanged”, up to 51%, however quite a lot chose “increase”, 44%, and only 2% chose “reduce” (see Figure 19).

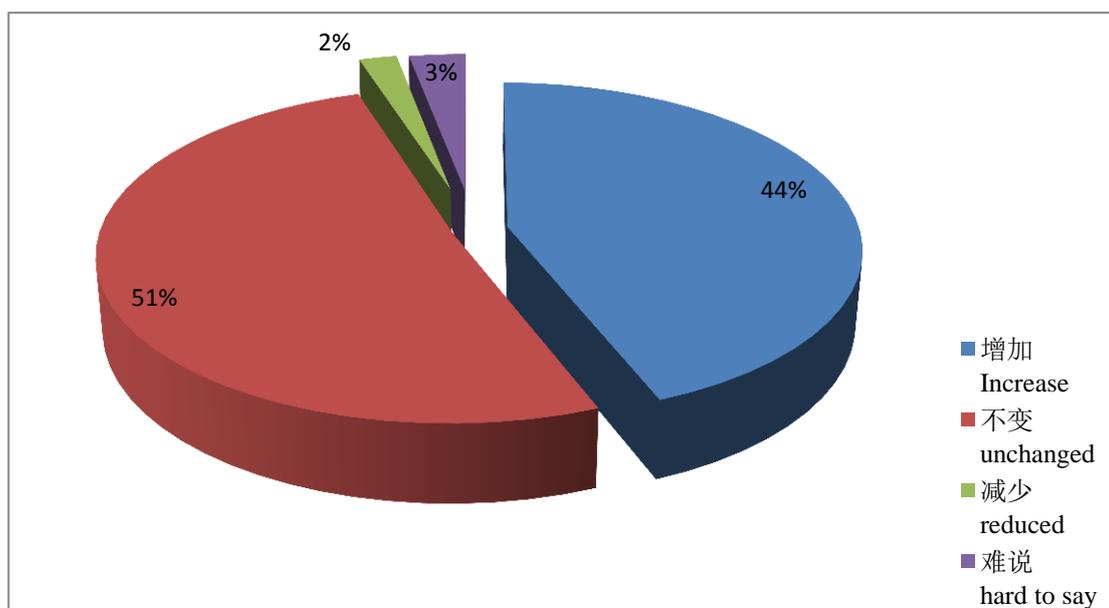


图 19: 参会者对展期频率看法分布情况

Figure 19: Distribution of Opinions regarding “OCTF” frequency by participants

3、过四成参会者对成为协办、支持单位及举办主题推介会持积极表态

Over forty percent participants were positive in becoming a co-organizer, a supportive unit and holding theme promotion conference

调查结果显示，对于成为下一届“侨交会”的协办或支持单位，以及在“侨交会”上举办主题推介会，表示“有”的均不少，前者为分别为 45%，后者为 41%。然而，调查发现，过半数参会者对成为协办或支持单位，以及举办主题推介会持保守或消极的看法，认为“难说”均为 23%，认为“没有”的分别为 32%及 36%（见表 6）。

Investigation results indicates, when asked about whether they are interested in becoming a co-organizer, a supportive unit and holding theme promotion conference in the “OCTF”, many expressed “interested”, 45% expressed interest in the former and 41% in the latter. However, investigation discovered that over half of participants were negative or conservative in becoming a co-organizer, a supportive unit and holding theme promotion conference in the “OCTF”, 23% responded with “hard to say”, and 32% and 36% said “not interested” respectively (see Table 6).

	有意向 Interested	没有意向 Not interested	难说 Hard to say
协办或支持单位 To be a co-organizer or supportive unit	45%	32%	23%
举办主题推介会 Holding theme promotion conference	41%	36%	23%

表 6：参会者对成为协办或支持单位及举办推介会意向分布情况

Table 6: Distribution of Intentions to be a co-organizer or supporting unit and holding promotion conference of participants

4、“参展企业实力”与“展会配套设施”是参会人员认为需要改善的前两位

“Exhibitor enterprise strength” and “exhibition supporting facilities” topped the first two places for improvement by participants

在参会者看来，“侨交会”需要进一步改善的地方，“参展企业实力”居首，选择比例为 36%；其次是“展会配套设施”，选择比例为 35%；再次是“参展项目质量”、“专业观众素质和实力”及“会务服务质量”，选择比例均在 25%左右，而备受关注的参展费用排第八位，占比 14%。（见图 20）

In the eyes of the participants, “participating enterprise strength” topped the place where the “OCTF” requires further improvement, chosen by 36%; next came “exhibition supporting facilities”, chosen by 35%; still next came the “project quality of exhibition”, “qualification and strength of professional audience” and “conference service quality”, all were at around 25%, whereas exhibition charges that drew much attention came only the eighth, chosen by 14%. (see Figure 20)

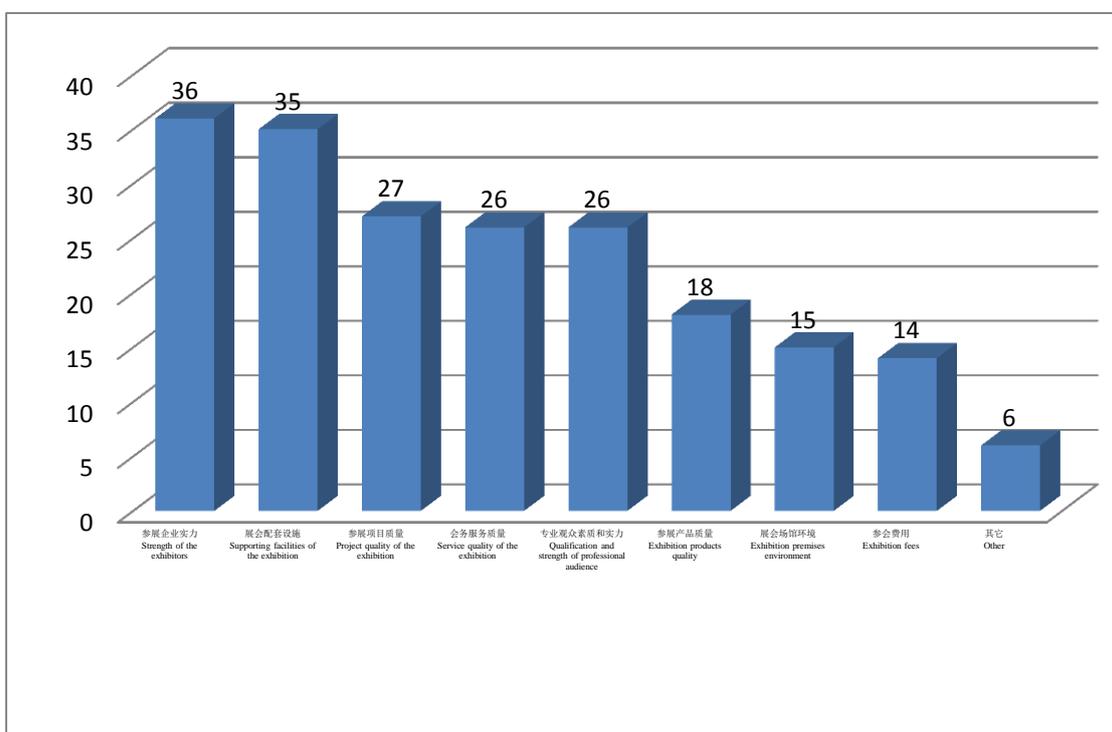


图 20：“侨交会”改善意见分布情况

Figure 20: Distribution of Opinions Regarding Areas Requiring improvement

5、大多数参会者支持建立互联网资讯平台共享商机

Most participants supported setting up an internet information platform to share business opportunity

对于建立“侨交会”互联网资源与信息平台，共享商机，88%的参会者持积极表态，其中表示“有意义，大力支持”的人就有40%；表示“难说，有待考察”及“不支持”者合计只有12%（见图21）

Regarding establishing “OCTF” internet resources and information platform and share business opportunities, 88% participants were actively supportive, of which, 40% expressed “significant, vigorously support”; only 12% maintained “hard to say, pending investigation” and “not to support” (see Figure 21)

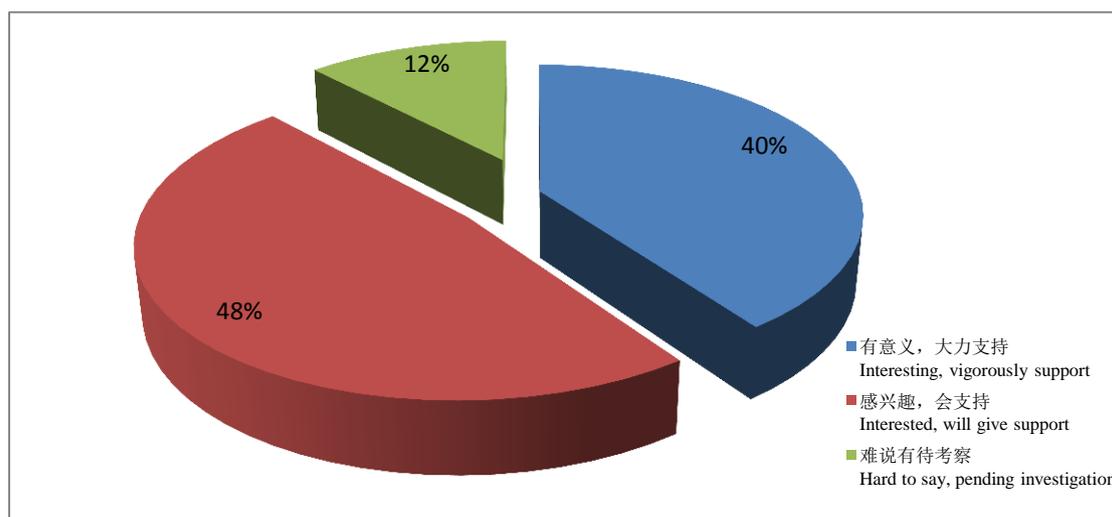


图 21：“侨交会”互联网资源信息平台建设支持度分布情况

Figure 21: Distribution of Support for the Establishment of “OCTF” internet resources information platform

调查也发现，“互联网”已成为参会者获取商情最常用的方式，比例达56%；其次是“同行交流”，为29%；“报刊杂志”及“咨询中介”较少，合计只有14%（见图22）。

The investigation also found, the “internet” has become the most frequently used method for obtaining business opportunities, chosen by 56%; next was “peer communication”, 29%; few chose “newspapers and journals” and “consultation intermediary”, totaling a meager 14% (see Figure 22).

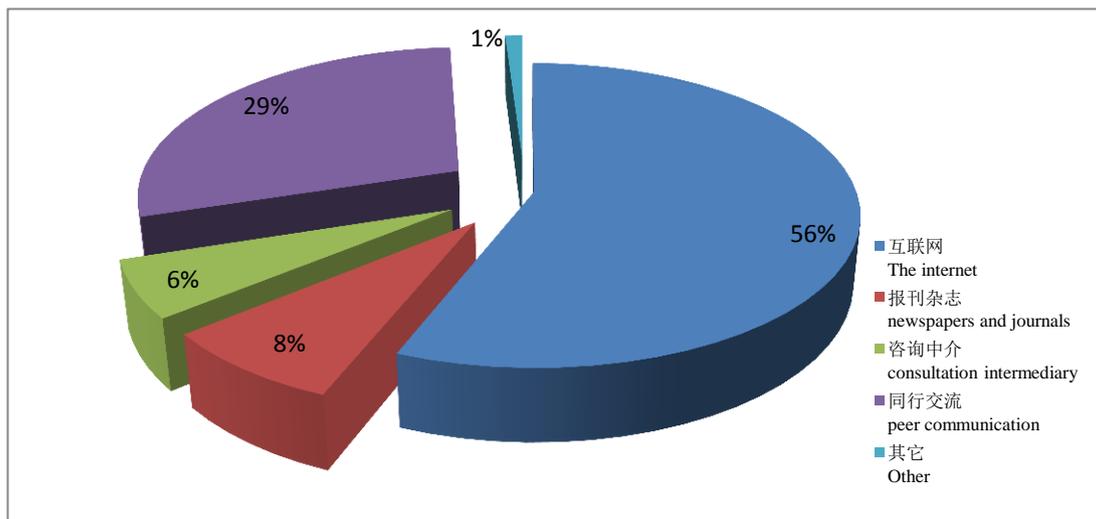


图 22：参会者获取商情方式分布情况

Figure 22: Distribution of methods for business information acquisition

(三) 对引入创客创新项目的意愿

Willingness to introduce maker creativity projects

参会者普遍对引入创客创新项目意愿较强，表示有意愿引入者多达 87%，持相反表态者只有 13%（见图 23）。

Participants were generally more supportive to introducing maker creativity projects, up to 87% were supportive, whereas only 13% disapproving (see Figure 23).

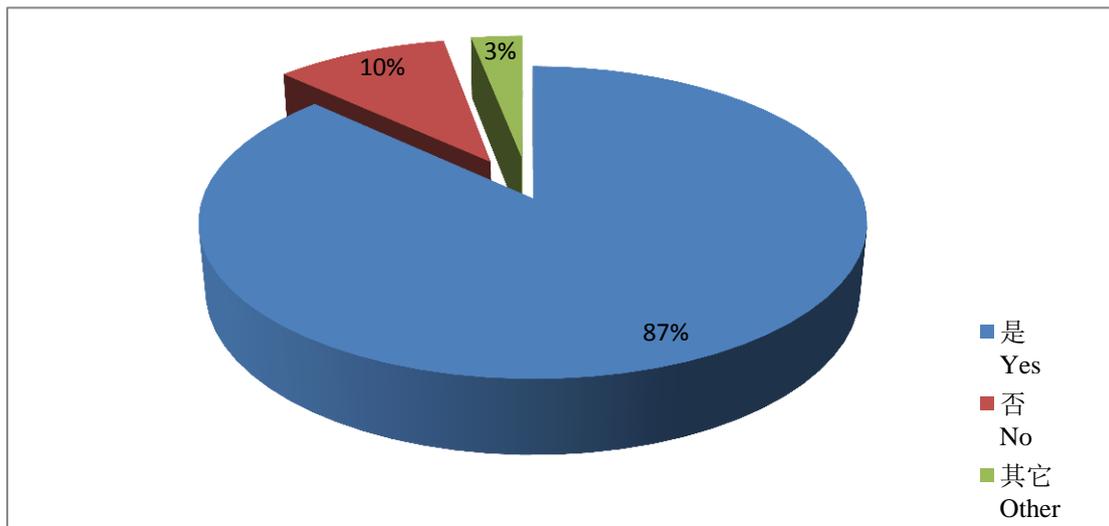


图 23：参会者引进创客创新项目意愿分布情况

Figure 23: Distribution of the willingness of participants in introducing maker creativity projects

从项目内容来看，“创新科技类”需求最强，有 35%的人表示有意愿引入；其次是“创新互联网商业模式”，有 33%的人选择；其后是“创意文化艺术类”，有 18%的人选择；“创新教育类”居末，有 14%的人选择（见图 24）。

Judging from project content, “creativity technology category” needs came top, 35% were willing to introduce; next came “creativity internet business model”, 33%; still next “creativity cultural artistic category”, 18%; “creative education category” came last, chosen by 14% (see Figure 24).

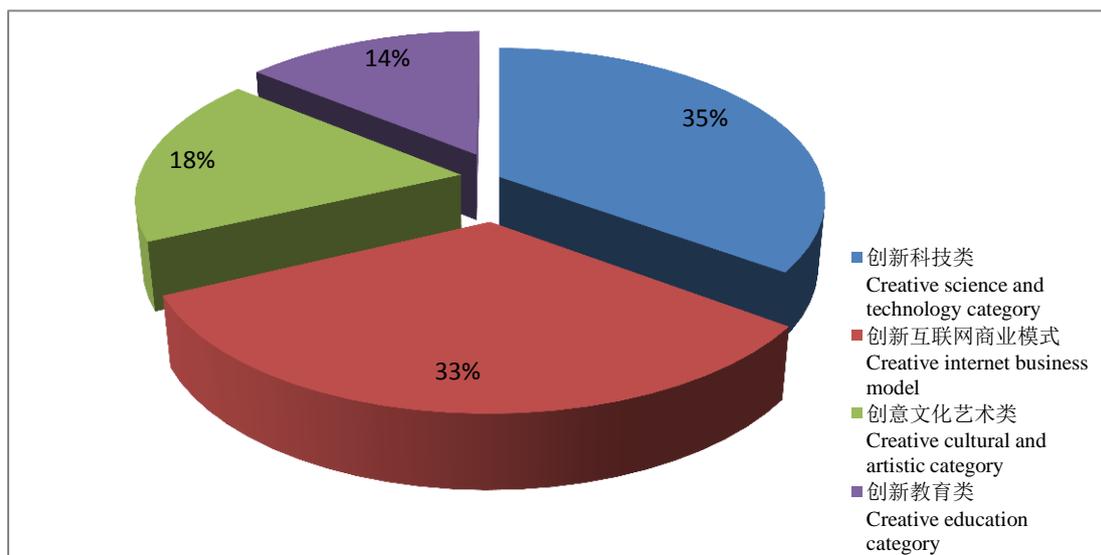


图 24：参会者引进项目方向分布情况

Figure 24: Distribution of the project orientation by participants

（四）“一带一路”战略下企业发展预期与需求

Enterprise development expectations and requirements under the “One Belt, One Road” strategy

1、较多参会者表示对“一带一路”战略的政策内容有所了解

Many participants said they knew about the policy content of the “One Belt, One Road” strategy

对“一带一路”经济发展战略的政策内容，参会者表示“了解”和“比较了解”者合计有 66%，但表示“不了解”和“不太了解”的也占有一部分，为 34%（见图 25）。

Regarding knowledge of the economic development strategy and policy content of the “One Belt, One Road”, 66% participants said they “know” and “know it well”, however, there was a substantial 34% said “do not know” and “do not know it well” (see Figure 25).

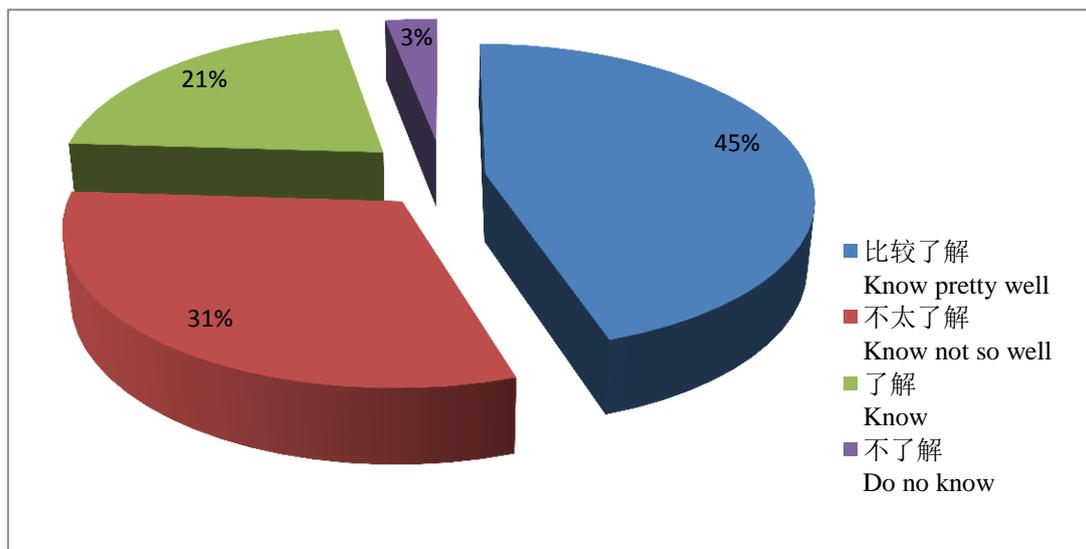


图 25：参会者对“一带一路”战略了解程度分布情况

Figure 25: Distribution of knowledge of the “One Belt, One Road” strategy by the participants

2、参会者认为“互联网+”、“智能制造业”将是新的经济增长点

Participants thought that “Internet +”, “Intelligent manufacture industry” would be the point of new economic growth

在当前国际贸易趋势变化以及“一带一路”战略的影响下，认为“互联网+”将成为新经济增长点的参会者最多，选择比例高达63%，较第二位的“智能制造业”多出27个百分点，“智能制造业”的选择比例是36%；其后是“环保产业”与“新能源”，选择比例分别为35%及34%（见图26）。

Against the trend change of current international trade and under the influence of “One Belt, One Road” strategy, most participants thought that the “Internet +” would be the new economic growth point, chosen by 63%, 27 percentage points higher than the second option “intelligent

manufacture industry”, and 36% chose “intelligent manufacture industry”; next came “environmental protection industry” and “new energy”, chosen by 35% and 34% respectively (see Figure 26).

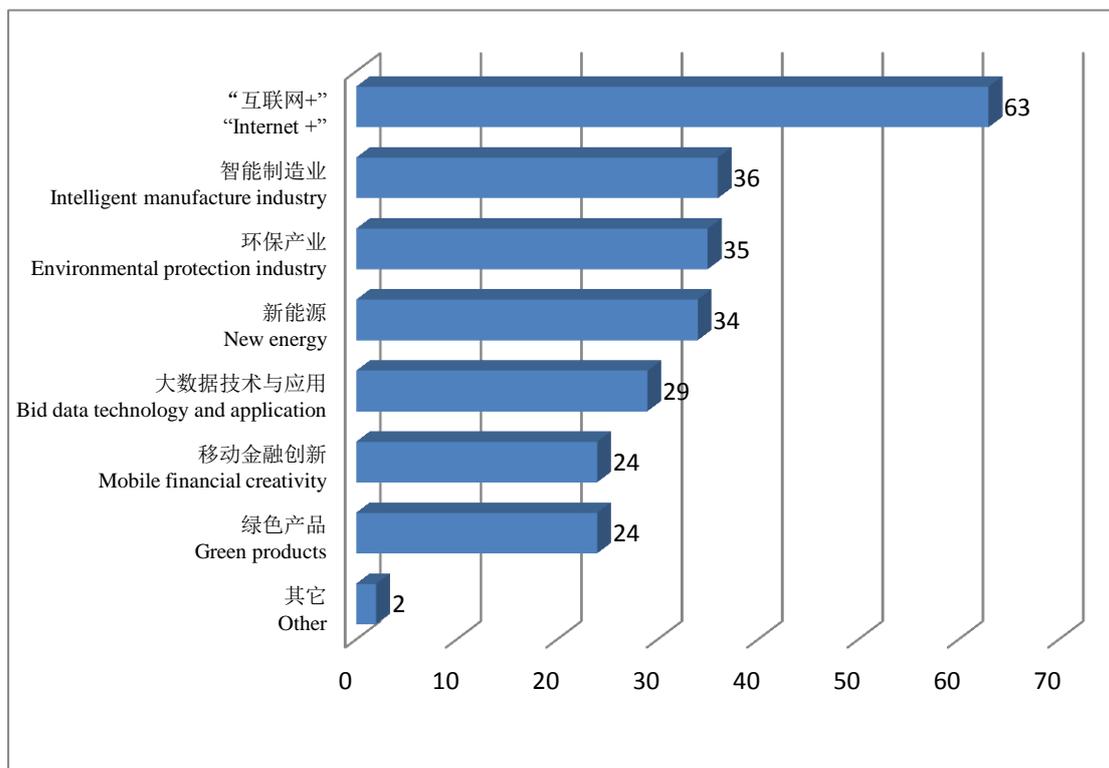


图 26：参会者对新的经济增长点出现行业领域分布情况

Figure 26: Distribution of new economic growth in the eyes of participants

3、较多参会者表示“走出去”、“引进来”的意愿增强

Pretty many participants expressed increased willingness to “go abroad”, “bring in”

在“一带一路”战略下，多数参会者表示企业“走出去”开展跨国投资的意愿，及“引进来”中国大陆投资的意愿“增强了”，持此看法者分别有 48%及 47%；认为“没变化”的分别为 36%及 38%；而认为“减弱了”的均不足 5%（见表 7）。

Under the “One Belt, One Road” strategy, most participants expressed “increased” willingness to “go abroad” and engage in international investment, and “bring in” investment in China Mainland, 48% and 47% held respectively; 36% and 38% thought “unchanged”; whereas only less than 5% thought both “decreased” (see Table 7).

事项 Items	投资意愿 Investment Willingness	增强 Increased	没变化 Unchanged	减弱 Reduced	难说 Hard to say
“走出去” “Go abroad”		48%	36%	3%	13%
“引进来” “Bring in”		47%	38%	4%	11%

表 7：参会者对“走出去”、“引进来”意愿分布情况

Table 7: Willingness Distribution of participants in “going out” and “bringing in”

4、“不熟悉合作方所在国或地区的相关法律制度和政策规定”是参会者投资面临的最大挑战

“Unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from” is the biggest challenge the participants faced

调查数据显示，在参与“一带一路”建设中，参会者认为企业“走出去”和“引进来”面临的最大挑战是“不熟悉合作方所在国或地区的相关法律制度和政策规定”，选择比例达 61%；其次是不了解合作方所在国或地区的投资环境”，选择比例为 48%；第三是“不熟悉合作方所在国或地区的政商关系，选择比例为 42%；第四是“不了解合作方所在国或地区的人文历史、风土人情”，选择比例为 20%（见图 27）。

Investigation data indicates, the participants thought that the biggest challenge the enterprises faced in participating in “going abroad” and “bringing in” in the building of “One Belt, One Road” was that they were “unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from”, 61% chose this option; next was unfamiliar with the investment environment of the country where the partner comes from”, chosen by 48%; the third was “unfamiliar with the relation between the government and business, chosen by 42%; the fourth was “unfamiliar with the humanity history, local customs and practices”, chosen by 20% (see Figure 27).

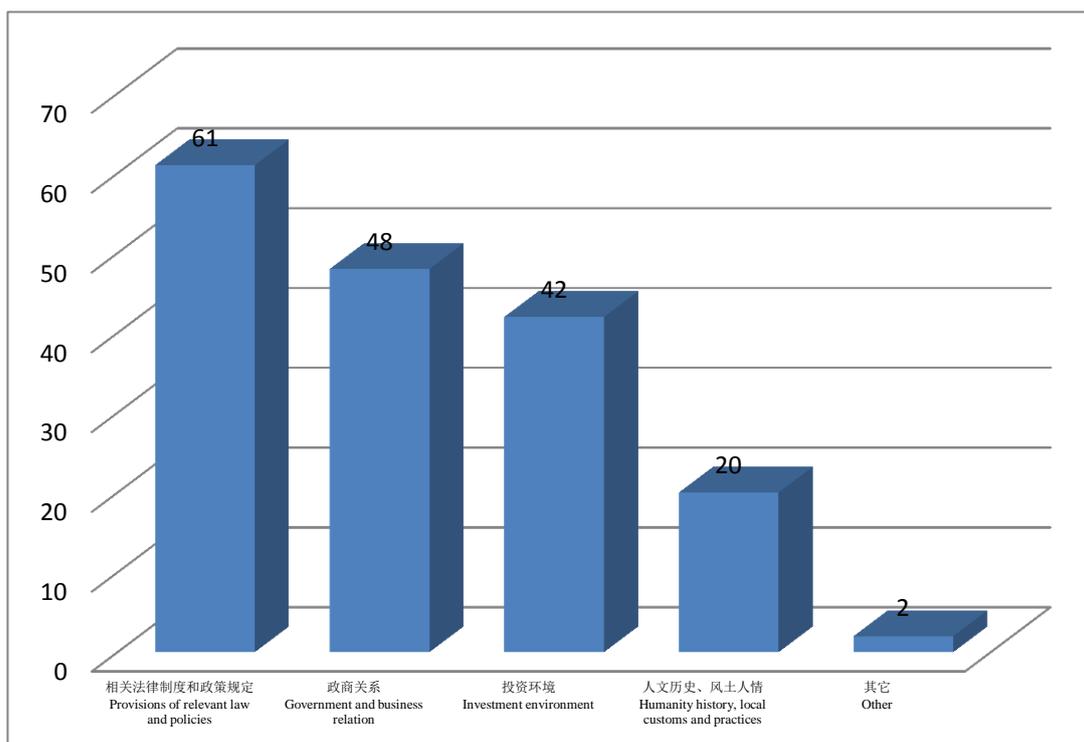


图 27：参会者对合作方所在国或地区投资面临挑战分布情况
Figure 27: Distribution of challenges for investment in the country or area where the partner came from of the participants

5、参会者最希望改善的是“海关提供更便利与更低成本的商品通行政策”

The area where the participants desired the most for improvement was “the customs providing more convenient and lower cost commodity passage policy”

在推动“一带一路”建设中，参会者认为政府需要改善的政策中，“海关提供更便利与更低成本的商品通行政策”居首位，选择比例达54%；其后是“出入境提高更便利的通关服务”和“税务部门提供优惠的税收政策”，选择比例均在50%左右；“政府相关部门提供更便利和优惠的人才引进与输出政策”和“政府相关部门在土地租赁和使用上提供更便利和优惠的政策”的选择比例也较高，分别为39%和31%（见表8）。

In promoting the building of “One Belt, One Road”, the participants thought among the policies that the government needs to perfect, “the customs providing more convenient and lower cost commodity passage policy” topped the list, chosen by 54%; the next was “providing more convenient customs clearance service” and “tax authorities providing preferential tax policy”, both chosen by around 50%; “competent governmental departments providing more convenient and preferential talent input and output policies” and “competent governmental authorities providing more convenient and preferential policies in land lease and use” were chosen by relatively many, respectively 39% and 31% (see Table 8).

	参会者认为政府需改善政策 Participants thought the government needed to perfect policies	百分比 Percentage	
1	海关提供更便利与更低成本的商品通行政策 The Customs offering more convenient and lower cost commodity passage policies	54%	
2	出入境提供更便利的通关服务 More convenient customs clearance service for entry and exit	50%	
3	税务部门提供优惠的税收政策 Tax authorities providing preferential taxation policies	47%	
4	政府相关部门提供更便利和优惠的人才引进与输出政策 Competent governmental departments providing more convenient and preferential talent input and output policies	39%	
5	政府相关部门在土地租赁和使用上提供更便利和优惠的政策 Competent governmental authorities providing more convenient and preferential policies in land lease and use	31%	
6	其它 Other	1%	

表 8：参会者对政府政策改善意见分布情况

Table 8: Distribution of suggestions of participants regarding policies improvement

6、参会者选择侨商在“一带一路”中应该同时发挥“作为宣传者、服务者、参与者、引路者和受益者”的作用。

Participants chose that the overseas Chinese businesspeople should play the roles of “popularizer, service provider, participant, guide and beneficiary” in the building of “One Belt, One Road”.

对于侨商在“一带一路”中最应该发挥的作用，前三个选项所占比例靠前，后两个选项稍少。其中，50%的参会者认为是“作为宣传者，向世界传递中国声音”；其次是“作为参与者，参与跨国投资与合作”及“作为服务者，为国内企业跨国投资提高服务”，选择比例均在40%左右；再次是“作为引路者，将国外企业投资引入国内”，选择比例为31%；最后是“作为受益者，在参与项目建设中获益”，选择比例为26%（见表9）。

Regarding the roles that overseas Chinese businesspeople are most needed to play, the percentage for first three options were higher, and the latter two options slightly lower. Of which, 50% of participants approved the role “as a a popularizer, make the voice of China heard by the world”; next was “as a participant, getting involved in cross-border investment and cooperation” and “as a service provider, improve service quality for domestic enterprises engaging in cross-border investments”, both chosen by around 40% of the interviewed; still next came “as a guide, ushering international enterprises in investing in China”, chosen by 31%; last came “as a beneficiary, benefiting from participation in project building”, chosen by 26% (see Table 9).

	侨商在“一带一路”战略中最应发挥的作用 The roles that overseas Chinese businesspeople were most needed to play in the “One Belt, One Road” strategy	百分比 Percentage	
1	作为宣传者，向世界传递中国声音 As a a popularizer, make the voice of China heard by the world	50%	
2	作为服务者，为国内企业跨国投资提供服务 As a service provider, improve service quality for domestic enterprises engaging in cross-border investments	41%	
3	作为参与者，参与跨国投资与合作 As a participant, getting involved in cross-border investment and cooperation	40%	
4	作为引路者，将国外企业投资引入国内 As a guide, ushering international enterprises in investing in China	31%	
5	作为受益者，在参与项目建设中获益 As a beneficiary, benefiting from participation in project building	26%	
6	其它 Other	1%	

表 9：参会者对侨商在“一带一路”中扮演角色看法分布情况

Table 9: Distribution of roles the participants thought overseas Chinese businesspeople should play in “One Belt, One Road” strategy

二、参展商意见与需求分析

Opinions and Requirements Analysis of exhibitors

（一）参会目的与意愿

Objective and willingness for attending the fair

1、参展商最希望获取的营商资讯是“业界产品咨询”和政府相关政策信息

“Industry products information” and information relating to government policies were the most desired business operation information the participants wanted to obtain.

对于希望获取的营商资讯，最多参展商选择“业界产品资讯”，选择比例为 47%；选择“国家扶持政策信息”和“地方政府招商优惠政策”的也较多，比例在四成左右；选择“创客创新创业信息”的也不少，为 34%；其后是“金融投资信息”，选择比例为 26%，对于项目所在地的相关资讯，选择比例均低于 20%（见图 28）。

Regarding the business operation information the exhibitors desired to obtain, “industry products information” topped the list, chosen by 47%; pretty many chose “state supportive policy information” and “preferential policies of local government in inviting investment”, both stood at about forty percent; many chose “maker creativity business startup information”, 34%; next came “financial investment information, chosen by 26%, as for relevant information on the place where the project originates from, both were chosen by less than 20% (see Figure 28)

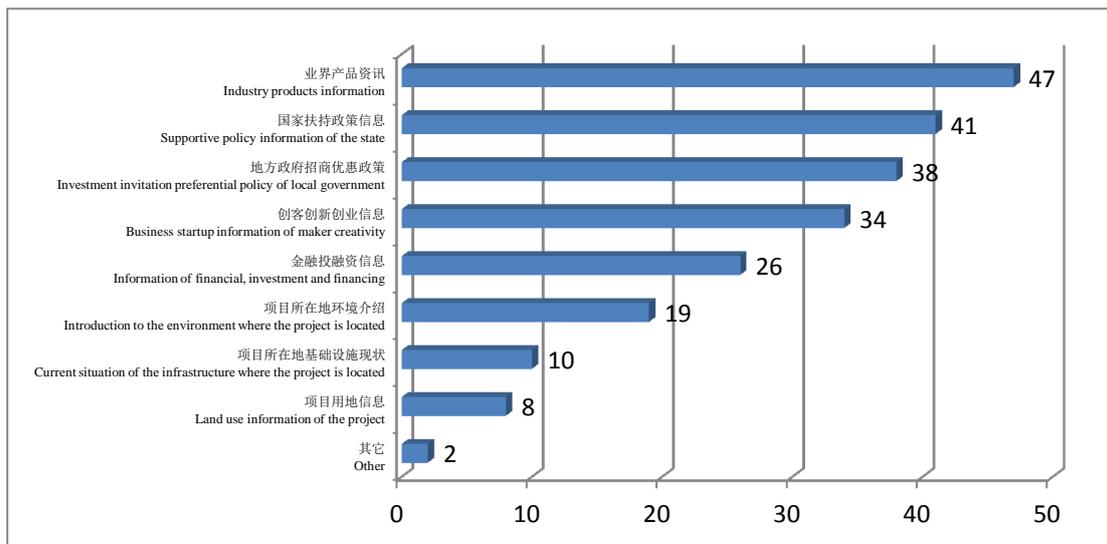


图 28：参展商营商资讯获取意愿分布情况

Figure 28: Distribution of willingness to obtain business operation information

2、“高新科技”、“互联网+”既是参展商最关注的领域，亦是投资潜力最受看好的领域

“Hi-new tech”, “Internet +” were both the fields with the highest investment potential and also the fields that were regarded the highest by the exhibitors

参与“侨交会”，参展商最关注的领域是“高新科技”，选择比例为 37%；其次是“互联网+”与“绿色产品”，选择比例分别为 26% 及 27%；再次是“政府招商引资项目”、“文化旅游”及“金融投资”，选择比例均在 20% 左右（见图 29）。

In participating in the “OCTF”, the field that received the most attention from the exhibitors was “hi-new tech”, chosen by 37%; “Internet +” and “green products” came second, chosen by 26% and 27% respectively; still next were “government investment promotion

projects”, “cultural tourism” and “financial investment”, all chosen by around 20% (see Figure 29).

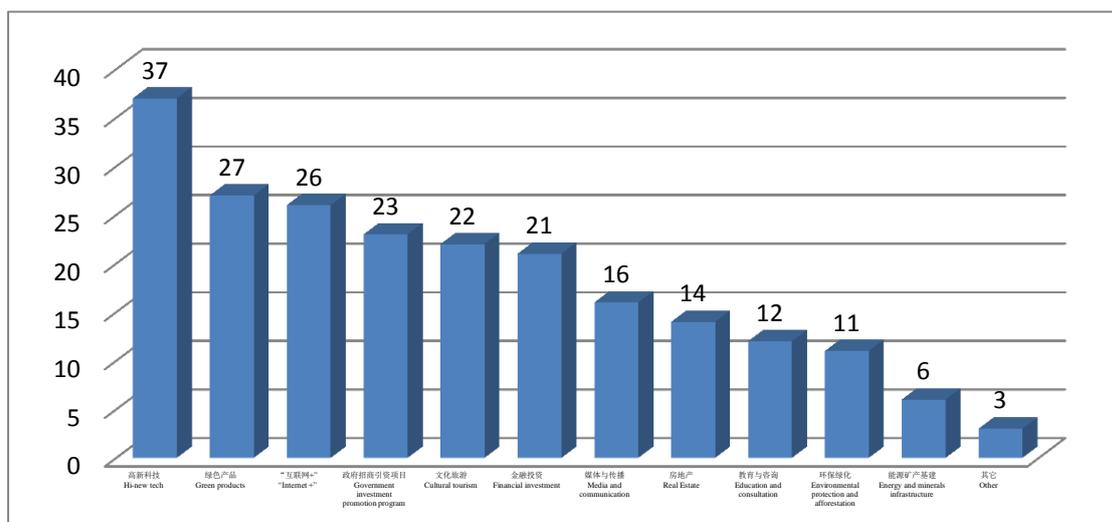


图 29：参展商对行业领域关注分布情况

Figure 29: Distribution of Industries and Fields the exhibitors focused

同时调查亦显示，对于“侨交会”最具市场潜力与投资空间的领域，参展商首选就是“高新科技”，选择比例为 43%；其次也是“互联网+”，选择比例为 34%；第三位是“文化旅游”，选择比例为 32%（见表 10）。

The investigation also found, among the fields with the highest potential and biggest space for investment in the “OCTF”, “hi-new tech” was the top pick, chosen by 43%, next came “Internet +”, chosen by 34%, the third was “cultural tourism”, chosen by 32%, (see Table 10).

	行业领域 Industries and Fields	百分比 Percentage	
1	高新科技 Hi-new tech	43%	
2	“互联网+” “Internet +”	34%	
3	文化旅游 Cultural tourism	32%	
4	金融投资 Financial investment	26%	

5	政府招商引资 Government investment promotion	26%	
6	媒体与传播 Media and communication	15%	
7	环保绿化 Environmental protection and afforestation	12%	
8	教育与咨询 Education and consultation	10%	
9	房地产 Real Estate	9%	
10	能源矿产基建 Energy and minerals infrastructure	6%	
11	其它 Other	3%	

表 10：参展商对最具市场潜力与投资空间领域看法分布情况

Table 10: Distribution of Opinions regarding the fields with the highest potential and investment space of the exhibitors

3、“管理类”及信息技术类是参展商最需要的人才

“Management category” and information technology category were the most desired talents categories by the exhibitors.

在参展商看来，最关注或需要的是“管理类”人才，选择比例为 41%；其次是与信息技术相关的“高新技术类”和“电子商务类”，选择比例均为 34%；第三是“金融投资类”，选择比例为 22%；选择“艺术设计类”和“环保绿化类”的参展商也占有一部分，选择比例在 15%左右；最后是“政策研究类”、“法律类”和“财会类”，选择比例均不过 11%（见图 30）。

In the eyes of the exhibitors, the “management category” talents received the most attention or demand, chosen by 41%; next came the “hi-new tech category” and “e-commerce category”, all chosen by 34%;

the third was “financial investment category”, chosen by 22%; some exhibitors chose “art design category” and “environment protection and afforestation category”, chosen by around 15% of exhibitors; last came “policy research category”, “law category” and “accounting category”, none of the above exceeded 11% (see Figure 30).

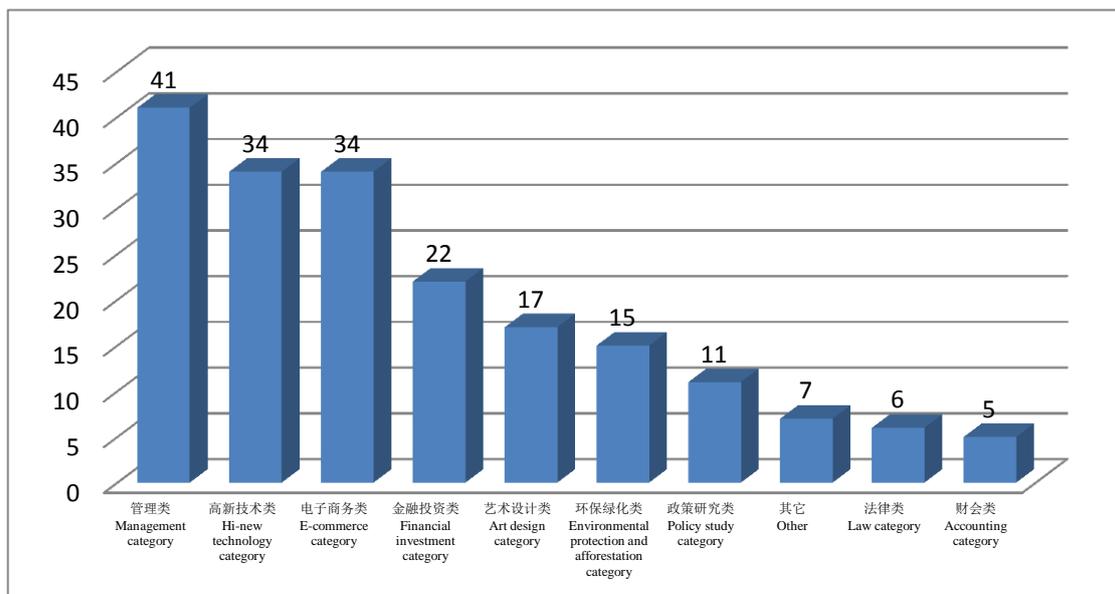


图 30：参展商对最人才类型最关注和需求分布情况

Figure 30: Distribution of type of talents the exhibitors most focused

4、多数参展商选择中国大陆为意向投资地区，其次为“一带一路”沿线国家（地区）

Most exhibitors chose China Mainland as the area for intentional investment, next came the countries (areas) involved in the “One Belt, One Road”

在参展商看来，最有意向投资的地区是“中国大陆”，选择的人多达 42%；其次是“‘一带一路’沿线国家（地区）”，有 20%；“‘一带一路’之外的国家（地区）”居末，仅为 4%。此外，有 17%的人表示“都有”意向，还有 14%的人表示“都没有”（见图 31）。

Judging from the areas where the investment intentions of participants focused the most, most chose “China Mainland”, up to 42%; next came countries (areas) involved in the “One Belt, One Road” strategy, 20%; countries (areas) not involved in the “One Belt, One Road” strategy came last, chosen by only 4%. Besides, 17% expressed intentions in “all of them”, and 14% expressed interest in “none of them” (see Figure 31).

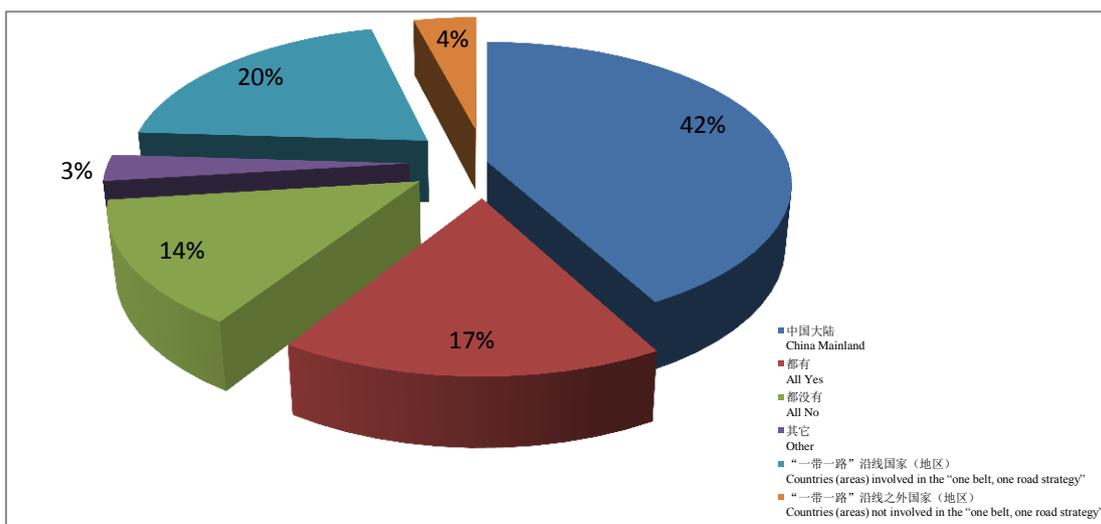


图 31：参展商投资地区意向分布情况

Figure 31: Distribution of areas where the exhibitors intended to invest in

(二) 对展会的意见与期待

Suggestions to and Expectations for the exhibition

1、参展商参展下届“侨交会”意愿较高，且愿意增加投入的较多

Exhibitors expressed high willingness to attend the next “OCTF”, and many were willing to increase investment

调查数据显示，大多数参展商表示“愿意”参加下一届“侨交会”，比例高达86%。对于参加下一届“侨交会”是否愿意增加投入的问题，表示愿意“增加”的人较多，为37%；持“不变”表态者为45%；要“减少”的人甚少，仅2%；还有16%的人持“难说”表态。（见表11）

Investigation data indicates, most exhibitors expressed “willingness” to participate in the next “OCTF”, up to 86%. Regarding whether they are willing to increase investment in participating the next “OCTF”, many expressed “willingness”, 37%; 45% willing to hold investment “unchanged”; few willing to “reduce”, only 2%; and there were still 16% holding “hard to say” attitude (see Table 11).

	参加下届“侨交会”意愿 Willingness to participate in the next “OCTF”	百分比 Percentage	
1	愿意 Yes	86%	
2	不愿意 No	9%	
3	难说 Hard to say	5%	
	下届“侨交会”投入意愿 Investment Intention to Invest in the Next “OCTF”	百分比 Percentage	
1	增加投入 Increase investment	37%	
2	不变 Unchanged	45%	
3	减少投入 Cut investment	2%	
4	难说 Hard to say	16%	

表 11：参展商参加下届展会及投入意愿分布情况

Table 11: Distribution of willingness to participate in the next exhibition and investment of exhibitors

调查中表示“不愿意”参加下一届“侨交会”的参展商也有9%，其主要原因在于认为侨交会“质量不高”、“商机太少”，比例均在35%左右；其次是“费用太贵”和“路途太远”，选择比例偏少，分别为15%及12%（见图32）。

And there were also 9% exhibitors expressed “unwillingness” to participate in the next “OCTF”, mainly reasons were that they thought the “OCTF” was of “poor quality”, “too few business opportunities”, both were at around 35%; next came “too expensive” and “too far”, few chose these options, chosen by 15% and 12% (see Figure 32).

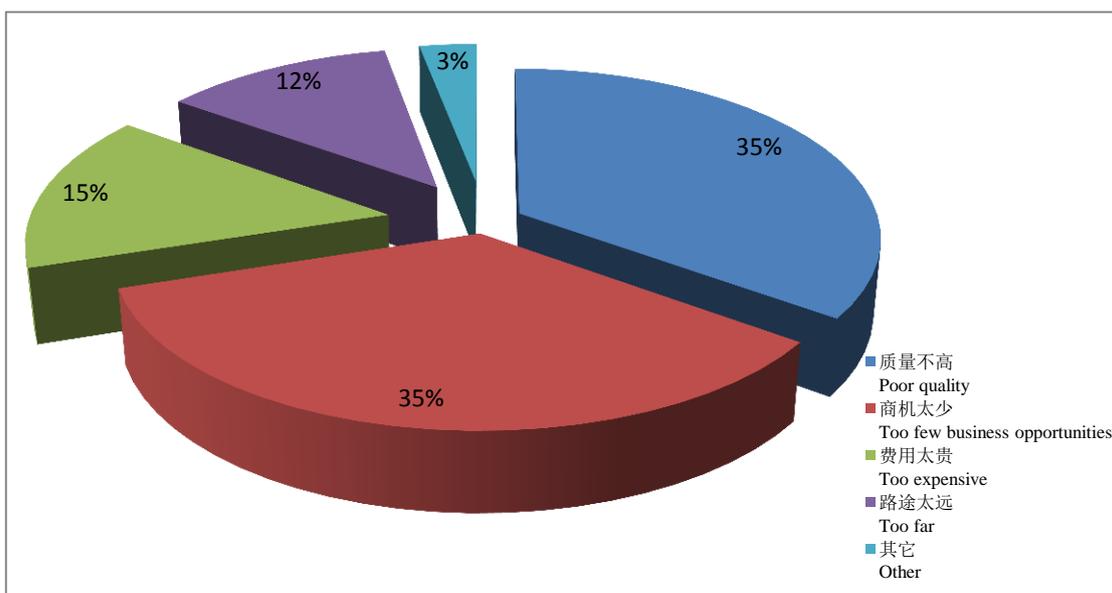


图 32：参展商不愿意参加下一届“侨交会”原因分布情况

Figure 32: Distribution of reasons for unwilling to participate in the next “OCTF” of exhibitors

2、多数参展商认为“侨交会”保持一年一次，但过半希望能增加天数

Most exhibitors hoped that the “OCTF” be held once a year, however over half exhibitors hoped that there would be increase in the number of days

对于“侨交会”举办的频率，多达70%的参展商希望是“一年一次”；希望“半年一次”和“两年一次”的均不多，比例分别为17%和10%；希望“三年一次”和“四年一次”的更少，两者合计仅1%（见图33）。

Regarding the frequency for the “OCTF”, up to 70% of exhibitors hoped that it would be held “once a year”; neither those that hoped for “twice a year” nor those hoped for “once two years” were many, 17% and 10% respectively; still fewer hoped for “once three years” and “once four years”, the two totaled a meager 1% (see Figure 33).

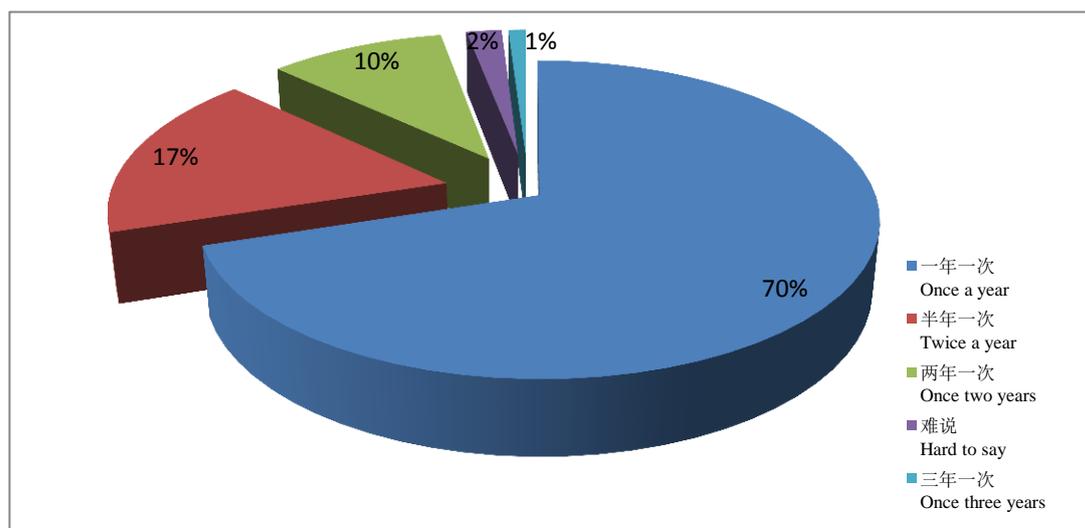


图 33：参展商对“侨交会”举办频率期望分布情况

Figure 33: Distribution of expectations of exhibitors for the frequency of holding “OCTF”

值得注意的是，增加展会天数是本届参展商的主流意见，有 51% 的占多数参展商表态下一届“侨交会”天数可“增加”；认为保持“不变”的为 44%；认为应“减少”的仅为 1%（见图 34）。

What merits attention is that extending the number of days of the exhibition was the mainstream opinion of exhibitors, a majority of 51% exhibitors expressed the opinion that the number of days for the next “OCTF” may be increased; 44% maintained the opinion that it should be kept “unchanged”; only 1% thought it should be “reduced” (see Figure 34).

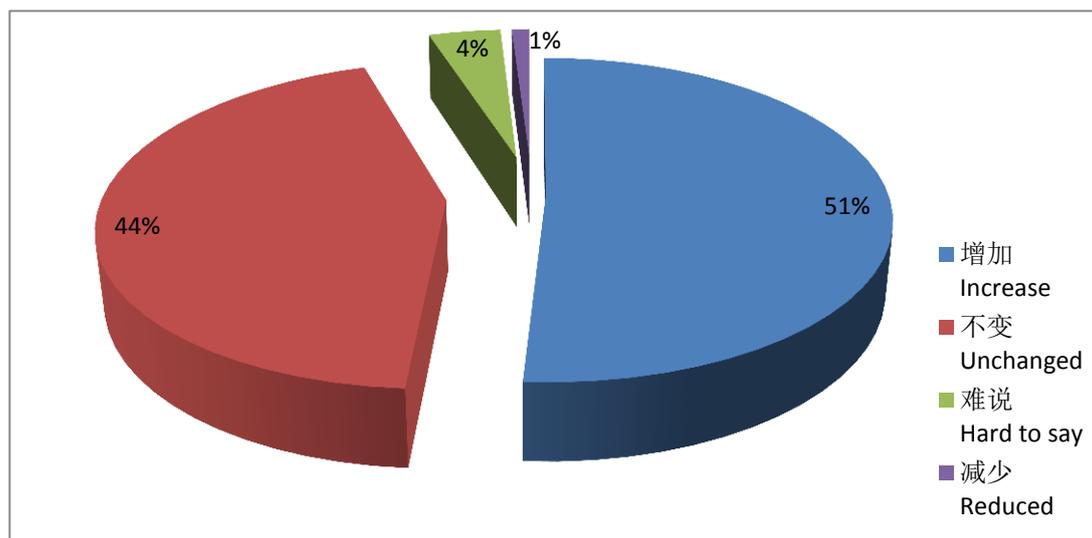


图 34：参展商对举办天数意见分布情况

Figure 34: Distribution of opinions the exhibitors regarding the number of days of the exhibition

3、参展商对“侨交会”的支持意愿较高

Exhibitors indicated high support for the “OCTF”

对于是否有意向作为“侨交会”的协办或支持单位，以及在“侨交会”期间是否举办主题推介会，参展商的意愿均较高，表示“有”意愿的比例前者为46%，后者为42%；表示“没有”的前者为23%，后者为31%；此外，持不明确表态的参展商即表示“难说”的均在三成左右（见表12）。

When asked as to whether they would like to be a co-organizer or supporting unit in holding the “OCTF”, and whether they would like to hold theme promotion conference, exhibitors showed high willingness, 46% responded with “Yes” for the former and 42% responded with “Yes” for the latter; 23% and 31 responded with “No” for the former and the latter respectively; besides, those expressed unclear attitude and “hard to say” both were at about thirty percent (see Table 12).

事项 Items	指标 Index	有意向 Interested	没有意向 Not interested	难说 Hard to say
协办或支持单位 To be a co-organizer or supportive unit		46%	23%	31%
举办主题推介会 Holding theme promotion conference		42%	31%	27%

表 12：参展商对成为协办或支持单位及举办推介会意向分布情况

Table 12: Distribution of intentions of exhibitors to be co-organizer or supporting unit and to hold promotion conference

4、改善“展会配套设施”是参展商首要期待。

Improving “supporting facilities” of the exhibition was the primary expectation of exhibitors.

在参展商看来，“侨交会”需要进一步改善之处，“展会配套设施”居首，选择比例为40%；第二是“参展企业实力”和“专业观众素质和实力”，选择比例均在35%左右；第三是“参展项目质量”和“会务服务质量”，选择比例分别为28%及27%；最后是“展会场馆环境”、“参会费用”及“参展产品质量”，选择比例均在15%左右（见图35）。

In the eyes of the exhibitors, among the areas the “OCTF” required improvement, “exhibition supporting facilities” came first, chosen by 40%; “participating enterprise strength” and “qualification and strength of professional audience” came second, both chosen by around 35%; “project quality of exhibition”, and “conference service quality” came the third, chosen by 28% and 27% respectively; last came “exhibition premises environment”, “exhibition fees” and “exhibit products quality”, both chosen by around 15% (see Figure 35).

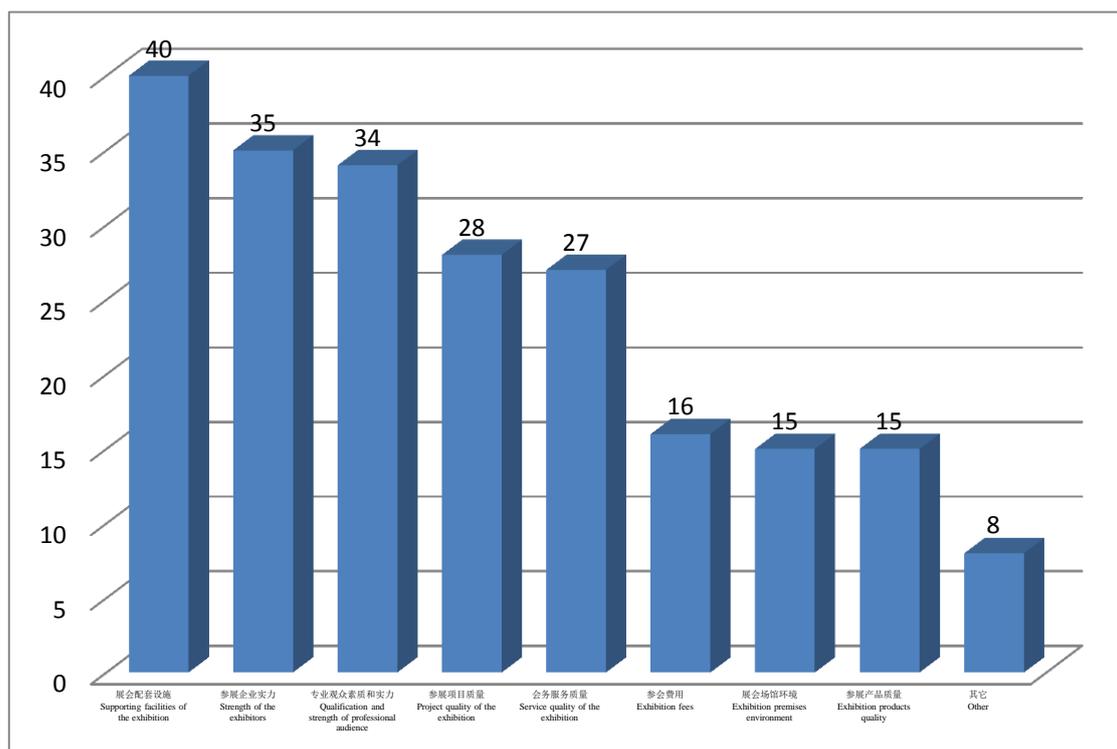


图 35：参展商对“侨交会”需改善之处看法分布情况

Figure 35: Distribution of Opinions for Areas requiring improvement of the exhibitors in the “OCTF”

5、大多数参展商对建立互联网资讯平台共享商机持积极表态

Most exhibitors were positively supportive to setting up an internet information platform to share business opportunity

调查显示，87%的参展商对建立“侨交会”互联网资源与信息平台，共享商机持积极表态，其中表示“有意义，大力支持”的就有40%，表示“感兴趣，会支持”的占47%；表示“难说，有待考察”及“不支持”者合计只有13%（见图36）

Investigation indicates, regarding establishing “OCTF” internet resources and information platform and share business opportunities, 87% exhibitors were actively supportive, of which, 40% expressed “significant, will vigorously support”, 47% expressed “interested, will support”; only 13% said “hard to say, pending investigation” and “not to support” (see Figure 36)

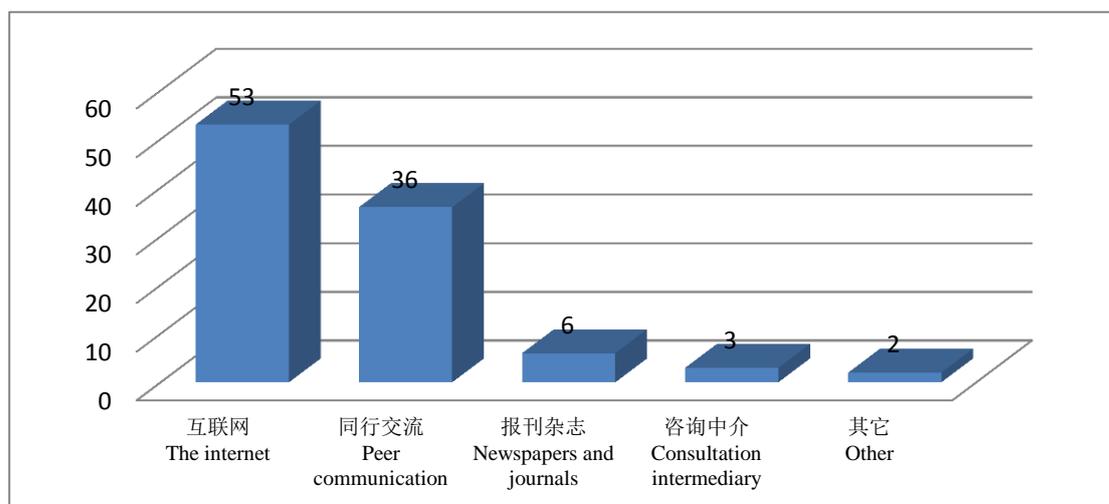


图 36: 参展商对建立互联网资讯平台态度分布情况

Figure 36: Distribution of exhibitors' attitude towards setting up an internet information platform to share business opportunity

调查亦显示，53%的参展商表示最常以“互联网”获取商情；其次是“同行交流”，为36%；“报刊杂志”及“咨询中介”较少，合计只有9%（见图37）。

The investigation also found, 53% exhibitors expressed that the “internet” has become the most frequently used method for obtaining business opportunities; next was “peer communication”, chosen by 36%; few chose “newspapers and journals” and “consultation intermediary”, totaling a meager 9% (see Figure 37).

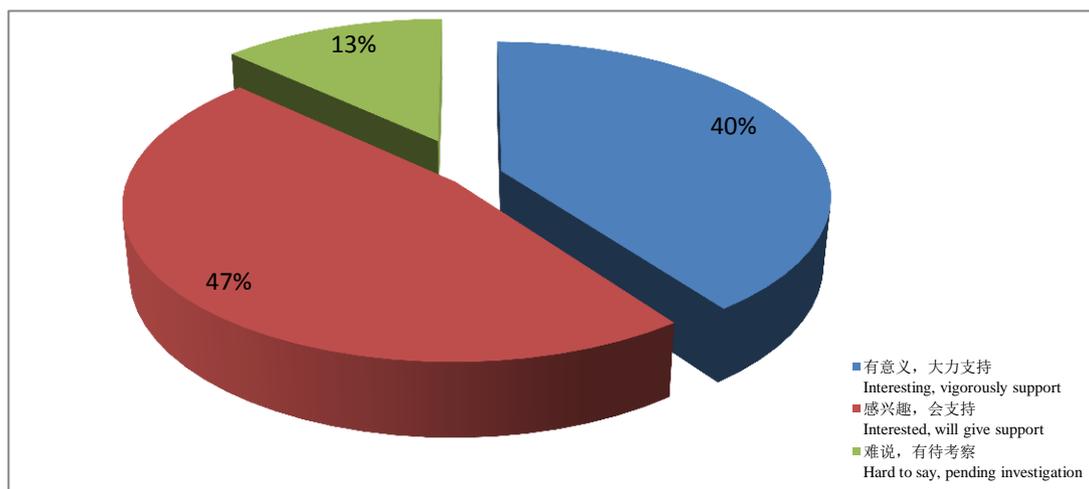


图 37：参展商获取商情途径分布情况

Figure 37: Distribution of methods for business information acquisition of exhibitors

(三) 对引入创客创新项目的意愿

Willingness to introduce maker creativity projects

大多数参展商对引入创客创新项目表态积极，表示有意愿引入者多达 86%，持相反表态者只有 14%（见图 38）。

Most exhibitors were generally more supportive to introducing maker creativity projects, up to 86% were supportive, whereas only 14% disapproving (see Figure 38).

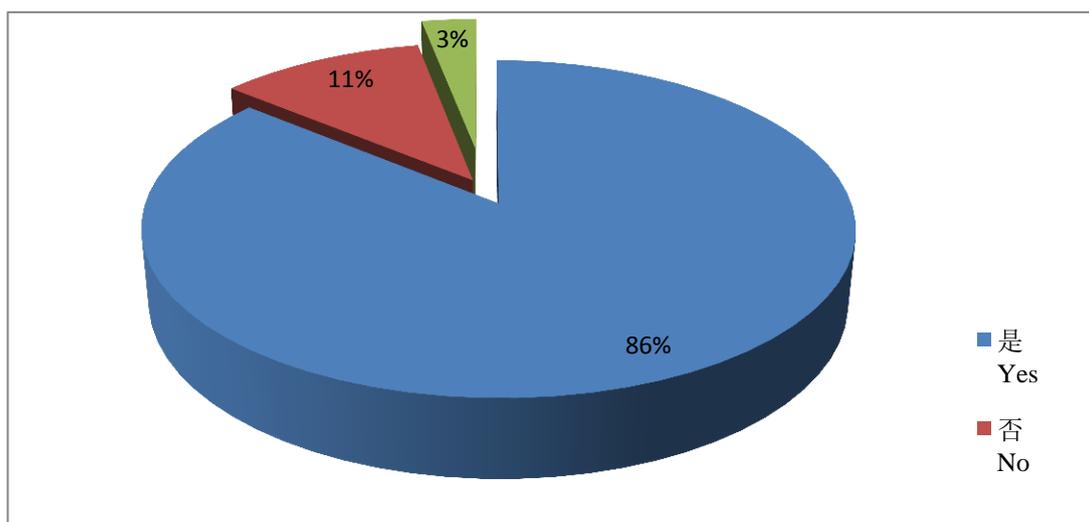


图 38：参展商对引入创客创新项目意愿分布情况

Figure 38: Distribution of the willingness of exhibitors in introducing maker creativity projects

从项目内容来看，选择引入“创新互联网”的最多，有39%；其次是“创新科技类”，有31%选择；第三是“创意文化艺术类”，为19%；最后是“创新教育类”，为11%（见图39）。

Judging from project content, introducing “creativity internet” came top, 39%; next came “creativity technology category”, 31%; “creativity cultural artistic category” came the third, 19%; “creative education category” came last, 11% (see Figure 39).

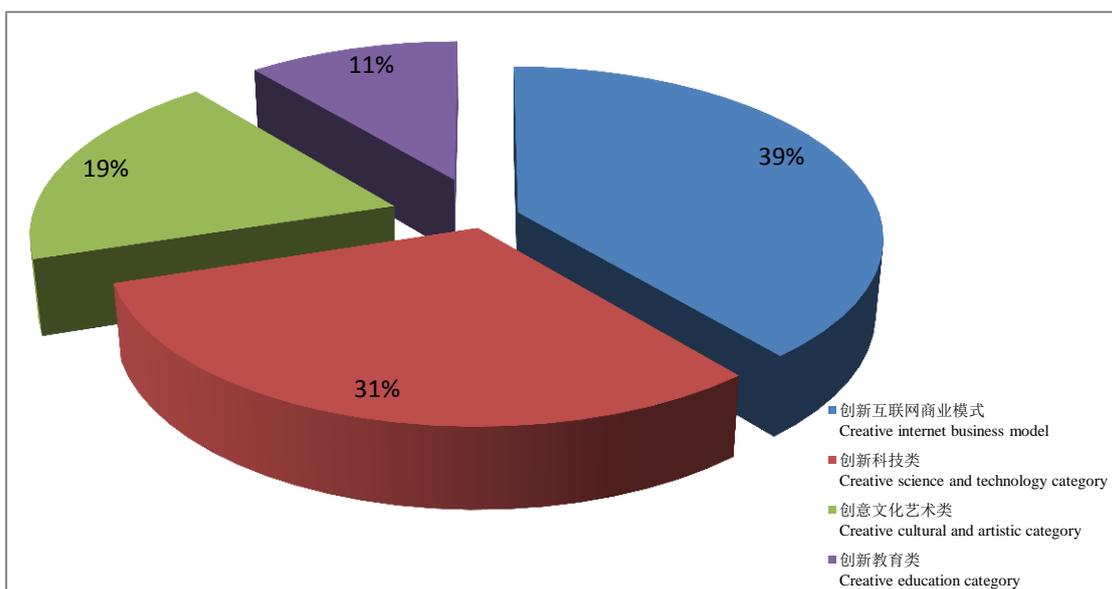


图 39：参展商对引入创客创新项目类型分布情况
Figure 39: Distribution of the willingness
of exhibitors in introducing maker creativity projects

（四）对“一带一路”战略下企业发展预期与需求

Expectations and requirements for enterprises under the “One Belt, One Road” strategy

1、多数参展商表示对“一带一路”战略政策内容有所了解

Many exhibitors said they knew something about the policy content of the “One Belt, One Road” strategy

在参展商中，对“一带一路”战略的具体政策内容表示“了解”和“有所了解”者合计有64%，而表示“不了解”和“不太了解”的为36%（见图40）。

A total of 64% exhibitors said they “knew” and “knew something about” the specific economic development strategy and policy content of the “One Belt, One Road” strategy, whereas there were 36% said they “did not know” and “did not know it well” (see Figure 40).

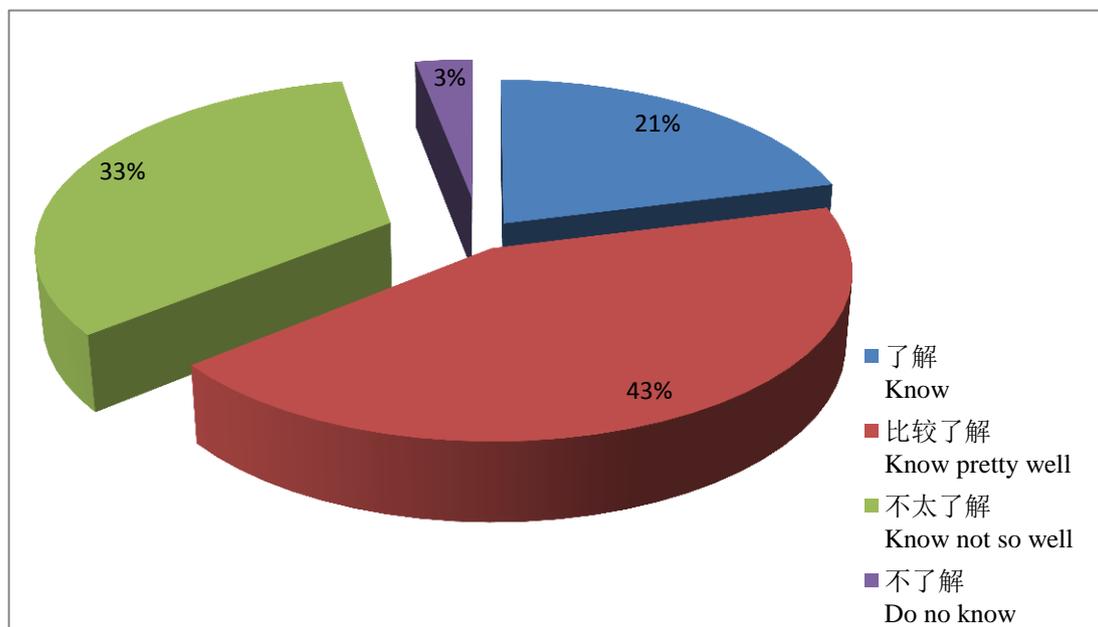


图40：参展商对“一带一路”战略政策内容了解分布情况
Figure 40: Distribution of exhibitors' knowledge of the policy content of the “One Belt, One Road” strategy

2、最多参展商认为新的经济增长点将出现在“互联网+”及“智能制造”

Most exhibitors thought that “Internet +”, “Intelligent manufacture industry” would be the points of new economic growth

在当前国际贸易趋势变化以及我国“一带一路”战略新趋势下，最多参展商认为新的经济增长点将出现在“互联网+”行业，选择比例达61%；其次是“智能制造业”、“新能源”及“环保产业”，选择比例均为36%；“大数据技术与应用”的选择比例也有33%；最后是“绿色产品”和“移动金融创新”，选择比例分别为29%和23%（见图41）。

Against the trend change of current international trade and under the influence of “One Belt, One Road” strategy, most exhibitors thought that the “Internet +” would be the new economic growth point, chosen by 61%; next came “intelligent manufacture industry”, “new energy” and “environmental protection” all chosen by 36%; 33% chose “big data technology and application”; last came “green products” and “mobile financial creativity”, chosen by 29% and 23% respectively (see Figure 41).

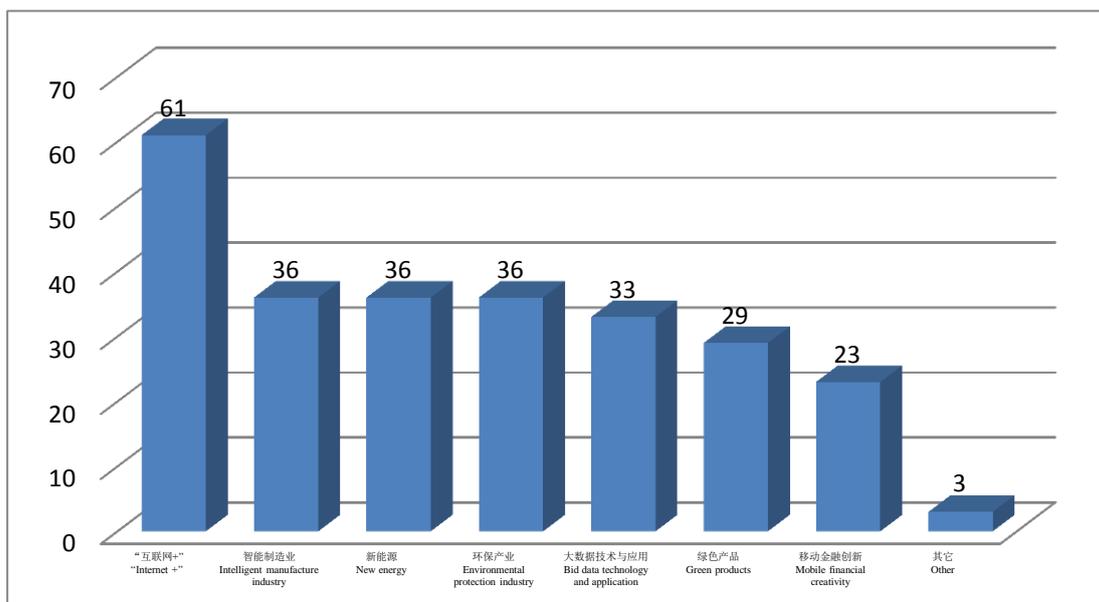


图41：参展商对新经济增长点看法分布情况

Figure 41: Distribution of exhibitors' Opinions on new economic growth points

3、较多参展商对“走出去”、“引进来”表态积极

Pretty many exhibitors expressed positive attitude to “go abroad”, “bring in”

在参展商看来，受“一带一路”战略的影响，“走出去”开展跨国投资及“引进来”在中国大陆投资的意愿均“增强了”，持此看法者均为47%；认为“没变化”的在35%左右；而认为“减弱了”的都少至3%（见表13）。

IN the eyes of the exhibitors, under the influence of “One Belt, One Road” strategy, most participants expressed “increased” willingness to “go abroad” and engage in cross-border investment, and “bring in” investment into China Mainland, 47% held the opinion for both options; around 35% thought “unchanged”; whereas only less than 3% thought thought both “decreased” (see Table 13).

事项 Items	投资意愿 Investment Willingness	增强 Increased	没变化 Unchanged	减弱 Reduced	难说 Hard to say
“走出去” “Go abroad”		47%	33%	3%	17%
“引进来” “Bring in”		47%	36%	3%	14%

表 13：参展商对“走出去”和“引进来”意愿分布情况

Table 13: Distribution of exhibitors’ Willingness regarding “going abroad” and “bringing in”

4、“不熟悉合作方所在国或地区的相关法律制度和政策规定”是参展商投资面临的最大挑战

“Unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from” was the biggest challenge the exhibitors faced

对于参与“一带一路”建设中，参展商认为企业“走出去”和“引进来”面临的最大挑战是“不熟悉合作方所在国或地区的相关法律制度和政策规定”，选择比例高达62%；其次是“不熟悉合作方所在国或地区的政商关系”和“不了解合作方所在国或地区的投资环境”，选择比例分别为50%和48%；第三是“不了解合作方所在国或地区的人文历史、风土人情”，选择比例为22%（见表14）。

Exhibitors thought that the biggest challenge the enterprises faced in participating in “going abroad” and “bringing in” international investment into China in participating in the building of “One Belt, One Road” was that they were “unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from”, 62% chose this option; next was “unfamiliar with the investment environment of the country where the partner comes from”, and “unfamiliar with the relation between the government and business, chosen by 50% and 48% respectively; the third was “unfamiliar with the humanity history, local customs and practices of the country or area where the partner comes from”, chosen by 22% (see Table 14).

	面临的挑战 Challenges Faced	百分比 Percentage	
1	不熟悉合作方所在国或地区的相关法律制度和政策规定 Unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from	62%	
2	不熟悉合作方所在国或地区的政商关系 Unfamiliar with the relation between the government and business of the country or area where the partner comes from	50%	
3	不了解合作方所在国或地区的投资环境 Unfamiliar with the investment environment of the country where the partner comes from	48%	

4	不了解合作方所在国或地区的人文历史、风土人情 Unfamiliar with the humanity history, local customs and practices of the country or area where the partner comes from	22%	
5	其它 Other	2%	

表 14：参展商面临挑战的看法分布情况

Table 14: Distribution of exhibitors' opinions regarding challenged they faced

5、参展商最希望“海关提供更便利与更低成本的商品通行政策”。

Exhibitors most desired that “the Customs offering more convenient and lower cost commodity passage policies”.

在推动“一带一路”建设中，参展商认为政府需要改善的政策，首要的是“海关提供更便利与更低成本的商品通行政策”，选择比例近六成，为 59%；其后是“出入境提高更便利的通关服务”和“税务部门提供优惠的税收政策”，选择比例在 50%左右；“政府相关部门提供更便利和优惠的人才引进与输出政策”和“政府相关部门在土地租赁和使用上提供更便利和优惠的政策”的选择比例也较高，分别为 40%和 35%（见表 15）。

In promoting the building of “One Belt, One Road”, the exhibitors thought among the policies that the government needs to perfect, “the customs providing more convenient and lower cost commodity passage policy” topped the list, chosen by 59%; the next was “providing more convenient customs clearance service” and “tax authorities providing preferential tax policy”, both chosen by around 50%; “competent governmental departments providing more convenient and preferential talent input and output policies” and “competent governmental

authorities providing more convenient and preferential policies in land lease and use” were chosen by relatively many, respectively 40% and 35% (see Table 15).

	政府需改善政策 Government needed to perfect policies	百分比 Percentage	
1	海关提供更便利与更低成本的商品通行政策 The Customs offering more convenient and lower cost commodity passage policies	59%	
2	出入境提供更便利的通关服务 More convenient customs clearance service for entry and exit	51%	
3	税务部门提供优惠的税收政策 Tax authorities providing preferential taxation policies	49%	
4	政府相关部门提供更便利和优惠的人才引进与输出政策 Competent governmental departments providing more convenient and preferential talent input and output policies	40%	
5	政府相关部门在土地租赁和使用上提供更便利和优惠的政策 Competent governmental authorities providing more convenient and preferential policies in land lease and use	35%	
6	其它 Other	2%	

表 15: 参展商对于政府政策改善期望分布情况

Table 15: Distribution of exhibitors' expectation for government policy improvement

6、参展商认为侨商在“一带一路”中应同时“作为宣传者、参与者、服务者、引路者和受益者”。

Exhibitors thought that the overseas Chinese businesspeople should play the roles of “popularizer, service provider, participant, guide and beneficiary” in the building of “One Belt, One Road”.

对于侨商在“一带一路”中最应该发挥的作用，参展商前三个选项所占比例相近，后两个选项稍少。其中 50%的参展商认为是“作为宣传者，向世界传递中国声音”；第二是“作为参与者，参与跨国投资与合作”，选择比例为 47%；第三是“作为服务者，为国内企业跨

国投资提高服务”，选择比例为 41%；其最后两个是作为“引路者”和作为“受益者”，各占 32%和 26%（见表 16）。

Regarding the roles that overseas Chinese businesspeople were most needed to play, the percentage for first three options were higher, and the latter two options slightly lower. Of which, 50% of participants approved the role “as a a popularizer, make the voice of China heard by the world”; next was “as a participant, get involved in cross-border investment and cooperation”, chosen by 47%; the third was “as a service provider, improve service quality for domestic enterprises engaging in cross-border investments”, chosen by 41%; the last two were “as a guide” and “as a beneficiary”, chosen by 32% and 26% respectively (see Table 16).

	侨商在“一带一路”战略中最应发挥的作用 The roles that overseas Chinese businesspeople were most needed to play in the “One Belt, One Road” strategy	百分比 Percentage	
1	作为宣传者，向世界传递中国声音 As a a popularizer, make the voice of China heard by the world	50%	
2	作为参与者，参与跨国投资与合作 As a participant, getting involved in cross-border investment and cooperation	47%	
3	作为服务者，为国内企业跨国投资提供服务 As a service provider, improve service quality for domestic enterprises engaging in cross-border investments	41%	
4	作为引路者，将国外企业投资引入国内 As a guide, ushering international enterprises in investing in China	32%	
5	作为收益者，在参与项目建设中获益 As a beneficiary, benefit from participation in the project building	26%	
6	其它 Other	1%	

表 16: 参展商对侨商在“一带一路”战略中扮演角色看法分布情况
 Table 16: Distribution of exhibitors’ opinions regarding the roles of overseas Chinese businesspeople in the “One Belt, One Road” strategy

（五）各类型参展商意见分析

Opinions Analysis of various categories of exhibitors

1、行业类型：文化旅游、教育与咨询行业类展商对“侨交会”支持度最高，能源矿产基建行业最看好“一带一路”战略。

Industry category: cultural tourism, education and consultation industry categories exhibitors were most supportive of the “OCTF”, whereas energy, minerals and infrastructure industries rated highest the “One Belt, One Road” strategy.

从不同行业的参展商看，参与“侨交会”的首要目的各有不同。调查显示，“文化旅游”、“高新科技”、“绿色产业”及“互联网+”四个行业的参展商，首要目的为“寻找贸易伙伴”；而“金融投资”、“地产”、“媒体与传播”及“教育与咨询”行业的参展商，更看重“推广宣传企业”。

From the angles of exhibitors from different industries, the primary purpose of participating “OCTF” varies. The investigation indicates, the primary purpose of exhibitors from the four industries, “cultural tourism”, “hi-new tech”, “green industry” and “Internet +” were “Looking for trading partner”; whereas exhibitors from “financial investment”, “real estate”, “Media and communication” and “education and consultation” industries valued “promoting the enterprise” more.

在参会意愿上，“文化旅游”及“教育与资讯”两个行业的参展商，表示“愿意”参与下一届“侨交会”的人最多，均超过90%。其次，两个行业的参展商对于成为“侨交会”的协办或支持单位，以及举办主题推介会，表示有意向的人均在50%以上，在所有行业中居前。

In terms of willingness to participate in the exhibition, exhibitors from “cultural tourism” and “education and information” industries saw the highest percentage, both exceeding 90%. next, over 50% exhibitors from the two industries were interested in becoming a co-organizer, a supportive unit and holding theme promotion conferences in the “OCTF”, many expressed “interested”, ranked front among all industries.

对于“一带一路”的看法，“能源矿产基建”是投资意愿增强最多的行业，表示愿意“走出去”与“引进来”及其投资意愿“增强了”的参展商均达68%；其次是“文化旅游”行业，表示愿意“走出去”与“引进来”及其投资意愿“增强了”的参展商分别为66%及59%。

When asked about their opinions to the “One Belt, One Road” strategy, “energy and mineral infrastructure” was the industry that expressed the biggest boost in willingness to invest, both up to 68% exhibitors expressed “boosted” willingness to “go abroad” and “bring in”; next came the “cultural tourism” industry, the ratio of exhibitors expressed willingness to “go abroad” and “bring in” were 66% and 59% respectively.

2、企业规模：大企业参展商对“侨交会”支持度更高，“走出去”及“引进来”的意愿更强

Enterprise scale: large enterprises were more supportive to the “OCTF”, and were more willing to “go abroad” and “bring in”

不同企业规模的参展商对“侨交会”的期待各有不同，大、中型企业更希望“推广宣传企业”，较小及小微企业更希望“寻找贸易伙伴”。

Exhibitors of different enterprise scales showed different expectations to the “OCTF”, large and intermediate enterprises were more willing to “promote the enterprise”, whereas smaller and micro enterprises were more willing to “look for trading partners”.

分析结果发现，不同规模企业对“侨交会”的支持程度，呈现企业规模越大越支持的趋势。具体来看，大型企业参展商对于成为“侨交会”的协办或支持单位，以及举办主题推介会，表示有意向的人均是最多的，分别达 53%及 48%；且希望下一届“侨交会”能“增加”天数的达 52%，较小微企业参展商多 8 个百分点。

Analysis of the results discovered, regarding degree of support to the “OCTF” by enterprises of different scales, there appeared a trend, the bigger the scale, the more supportive it is. Specifically, the highest percentage of intentions to participate in becoming a co-organizer, a supportive unit and holding theme promotion conferences in the “OCTF” came from the large enterprise exhibitors group, chosen by 53% and 48% respectively; and up to 52% expected to “increase” the number of days in the next “OCTF”, 8 percentage points higher than exhibitors of small and micro enterprise exhibitors.

在“一带一路”战略影响下，大型企业参展商的投资意愿增强最多，表示愿意“走出去”与“引进来”的投资意愿都“增强了”的参展商分别达 55%及 59%，比小微企业分别多了 30%及 15%个百分点。

Under the influence of the “One Belt, One Road” strategy, large enterprise exhibitors expressed the biggest boost in willingness to invest in both “going abroad” and “bringing in”, up to 55% and 59% respectively, higher than small and micro enterprises 30% and 15% respectively.

3、不同地区参展商的参会希望是：国内参展商更倾向“推广宣传企业”，国外参展商则倾向“寻找贸易伙伴”

Expectations for exhibitors from different areas participating the exhibition were: domestic exhibitors were more willing to “promote the enterprise”, whereas international exhibitors were more willing to “look for trading partner”

对于参会的希望，中国大陆及港澳台参展商首选是“推广宣传企业”，而国外参展商的首选是“寻找贸易伙伴”。

Expectations for exhibitors from different areas participating the exhibition were: domestic exhibitors were more willing to “promote the enterprise”, whereas international exhibitors were more willing to “look for trading partner”

在最关注的领域上，国内外参展商亦有所不同。中国大陆参展商首选“高新科技”，港澳台地区参展商首选“互联网+”，东南亚及东亚地区参展商首选“绿色产品”，欧美参展商则首选“文化旅游”。

Domestic and international exhibitors showed different focuses on the fields that drew their most attention. The top pick of China Mainland exhibitors was “hi-new tech”, whereas the top pick of exhibitors from Hong Kong, Macau and Taiwan was “Internet +”, the top pick of exhibitors from Southeast Asia and East Asia was “Green products”, the first choice of exhibitors from Europe and America was “cultural tourism”.

三、专业观众

Professional audience

（一）参会目的与意愿

Objective and willingness for attending the fair

1、专业观众最希望获取的营商资讯是“国家扶持政策信息”和“创客创新创业信息”

“Supportive policy information of the state”, “Industry products information” were the most desired business operation information the professional audience wanted to obtain.

调查显示，专业观众对营商资讯的选择与参展商相比存在差异。在专业观众看来，国家及地方政府政策更受关注，其中“国家扶持政策信息”及“地方政府招商优惠政策”的选择比例分别位居第一和第三位，各占比为 37%与 31%；其次是与市场相关的“创客创新创业机会”及“业界产品资讯”，选择比例分别为 35%及 31%（见图 42）。

The investigation indicates, there were differences between the choice of business operation information by professional audience and exhibitors. In the eyes of the professional audience, the the policies of state and local governments received more attention, chosen by 37% and 31% respectively, ranked first and third respectively; next was market-related “maker creativity startup projects opportunity” and “industry products information”, chosen by 35% and 31% respectively (see Figure 42).

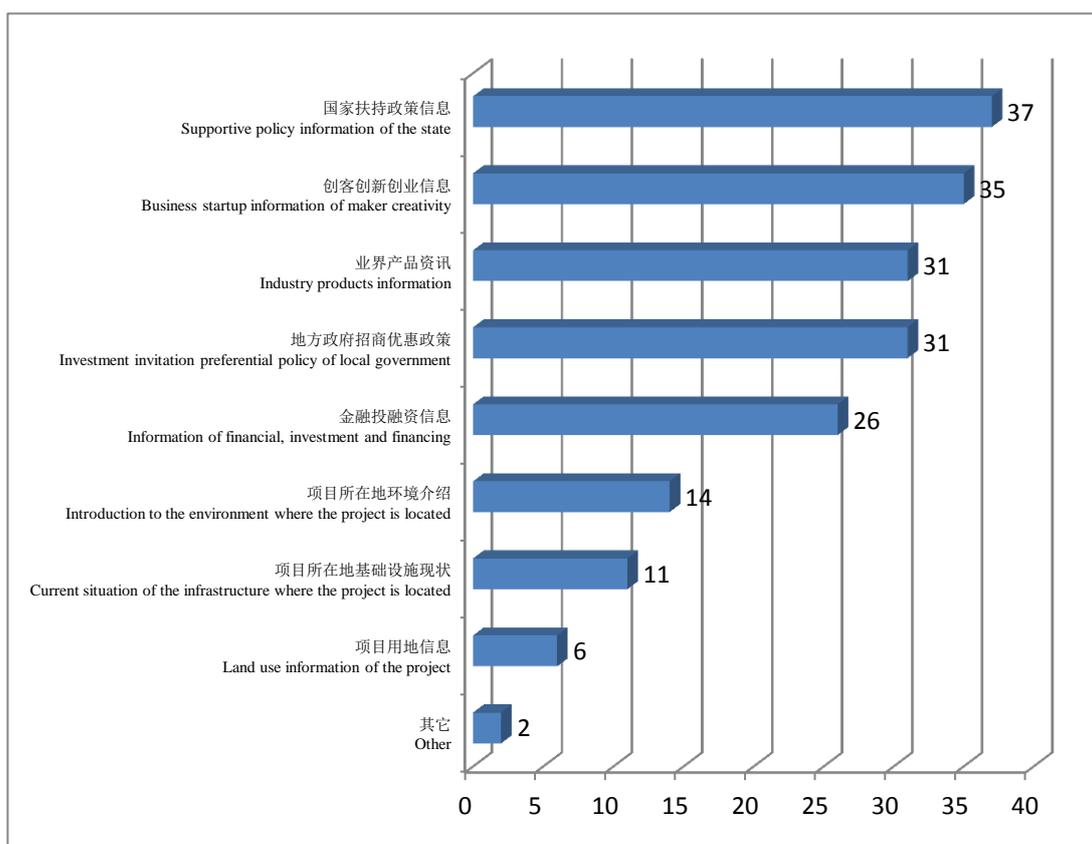


图 42：专业观众对营商资讯需求分布情况
Figure 42: Distribution of requirements for business operation information by professional audience

2、“高新科技”、“互联网+”既是专业观众最关注的领域，亦是投资潜力最受看好的领域

“Hi-new tech”, “Internet +” were both fields received the most attention from professional audience and the fields that were considered to have the best potential for investment

参与“侨交会”，专业观众最关注的领域是“高新科技”，选择比例为51%。需注意的是，专业观众对该事项的选择比例远高于参展商26个百分点，可见专业观众对高新科技领域的需求更为集中。

The field that received the most attention in the “OCTF” by professional audience was “hi-new tech”, chosen by 51%. What merits attention is that the percentage chosen by professional audience was 26 percentage points higher than that of the exhibitors, therefore it could be seen that the requirement of professional audience for the field of hi-new tech is more concentrated.

其次，专业观众对“互联网+”行业的关注度也较高，选择比例为32%；第三是“绿色产品”，选择比例为26%；关注“文化旅游”及“金融投资”的人也不少，选择比例均为22%（见表17）。

Next, the attention of professional audience to the “Internet +” industry was pretty high too, chosen by 32%; “green products” came third, chosen by 26%; and quite a lot of people paid attention to “cultural tourism” and financial investment”, both chosen by 22% (see Table 17).

	行业领域 Industries and Fields	百分比 Percentage	
1	高新科技 Hi-new tech	51%	
2	“互联网+” “Internet +”	32%	
3	绿色产品 Green products	26%	
4	文化旅游 Cultural tourism	22%	
5	金融投资 Financial investment	22%	
6	环保绿化 Environmental protection and afforestation	14%	
7	媒体与传播 Media and communication	12%	
8	政府招商引资项目 Government investment promotion program	11%	
9	教育与咨询 Education and consultation	10%	
10	房地产 Real Estate	9%	
11	能源矿产基建 Energy and minerals infrastructure	4%	
12	其它 ther	3%	

表 17：专业观众关注行业领域分布情况

Table 17: Distribution of Industries and Fields by professional audience

此外，调查结果还显示，对于“侨交会”最具市场潜力与投资空间的领域，专业观众选择的前两位就是“高新技术”与“互联网+”，选择比例分别为 50%及 39%；其次是“绿色产品”及“文化旅游”，选择比例均为 26%（见图 43）。

Besides, the investigation also found, among the fields with the highest potential and biggest space for investment in the “OCTF”, “hi-new tech” and “Internet +” were the two top picks, chosen by 50% and

39% respectively; next came “green products” and “cultural tourism”, both chosen by 26% (see Figure 43).

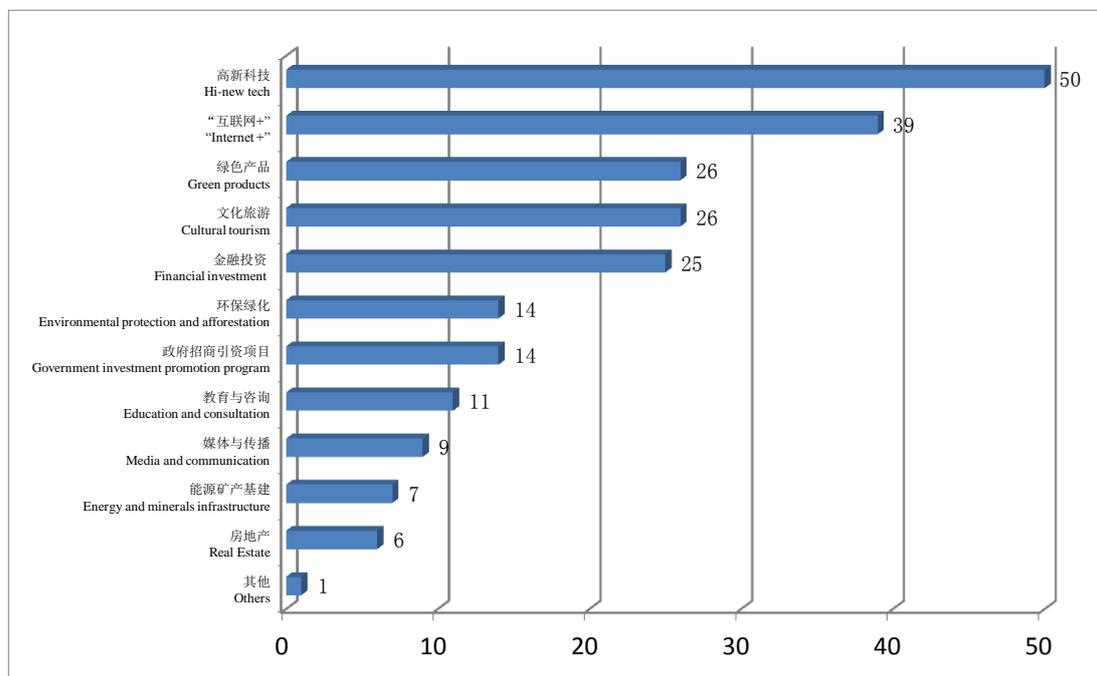


图 43：专业观众对最具市场潜力与投资空间领域看法分布情况

Figure 43: Distribution of Opinions regarding the fields with the highest potential and investment space of the professional audience

3、“高新技术类”是专业观众最需要的人才

“Hi-new technology category”, “Management category” were the most desired talents by professional audience.

在专业观众看来，最关注或需要的是“高新技术类”人才，选择比例为 41%；其次是“管理类”和“电子商务类”，选择比例均为 28%；第三是“金融投资类”，选择比例为 24%；其后是“环保绿化类”和“艺术设计类”，选择比例分别为 17%及 12%（见图 44）。

In the eyes of the professional audience, the “hi-new tech category” talents received the most attention or demand, chosen by 41%; next came the “management category” and “e-commerce category”, all chosen by 28%; the

third was “financial investment category”, chosen by 24%; still next was “environment protection and afforestation category” and “art design category”, chosen by around 17% and 12% respectively (see Figure 44).

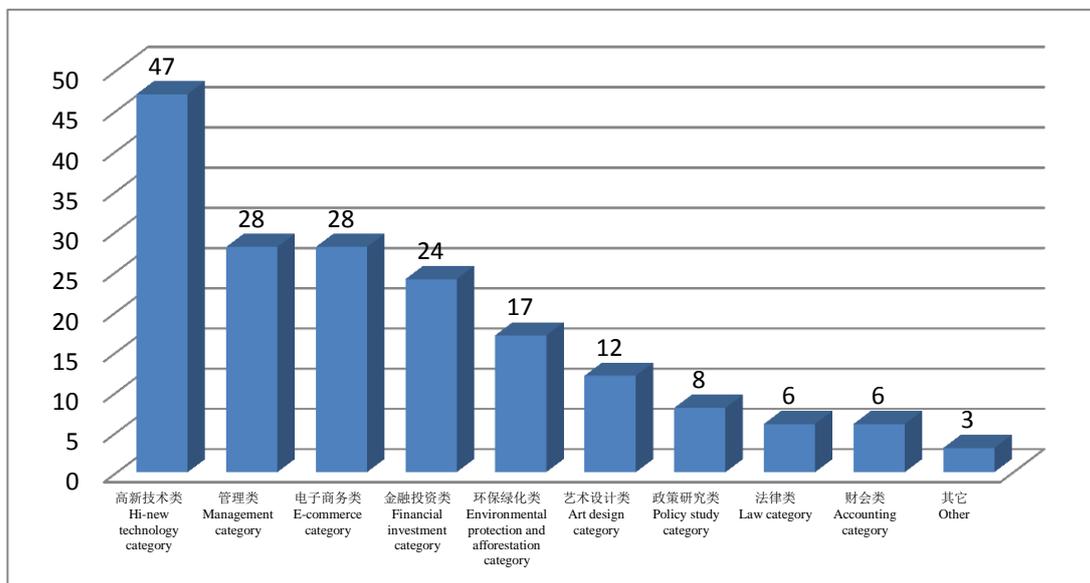


图 44：专业观众人才类型需求分布情况

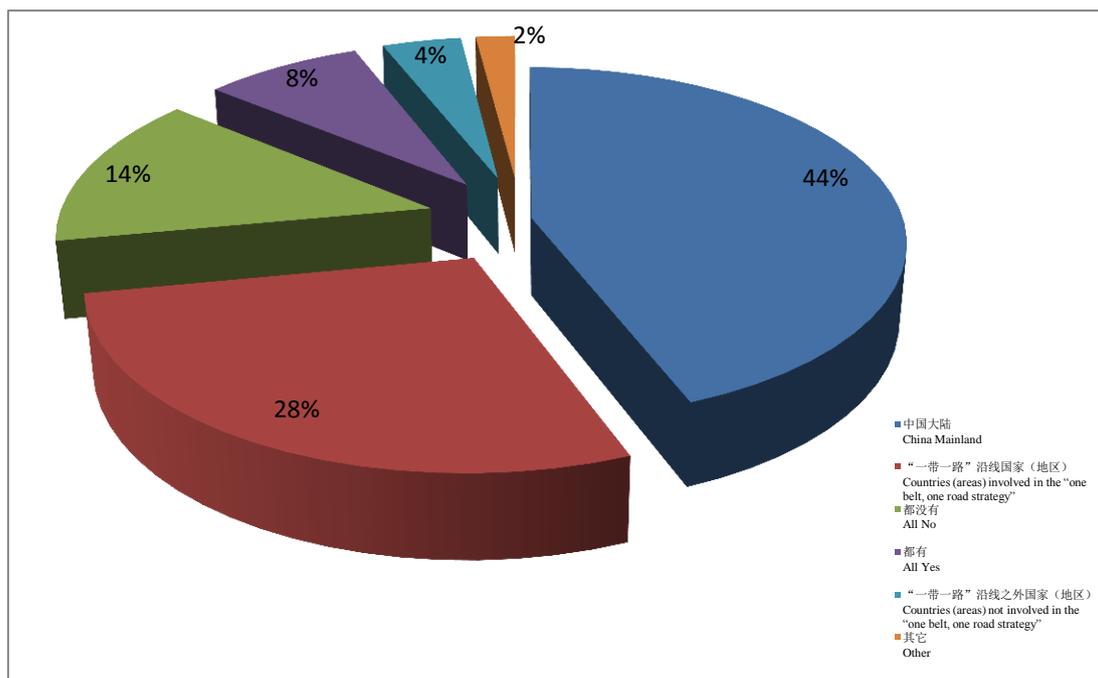
Figure 44: Distribution of requirements for talents of professional audience

4、专业观众中计划投资中国大陆的最多

Most professional audience planned to invest in China Mainland

在专业观众中，44%打算投资“中国大陆”；其次是“‘一带一路’沿线国家（地区）”，占28%；“‘一带一路’之外的国家（地区）”居末，仅为4%。此外，有8%的人表示“都有”意向，还有14%的人表示“都没有”（见图45）。

Among the professional audience, 44% planned to invest in “China Mainland”; next came countries (areas) involved in the “One Belt, One Road” strategy, 28%; countries (areas) not involved in the “One Belt, One Road” strategy came last, chosen by only 4%. Besides, 8% expressed intentions in “all of them”, and 14% expressed interest in “none of them”



(see Figure 45).

图 45：专业观众投资地区意愿分布情况

Figure 45: Distribution of intention of areas for investment of professional audience

(二) 对展会的意见与期待

Suggestions to and Expectations for the exhibition

1、大多数专业观众“愿意”参与下届“侨交会”

Most professional audience were willing to participate in the next “OCTF”

调查结果表明，85%的专业观众表示“愿意”参加下一届“侨交会”，且表示会“增加”投入的较多，为43%，持“不变”表态者为46%，要“减少”的人甚少，仅1%，还有10%的人持“难说”表态。（见表18）

Investigation results indicates, 85% professional audience expressed “willingness” to participate the next “OCTF”, and 43% said they would “boost” investment; 46% said to hold investment “unchanged”; few were willing to “reduce”, only 1%; and there were still 10% holding “hard to say” attitude. (see Table 18)

	参加下届“侨交会”意愿 Willingness to participate in the next “OCTF”	百分比 Percentage	
1	愿意 Yes	85%	
2	不愿意 No	9%	
3	难说 Hard to say	6%	
	下届“侨交会”投入意愿 Investment Intention to Invest in the Next “OCTF”	百分比 Percentage	
1	增加投入 Increase investment	43%	
2	不变 Unchanged	46%	
3	减少投入 Cut investment	1%	
4	难说 Hard to say	10%	

表 18：专业观众参加下届展会及投入意愿分布情况

Table 18: Distribution of willingness to participate in and invest in the next exhibition

调查中表示“不愿意”参加下一届“侨交会”的专业观众也有9%，主要原因在于认为侨交会“商机太少”，有38%的选择；其次“质量不高”，为20%；对于“路途太远”和“费用太贵”，选择的人较少，分别为18%及14%（见图46）。

And there were also 9% professional audience expressed “unwillingness” to participate in the next “OCTF”, main reasons were that they thought the “OCTF” was of “too few business opportunities”, chosen by 38%; next came “poor quality”, 20%; few chose “too expensive” and “too far”, chosen by 18% and 14% (see Figure 46).

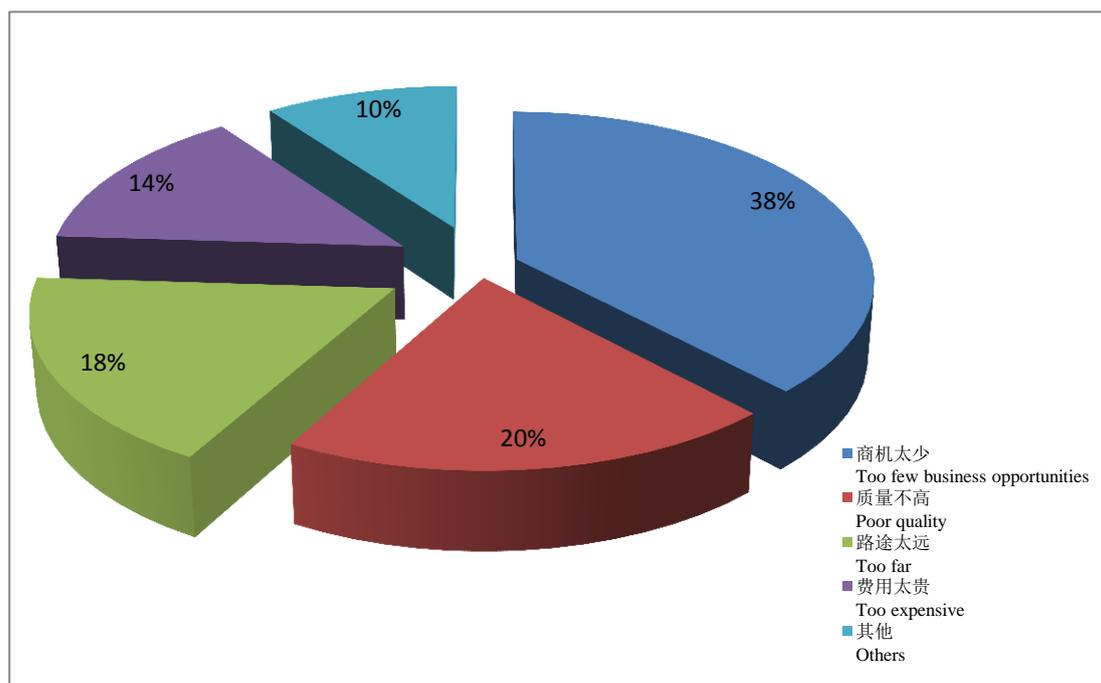


图 46：专业观众不愿意参加下届“侨交会”原因分布情况
Figure 46: Distribution of reasons for unwilling to participate in the next “OCTF” of professional audience

2、专业观众认为“侨交会”保持一年一次，同时过半认为展期应保持不变

Professional audience thought that the “OCTF” should be held at the frequency of once a year, and over half thought that the exhibition period should be held unchanged

对于“侨交会”举办的频率，多达64%的专业观众希望是“一年一次”；其次是“半年一次”，为26%；选择“两年一次”、“三年一次”和“四年一次”的人较少，三者合计仅8%（见图47）。

Regarding the frequency for holding the “OCTF”, up to 64% of professional audience hoped that it would be held “once a year”; next was “twice a year” chosen by 26%; few chose “once two years”, “once three years” and “once four years”, the three totaled a meager 8% (see Figure 47).

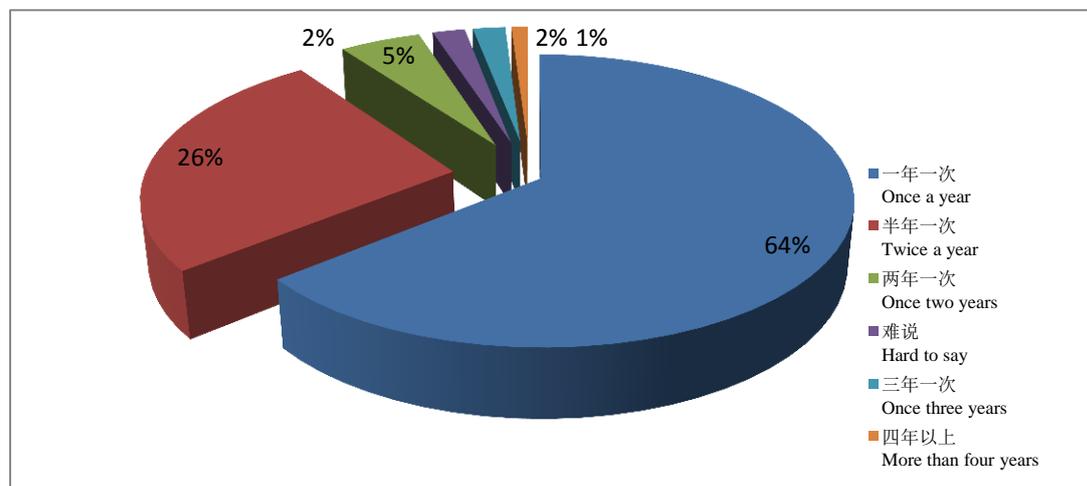


图 47：专业观众对展会频率看法分布情况

Figure 47: Distribution of opinions of professional audience regarding the frequency of holding exhibition

需要注意的是，与参展商群体主流意见不同，保持展会天数不变是专业观众的主流意见，有55%的专业观众表态下一届“侨交会”天数应“不变”，比认为应“增加”的多出11个百分点；而认为应“减少”的人仅为2%（见图49）。

What merits attention is that differing from opinions of the mainstream opinion of exhibitors of extending the number of days of the exhibition, 55% professional audience expressed the opinion that the number of days for the next “OCTF” should be kept “unchanged”, 11 percentage points higher than those maintaining that there should be “increase” in the number of days; whereas only 2% thought it should be “reduced” (see Figure 49).

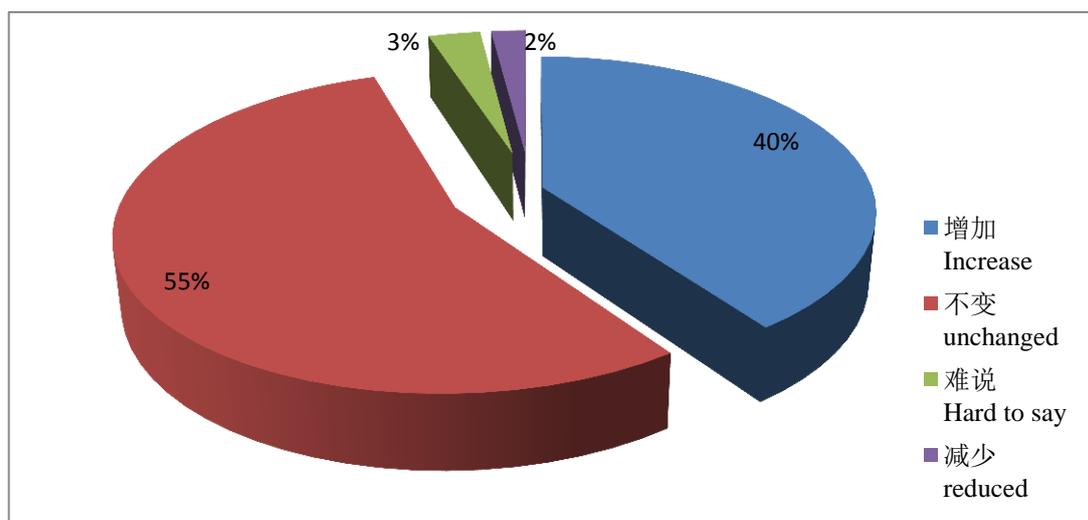


图 48：专业观众对展会天数看法分布情况
Figure 48: Distribution of opinions of professional audience regarding the number of days exhibition

3、不少专业观众对作为“侨交会”协办或支持单位持支持态度

Many professional audience were supportive of becoming a co-organizer or supportive unit in the “OCTF”

对于是否有意向作为“侨交会”的协办或支持单位，及在“侨交会”期间举办主题推介会，专业观众表示“有”意愿的比例分别为44%和40%；但表示“没有”的人也不少，分别为39%和40%（见表19）。

When asked as to whether they would like to be a co-organizer or supporting unit in holding the “OCTF”, and whether they would like to hold theme promotion conference, 44% and 40% of professional audience responded with “Yes”; however, not a few said “No”, 39% and 40% respectively (see Table 19).

事项 Items	指标 Index	有意向 Interested	没有意向 Not interested	难说 Hard to say
协办或支持单位 To be a co-organizer or supportive unit		44%	39%	17%
举办主题推介会 Holding theme promotion conference		40%	40%	20%

表 19：专业观众成为协办或支持单位及举办主题推介会意向分布情况
 Table 19: Distribution of opinions of professional audience’s intention to become co-organizer or supporting unit in holding the “OCTF” and hold theme promotion conference

4、改善“参展企业实力”是专业观众首要的期待。

“Improving the strength of the exhibitors enterprise” was the top expectation of professional audience.

在专业观众看来，“侨交会”需要进一步改善之处，首要的是“参展企业实力”，选择比例为 37%；其次是“展会配套设施”，选择比例为 32%；第三是“参展项目质量”和“会务服务质量”，选择比例均在 25%左右；其后是“参展产品质量”和“专业观众素质和实力”，选择比例均为 20%；最后是“展会场馆环境”、“参会费用”，选择比例均不过 15%（见图 49）。

In the eyes of the professional audience, among the areas the “OCTF” required improvement, “strength of participating enterprises” came first, chosen by 37%; next was “supporting facilities of the exhibition“, chosen by 32%; “project quality of exhibition” and “conference service quality” came the third, both were chosen by around 25%; then came “exhibition

products quality” and “qualification and strength of professional audience”, both chosen by around 20%; “environment of exhibition premises” and “exhibition charges”, both chosen by less than 15% (see Figure 49).

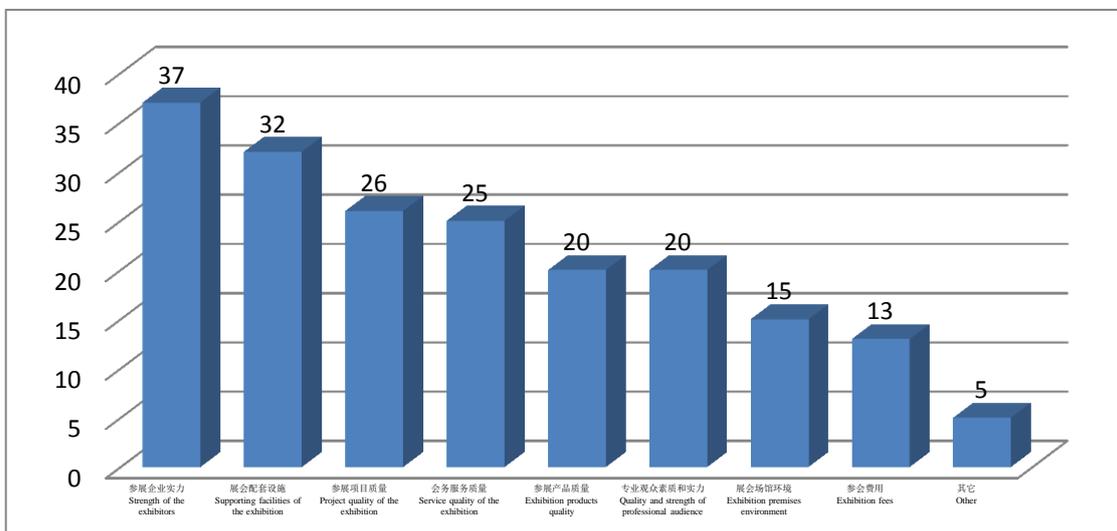


图 49：专业观众对“侨交会”改善期待分布情况
Figure 49: Distribution of professional audience's expectation for improvements of the “OCTF”

5、专业观众普遍支持建立互联网资讯平台共享商机

Most professional audience supported setting up an internet information platform to share business opportunity

调查显示，90%的专业观众对建立“侨交会”互联网资源与信息平台，共享商机持积极表态，其中表示“有意义，大力支持”的就有40%，持“感兴趣，会支持”的占50%；表示“难说，有待考察”及“不支持”者合计只有13%（见图50）

Investigation indicates, regarding establishing “OCTF” internet resources and information platform and share business opportunities, 90% professional audience were actively supportive, of which, 40% expressed “significant, will vigorously support”, 50% expressed “interested, will support”; only 13% said “hard to say, pending investigation” and “not to support” (see Figure 50)

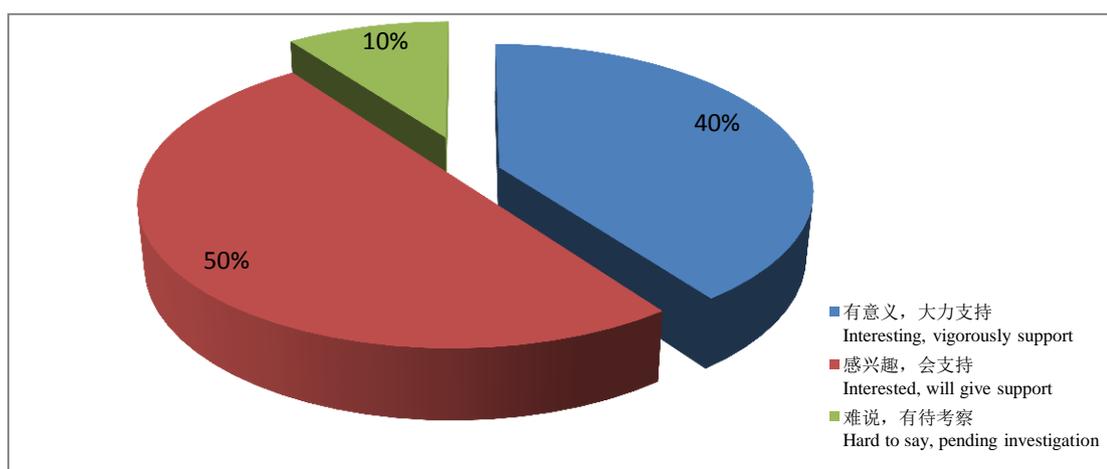


图 50: 专业观众对建立互联网资讯平台意向分布情况

Figure 50: Distribution of professional audience’s attitude towards setting up an internet information platform to share business opportunity

调查亦显示, 59%的专业观众表示最常以“互联网”获取商情; 其次是“同行交流”, 为 24%; “报刊杂志”及“咨询中介”较少, 合计只有 16% (见图 51)。

The investigation also found, 59% of professional audience expressed that the “internet” has become the most frequently used method for obtaining business information; next was “peer communication”, chosen by 24%; less people chose “newspapers and journals” and “consultation intermediary”, totaling a meager 16% (see Figure 51).

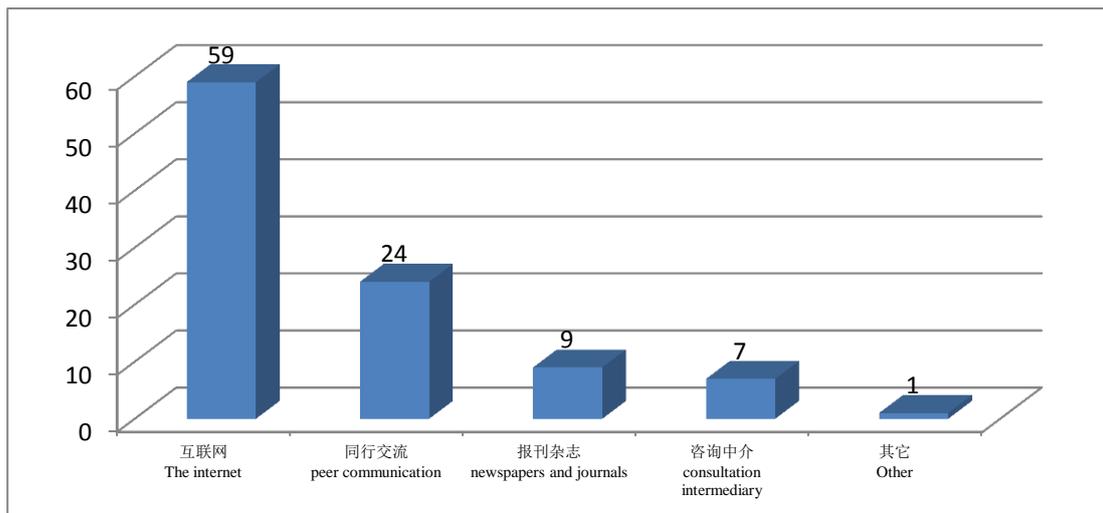


图 51：专业观众获取商情渠道分布情况

Figure 50: Distribution of professional audience's attitude towards setting up an internet information platform to share business opportunity

（三）对引入创客创新项目的意愿

Willingness to introduce maker creativity projects

大多数专业观众对引入创客创新项目表态积极，表示有意愿引入者多达 88%，持相反表态者占 10%，其他占 2%（见图 52）。

Most professional audience were more supportive to introducing maker creativity projects, up to 88% were supportive, whereas only 10% were disapproving, and 2% were holding other opinions (see Figure 52).

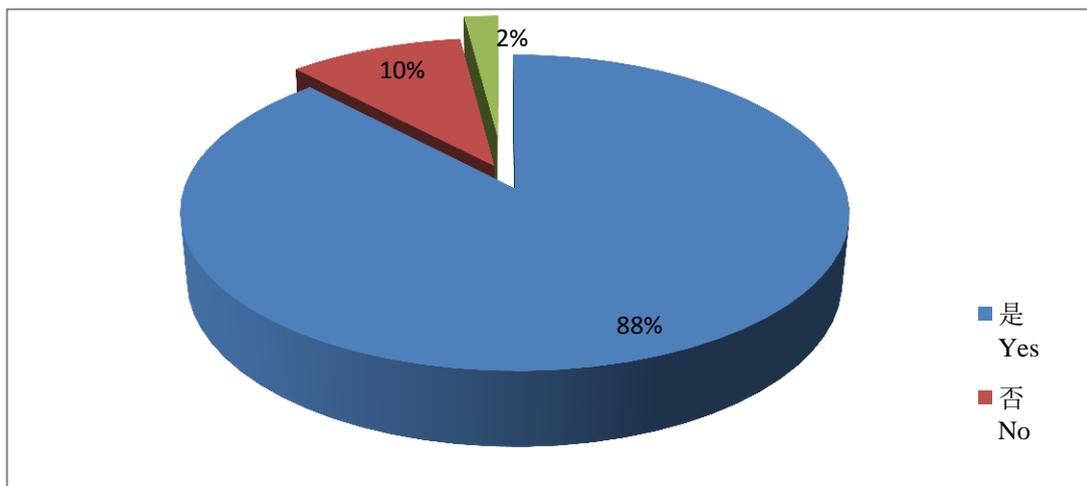


图 52: 专业观众对引入创科创新项目意愿分布情况
Figure 52: Distribution of the willingness of professional audience in introducing maker creativity projects

从项目内容来看，选择引入“创新科技类”的最多，有 37%；其次是“创新互联网商业模式”，有 29%选择；其后是“创意文化艺术类”与“创新教育类”，选择的均有 17%（见图 53）。

Judging from project content, introducing “creativity technology category” came top, 37%; next came “creativity internet business model”, 29%; “creativity cultural artistic education category” came the last, both were chosen by 17% (see Figure 53).

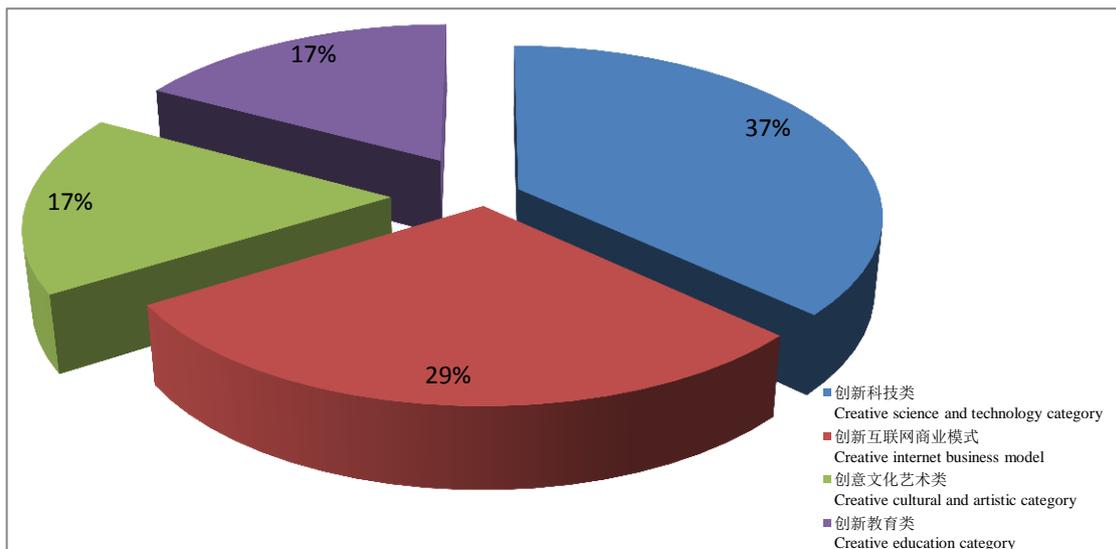


图 53：专业观众对引入项目类型分布情况
Figure 53: Distribution of professional audience's opinion regarding categories of projects to be introduced

（四）对“一带一路”战略下企业发展预期与需求

Expectations and requirements for enterprises under the “One Belt, One Road” strategy

1、较多专业观众表示对“一带一路”战略政策内容有所了解

Many professional audience said they knew about the policy content of the “One Belt, One Road” strategy

在专业观众中，对“一带一路”战略的具体政策内容表示“了解”和“有所了解”者合计有 69%，而表示“不了解”和“不太了解”的为 31%（见图 54）。

A total of 69% professional audience said they “knew” and “knew something about” the specific economic development strategy and policy content of the “One Belt, One Road” strategy, whereas there were 31% said they “did not know” and “did not know it well” (see Figure 54).

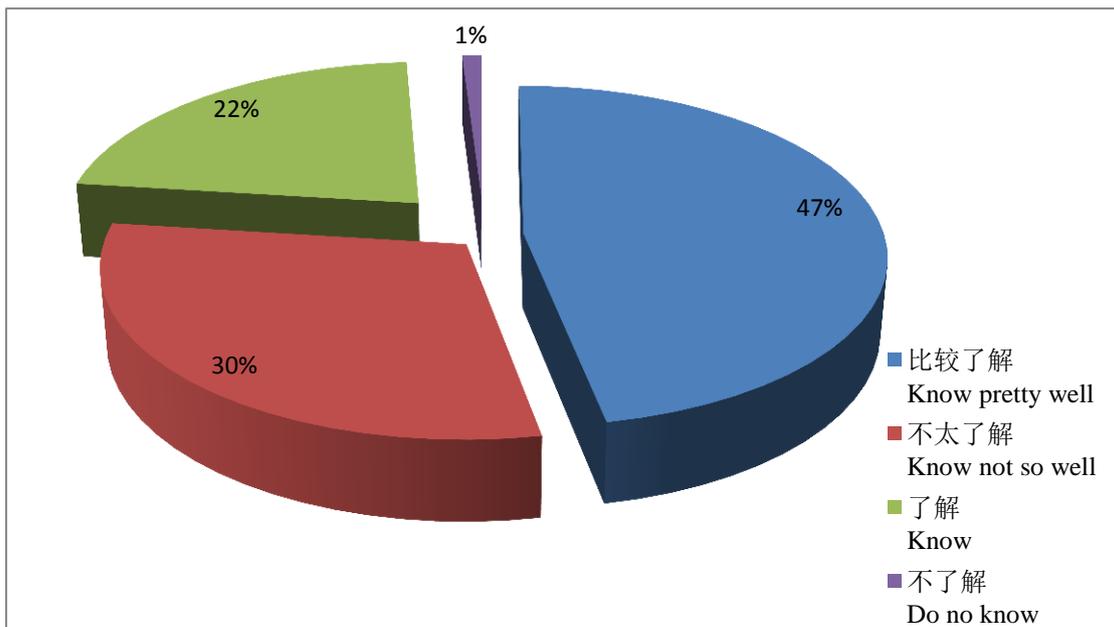


图 54：专业观众对“一带一路”战略政策内容了解分布情况
Figure 54: Distribution of professional audience's knowledge of the policy content of the "One Belt, One Road" strategy

2、最多专业观众认为新的经济增长点将出现在“互联网+”及“智能制造”

Most professional audience thought that “Internet +”, “Intelligent manufacture industry” would be the points of new economic growth

在专业观众看来，面对国际贸易变化影响以及我国“一带一路”战略，最多人认为新的经济增长点将出现在“互联网+”，选择比例达 64%；第二是“智能制造”，选择比例为 36%；第三是“环保产业”及“新能源”，选择比例在 33%左右；其后是“大数据技术与应用”和“移动金融创新”，选择比例分别为 27%及 25%；最后是“绿色产品”，选择比例为 21%（见图 55）。

Against the trend change of current international trade and under the influence of China’s “One Belt, One Road” strategy, most professional audience thought that the “Internet +” would be the new economic growth point, chosen by 64%; “intelligent manufacture industry”, “new energy” came second, chosen by 36%; “environmental protection” and “new energy” came third, both chosen by 33%; next came “big data technology and application” and “mobile financial innovation, chosen by 27% and 25% respectively; last came “green products” chosen by 21% (see Figure 55).

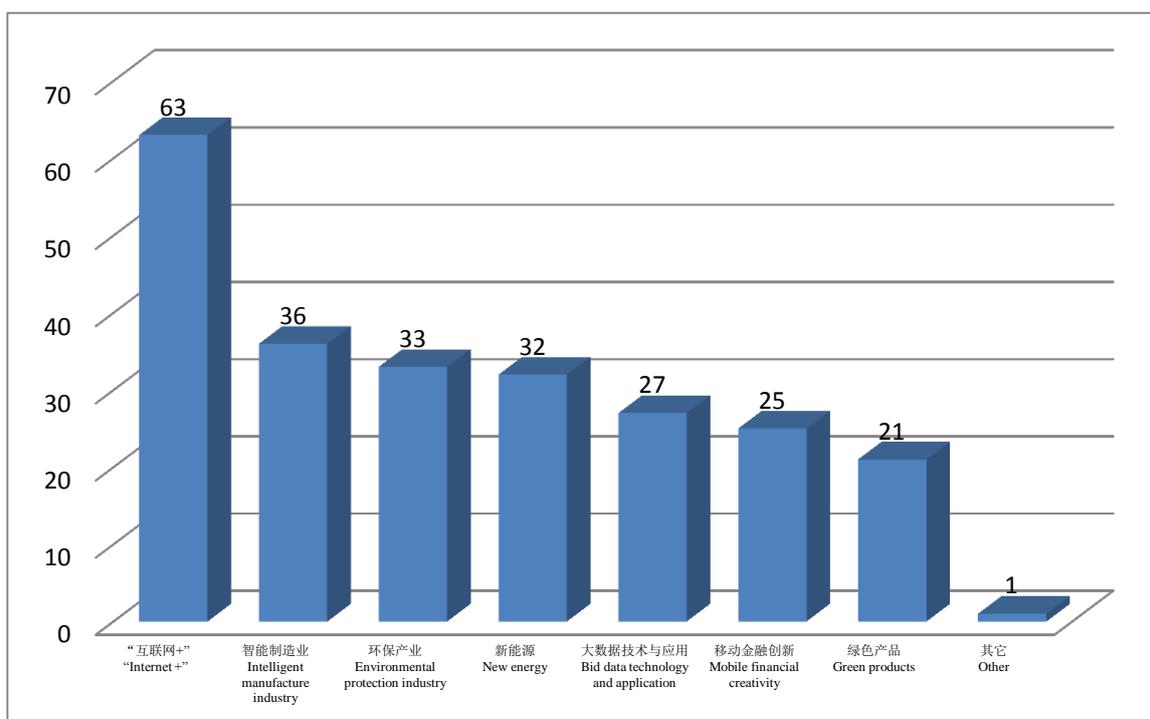


图 55：专业观众对新经济增长点看法分布情况

Figure 55: Distribution of professional audience’s Opinions on new economic growth points

3、较多专业观众对“走出去”、“引进来”表态积极

Pretty many professional audience expressed positive attitude to “go abroad”, “bring in”

在专业观众看来，受“一带一路”战略的影响，“走出去”开展跨国投资及“引进来”在中国大陆投资的意愿均“增强了”，持此看法者分别为 48%及 47%；认为“没变化”的在 40%左右；而认为“减弱了”的均低于 5%（见表 20）。

IN the eyes of the professional audience, under the influence of “One Belt, One Road” strategy, there was “boosted” willingness to “go abroad” and engage in cross-border investment, and “bring in” investment into China Mainland, chosen by 48% and 47% respectively; around 40% thought “unchanged”; whereas only less than 5% thought both “decreased” (see Table 20).

事项 Items	投资意愿 Investment Willingness	增强 Increased	没变化 Unchanged	减弱 Reduced	难说 Hard to say
“走出去” “Go abroad”		48%	38%	3%	11%
“引进来” “Bring in”		47%	40%	4%	9%

表 20：专业观众对“走出去”、“引进来”表态分布情况

Table 20: Distribution of professional audience’s attitude towards “going out” and “bringing in”

4、“不熟悉合作方所在国或地区的相关法律制度和政策规定”是专业观众投资面临的最大挑战

“Unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from” was the biggest challenge the professional audience faced

对于参与“一带一路”建设中，专业观众认为企业“走出去”和“引进来”面临的最大挑战是“不熟悉合作方所在国或地区的相关法律制度和政策规定”，选择比例达 61%；其次是“不熟悉合作方所在国或地区的政商关系”，选择比例为 48%；第三是“不了解合作方所在国或地区的投资环境”，选择比例 39%；最后是“不了解合作方所在国或地区的人文历史、风土人情”，选择比例只有 19%（见表 21）。

Professional audience thought that the biggest challenge the enterprises faced in participating in “going abroad” and “bringing in” in the building of “One Belt, One Road” was that they were “unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from”, 61% chose this option; next was “unfamiliar with the relation between the government and business, chosen by 48%; the third was “unfamiliar with the investment environment of the country where the partner comes from”, chosen by 39%; last was “unfamiliar with the humanity history, local customs and practices”, chosen by only 19% (see Table 21).

	面临的挑战 Challenges Faced	百分比 Percentage	
1	不熟悉合作方所在国或地区的相关法律制度和政策规定 Unfamiliar with the provisions of relevant laws, regulations and policies of the country where the partner comes from	61%	
2	不熟悉合作方所在国或地区的政商关系 Unfamiliar with the relation between the government and business of the country or area where the partner comes from	48%	
3	不了解合作方所在国或地区的投资环境 Unfamiliar with the investment environment of the country where the partner comes from	39%	
4	不了解合作方所在国或地区的人文历史、风土人情 Unfamiliar with the humanity history, local customs and practices of the country or area where the partner comes from	19%	
5	其它 Other	1%	

表 21：专业观众对面临最大挑战看法分布情况

Table 21: Distribution of opinions of professional audience regarding the biggest challenges

5、专业观众最希望“海关提供更便利与更低成本的商品通行政策”。

Professional audience most desired that “the Customs offering more convenient and lower cost commodity passage policies”.

在推动“一带一路”建设中，专业观众认为政府需要改善的政策，首要的是“海关提供更便利与更低成本的商品通行政策”，选择比例达近六成，为 52%；第二是“出入境提高更便利的通关服务”和“税务部门提供优惠的税收政策”，选择比例分别为 49%及 45%；第三是“政府相关部门提供更便利和优惠的人才引进与输出政策”，选择比例为 38%；最后是“政府相关部门在土地租赁和使用上提供更便利和优惠的政策”，选择比例为 27%（见表 22）。

In promoting the building of “One Belt, One Road”, professional audience thought among the policies that the government needs to perfect, “the customs providing more convenient and lower cost commodity passage policy” topped the list, chosen by 52%; the next was “providing more convenient customs clearance service” and “tax authorities providing preferential tax policy”, chosen by 49% and 45% respectively%; “competent governmental departments providing more convenient and preferential talent input and output policies” came the third, chosen by 38%; last came “competent governmental authorities providing more convenient and preferential policies in land lease and use” chosen by 27% (see Table 22).

	政府需改善政策 Government needed to perfect policies	百分比 Percentage	
1	海关提供更便利与更低成本的商品通行政策 The Customs offering more convenient and lower cost commodity passage policies	52%	
2	出入境提供更便利的通关服务 More convenient customs clearance service for entry and exit	49%	
3	税务部门提供优惠的税收政策 Tax authorities providing preferential taxation policies	45%	
4	政府相关部门提供更便利和优惠的人才引进与输出政策 Competent governmental departments providing more convenient and preferential talent input and output policies	38%	
5	政府相关部门在土地租赁和使用上提供更便利和优惠的政策 Competent governmental authorities providing more convenient and preferential policies in land lease and use	27%	
6	其它 Other	1%	

表 22: 专业观众对政府政策改善期望分布情况
 Table 22: Distribution of professional audience's expectations for policy improvements of the government

6、专业观众认为侨商在“一带一路”中最应“作为宣传者，向世界传递中国声音”。

Professional audience thought that overseas Chinese businesspeople should play the role of “a popularizer, make the voice of China heard by the world”.

对于侨商在“一带一路”中最应该发挥的作用，50%的专业观众认为是“作为宣传者，向世界传递中国声音”；其次是“作为服务者，为国内企业跨国投资提高服务”与“作为参与者，参与跨国投资与合作”，选择比例分别为 39%及 37%；第三是“作为引路者，将国外企业投资引入国内”，选择比例为 30%；最后是“作为受益者，在参与项目建设中获益”，选择比例为 25%（见表 23）。

As for the roles that overseas Chinese businesspeople were most needed to play in building the “One Belt, One Road”, 50% of professional audience approved the role “as a a popularizer, make the voice of China heard by the world”; next was “as a service provider, improve service quality for domestic enterprises engaging in cross-border investments” and “as a participant, getting involved in cross-border investment and cooperation”, chosen by 39% and 37%; the third was “as a guide, ushering international enterprises in investing in China”, chosen by 30%; last came “as a beneficiary, benefiting from participation in project building”, chosen by 25% (see Table 23).

	侨商在“一带一路”战略中最应发挥的作用 The roles that overseas Chinese businesspeople were most needed to play in the “One Belt, One Road” strategy	百分比 Percentage	
1	作为宣传者，向世界传递中国声音 As a popularizer, make the voice of China heard by the world	50%	
2	作为服务者，为国内企业跨国投资提供服务 As a service provider, improve service quality for domestic enterprises engaging in cross-border investments	39%	
3	作为参与者，参与跨国投资与合作 As a participant, getting involved in cross-border investment and cooperation	37%	
4	作为引路者，将国外企业投资引入国内 As a guide, ushering international enterprises in investing in China	30%	
5	作为收益者，在参与项目建设中获益 As a beneficiary, benefit from participation in the project building	25%	
6	其它 Other	1%	

表 23：专业观众对侨商在“一带一路”战略中扮演角色看法分布情况

Table 23: Roles that overseas Chinese businesspeople were most needed to play in the “One Belt, One Road” strategy in the eyes of professional audience

（五）各类专业观众意见分析

Opinions Analysis of various categories of professional audience

1、行业类型：文化旅游行业对“侨交会”最支持，且对“一带一路”战略最看好

Industry category: cultural tourism was most supportive of the “OCTF”, and rated highest the prospects for the “One Belt, One Road” strategy.

调查发现，不同行业的专业观众，对参加“侨交会”的意愿与期待基本相同，但对于商机的看法上略有差异，“文化旅游”行业的专业观众对“侨交会”商机充分程度的评价最好，认为“很多”及“比较多”的人达73%。

Investigation revealed that, professional audience from different industries had basically similar willingness and expectations for participating “OCTF”, however, due to difference in viewing the business opportunities, professional audience from the “cultural tourism” industry rated the adequacy of business opportunities the “OCTF” offered the highest, up to 73% rated “many”, “pretty many”.

对于是否成为“侨交会”的协办或支持单位，以及是否举办主题推介会，“文化旅游”行业专业观众表示有意向的人均在50%以上，是所有行业中最多的。

As for interest in becoming a co-organizer, a supportive unit and holding theme promotion conferences in the “OCTF”, over 50% professional audience from “cultural tourism” industry expressed “interested”, topped all industries.

调查也发现，“文化旅游”行业对于“一带一路”战略最看好，表示“走出去”及“引进来”投资意愿“增强了”的专业观众均接近 60%。

Investigation also revealed that, “cultural tourism” rated highest the prospects of the “One Belt, One Road” strategy, “going abroad” and “bringing in” investment both chosen by almost 60% of the professional audience.

2、企业规模：企业越大越认可“侨交会”，且对“走出去”及“引进来”持积极表态的人越多

Enterprise scale: the bigger the enterprise, the higher the approval rate of the “OCTF”, and more people from such enterprises showed positive attitude towards “going abroad” and “bringing in”

分析显示，对于成为“侨交会”的协办或支持单位，以及举办主题推介会，大型企业专业观众表示有意向的均为最多，分别达 51%及 53%；且希望下一届“侨交会”能“增加”天数的更多，达 46%，比小型企业专业观众多 11 个百分点。

Analysis indicates, as for the interest in becoming a co-organizer, a supportive unit and holding theme promotion conferences in the “OCTF”, the highest percentage of professional audience was from large enterprise groups, chosen by 51% and 53% respectively; and up to 46% expected to “increase” the number of days in the next “OCTF”, 11 percentage points higher than professional audience from small and micro enterprises.

在“一带一路”战略影响下，大型企业专业观众对“走出去”及“引进来”的意愿表示“增强了”的最多，分别达 65%及 56%，较小型企业多出 19%及 8%个百分点。

Under the influence of the “One Belt, One Road” strategy, professional audience from large enterprises expressed the biggest boost in willingness to invest in both “going abroad” and “bringing in”, up to 65% and 56% respectively, higher than small and micro enterprises 19% and 8% respectively.

第四部分 满意度评价分析

Part 4. Analysis of satisfaction assessment

“侨交会”的满意度评价，主要包括会务服务、配套设施、场馆环境、展位布置、展会质量等五个方面共计 31 项以满意程度为评价标准的具体指标。本部分以满意度为分析衡量标准：满意度为“满意”与“比较满意”之和；不满意度为“不太满意”和“不满意”之和。

The satisfaction assessment of the “OCTF” mainly includes conference service, supporting facilities, premises environment, exhibition booth arrangement, exhibition quality etc. five aspects, altogether 31 specific indices of evaluation criteria for satisfaction assessment. This part takes satisfaction as the analysis and measurement standard: satisfactory is the sum total of “satisfied” and “pretty satisfied”; unsatisfactory is the sum total of “not much satisfied” and “unsatisfied”.

在分析维度上将从以下三方面展开，第一是参会者评价分析，即参展商与专业观众两者的总体评价；第二是参展商评价分析，包括不同企业规模、职业、地区的参展商评价结果；第三是专业观众评价分析，包括不同企业规模、职位的专业观众评价结果。

The following three aspects shall be unfolded in the dimension of analysis, first, the evaluation analysis of participants, that is, the overall evaluation of the sum total of exhibitors and professional audience; second is the evaluation exhibitors, including evaluation results of participants of different enterprise scales, professions, areas; third is evaluation analysis of professional audience, including the evaluation results of professional audience with different enterprise scales, positions.

一、参会者满意度评价

Satisfaction assessment of participants

1、多数参会者对“侨交会”成效给予好评

Most participants rated positively the effects of the “OCTF”

对于“侨交会”的成效，64%的参会者表示“满意”及“比较满意”，其中以表示“比较满意”的人占多，为47%；另外，还有29%的评价“一般”；评价“不太满意”及“不满意”的只有4%（见图56）。

Regarding the effects of the “OCTF”, 64% participants expressed “satisfied” and “pretty satisfied”, of which “pretty satisfied” accounted for the most proportion, 47%; besides, there was 29% rated “so so”; only 4% rated “not so satisfied” and “unsatisfied” (see Figure 56).

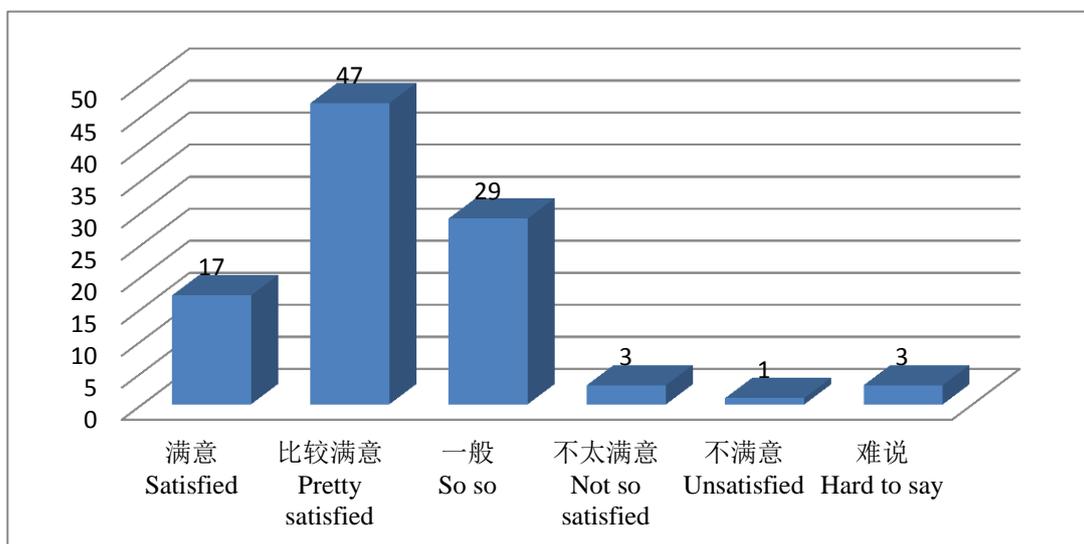


图 56：参会者对“侨交会”评价分布情况

Figure 56: Distribution of Evaluation of the “OCTF” by participants

2、参会者对“侨交会”提供的营商资讯评价较高

Participants rated pretty high the business operation information provided in the “OCTF”

在参会人员看来，76%的人对“侨交会”提供的“营商资讯”表示“满意”及“比较满意”，另外有21%的评价“一般”，评价“不太满意”及“不满意”的只有2%（见图57）。

In the eyes of the participants, 76% participants expressed “satisfied” and “pretty satisfied” to the business operation provided in the “OCTF”; besides, there was 21% rated “so so”; only 2% rated “not so satisfied” and “unsatisfied” (see Figure 57).

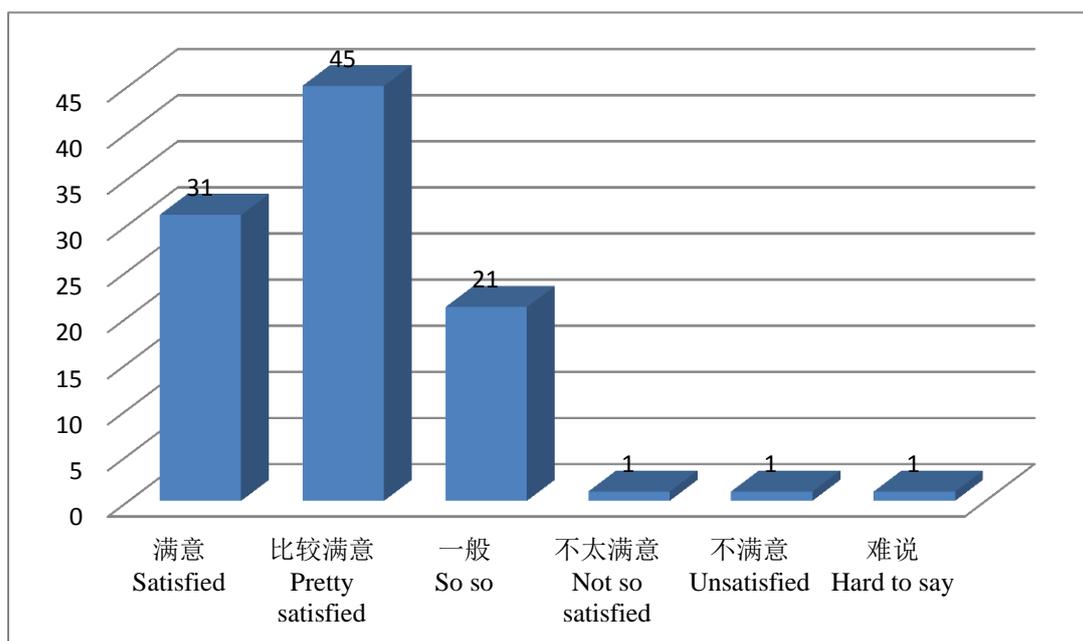


图 57：参会者对“侨交会”提供营商讯息评价分布情况
Figure 57: Distribution of Evaluation on business operation information provided in the “OCTF” by participants

3、会务服务方面：工作人员服务获好评，纠纷/投诉处理满意水平较低

In the aspect of exhibition service: staff service was rated high, degree of satisfaction in dispute/complaint settlement was pretty low

本次调查，会务服务方面由两部分组成，第一是对工作人员的评价，包括“办事效率”、“业务能力”、“服务态度”、“会场翻译人员数量”及“纠纷/投诉处理”共5项指标；第二是展会安排的评价，包括“展会天数”、“参展申请手续”及“参会费用”共3项指标。

In this investigation, the exhibition service is composed of two parts, the first part is evaluation of staff, including “efficiency”, “business capability”, “service attitude”, “number of conference interpreters” and “dispute/complaint disposition”, five indices in all; the second part is evaluation of exhibition arrangement, including “number of days of exhibition”, “application procedures for exhibition” and “exhibition fees” three indices in all.

首先，参会者对工作人员服务评价较好，“办事效率”、“业务能力”、“服务态度”满意度大多在八成以上，尤以“服务态度”最高，达82%，三项指标不满意度均不过5%。值得注意的是，参会人员对于“会场翻译人员数量”及“纠纷/投诉处理”的满意度均低于七成，其中“纠纷/投诉处理”的满意度在此次调查所有指标中偏低，只有67%（见表24）。

First, participants rated pretty high the staff service, satisfaction for “efficiency”, “business competency”, “service attitude” were mostly above eighty percent, “service attitude” was especially high, up to 82%, no unsatisfactory rating for the three exceeded 5%. What merits attention is, the satisfaction ratings for “the quantity of conference interpreters” and “dispute/complaint disposition” were both below seventy percent, of which, satisfaction rating for “dispute/complaint disposition” was slightly lower than the rest indices in this investigation, only 67% (see Table 24).

展会安排，“参展申请手续”及“展会天数”获得多数参会者肯定，满意度都接近八成。相对来看，对“参会费用”的满意度稍低，但也接近七成。（见表 24）。

Exhibition arrangement, “exhibition application procedures” and “number of days of exhibition” won approval of most participants, satisfaction rating were all close to eighty percent. Contrastively, satisfaction rating for “exhibition fees” was slightly lower, however still close to seventy percent (see Table 24).

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意度 Dissatisfaction Rating	不满意度 Dissatisfaction Rating	难说 Hard to say
工作人员 服务态度 Staff service attitude	46	36	82	14	1	1	2	2
参展申请 手续 Exhibition application procedures	45	34	79	18	1	1	2	1
工作人员 业务能力 Staff business competency	43	36	79	16	2	1	3	2
工作人员 办事效率 Staff efficiency	42	37	79	15	3	1	4	2

展会天数 Number of exhibition days	45	32	77	17	4	2	6	0
参会费用 Exhibition fees	36	31	67	24	3	1	4	5
会场翻译 人员数量 Amount of conference interpreters	30	35	65	21	3	1	4	10
纠纷/投诉处理 Dispute/complaint disposition	33	34	67	16	2	1	3	14

表 24：参会者对会务服务评价分布情况（单位：%）

Table 24: Distribution of participants' evaluation of exhibition service (Unit: %)

4、配套设施方面：交通便利程度获好评，停车位数量评价较低

In the area of supporting facilities: traffic facility won approval, the number of parking lots was rated low

对于展会的配套设施，参会人员对“交通便利程度”满意度最高，达 85%；其次是“住宿环境”，满意度为 73%。然而，参会人员对“餐饮食品”及“停车位数量”的满意度相对低点，分别为 67%及 66%（见表 25）

As for the exhibition supporting facilities, participants rated the highest in “traffic convenience”, up to 85%; next was “lodging environment”, satisfaction rating was 73%. However, participants' satisfaction ratings for “catering” and “amount of parking lots” were relatively low, 67% and 66% respectively (see Table 25)

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
交通便 利程度 Traffic convenience	52	33	85	11	1	0	1	3
住宿环境 Lodging environmen	37	36	73	17	1	0	1	9
餐饮食品 Lodging environmen	33	34	67	21	5	1	6	6
停车位数量 Amount of parking lots	31	35	66	20	5	2	7	7

表 25：参会者对配套设施评价分布情况（单位：%）

Table 25: Distribution of participants' evaluation on supporting facilities (Unit: %)

5、场馆环境方面：整体满意水平最高

IN the aspect of premises environment: highest overall satisfaction rating

在场馆环境方面设置的 8 项指标中，指标满意度在 8 成以上的偏多，其中“展馆空间大小”及“展馆清洁卫生”满意度最高，均达 85%，其次是“展馆安全与秩序”，满意度为 83%；“馆内空气质量”、“展区位置分布”、“馆内人流控制”及“商务洽谈场所”满意度也较高，均在八成左右。比较而言，该部分满意度最低的是“馆内指引信息”，为 73%（见表 26）。

In the eight indices of the premises environment, the satisfaction ratings for a slight majority of indices were over eighty percent, of which the satisfaction ratings for “exhibition premises spatial sizes” and “exhibition premises cleanliness and sanitation” were highest, both reached 85%, next was “security and order of exhibition premises”, satisfaction rating was 83%; satisfaction ratings for “indoor air quality”,

“exhibition section location layout”, “indoor traffic control” and “premises for business negotiation” were pretty high too, all were around eighty percent. Relatively, the lowest satisfaction rating in this part came from “indoor guide information”, 73% (see Table 26).

评价 事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
展馆空间大小 Spatial size of the exhibition premises		51	34	85	13	2	0	2	0
展馆清洁卫生 Exhibition premises cleaning and sanitation		44	41	85	13	1	0	1	1
展馆安全与秩序 Security and order of exhibition premises		45	38	83	15	2	0	2	0
馆内空气质量 Indoor air quality		44	38	82	16	2	0	2	0
展区位置分布 Location layout of exhibition section		41	39	80	16	3	1	4	0
商务洽谈场所环境 Premise environment for business negotiation		37	42	79	17	2	1	3	1
馆内人流控制 Indoor traffic control		41	38	79	17	2	1	3	1
馆内指引信息 Indoor guide information		39	34	73	23	3	1	4	0

表 26: 参会者对场馆环境评价分布情况 (单位: %)

Table 26: Distribution of participants' evaluation on premises environment (unit: %)

6、展位布置方面：展位面积大小评价较高

Exhibition booth layout: ratings for booth size were pretty high

在展位布置方面的 3 项指标中，“展位面积大小”满意度最高，为 82%；其次是“展位外观形象”，满意度为 80%；第三是“展位广告宣传”，满意度为 74%（见表 27）。

In the three indices of exhibition booth arrangement, satisfaction rating for the “size of exhibition booth area” was the highest, 82%; next was “appearance of exhibition booth”, the satisfaction rating of it was 80%; the third was “exhibition booth advertisement promotion, the satisfaction rating of it was 74% (see Table 27)

事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
展位面积大小 Size of exhibition booth area		46	36	82	15	2	0	2	1
展位外观形象 Appearance of exhibition booth		41	39	80	17	2	0	2	1
展位广告宣传 Exhibition booth advertisement promotion		38	36	74	22	2	1	3	1

表 27：参会者对展位布置评价分布情况（单位：%）

Table 27: Distribution of participants' evaluation on booth arrangement (unit: %)

7、展会质量方面：参展企业实力获较高评价，专业观众素质和实力满意度略低

Exhibition quality: exhibition enterprise strength won pretty high rating, satisfaction ratings for the qualification and strength of professional audience was slightly low

对于展会质量的6项指标，参会者对“参展企业实力”的满意度最高，约为八成；其次是“参会投资者实力”、“参展项目质量”及“参展产品质量”，满意度均为73%；居末的两项分别是“专业观众素质和实力”及“参展行业数量”，满意度均为71%（见表28）。

Regarding the 6 indices of exhibition quality, the satisfaction rating of participants for “exhibition enterprise strength”, about eighty percent; next was the “strength of investors participating the exhibition”, “quality of exhibition projects” and “product quality of exhibition”, satisfaction ratings for them were all 73%; “qualification and strength of professional audience” and “amount of industries of the exhibition” occupied the last two places, satisfaction ratings for both were 71% (see Table 28).

事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
参展企业实力 Strength of the exhibitors		39	40	79	17	2	0	2	2
参会投资者实力 Strength of investors participating the exhibition		34	39	73	21	2	0	2	4
参展项目质量 Project quality of the exhibition		34	39	73	22	2	1	3	2
参展产品质量 Exhibition products quality		33	40	73	21	2	1	3	3
参展行业数量 Quantity of exhibition industries		32	39	71	23	2	1	3	3
专业观众素质和实力 Qualification and strength of professional audience		31	40	71	20	3	1	4	5

表 28：参会者对展会质量评价分布情况（单位：%）

Table 28: Distribution of participants' evaluation of the exhibition quality (unit: %)

二、参展商满意度评价

Satisfaction assessment of exhibitors

(一) 总体评价

Overall Evaluation

1、参展商对“侨交会”成效满意水平较高

Exhibitors indicated high support for the effects of the “OCTF”

在参展商看来，61%的人对“侨交会”成效评价“满意”及“比较满意”，其中以表示“比较满意”者占多，为45%；另外，还有28%的人评价“一般”；而评价“不太满意”及“不满意”的人只有7%（见图58）。

Regarding the effects of the “OCTF”, 61% exhibitors expressed “satisfied” and “pretty satisfied”, of which “pretty satisfied” accounted for the majority, 45%; besides, there was 28% rated “so so”; only 7% rated “not so satisfied” and “unsatisfied” (see Figure 58).

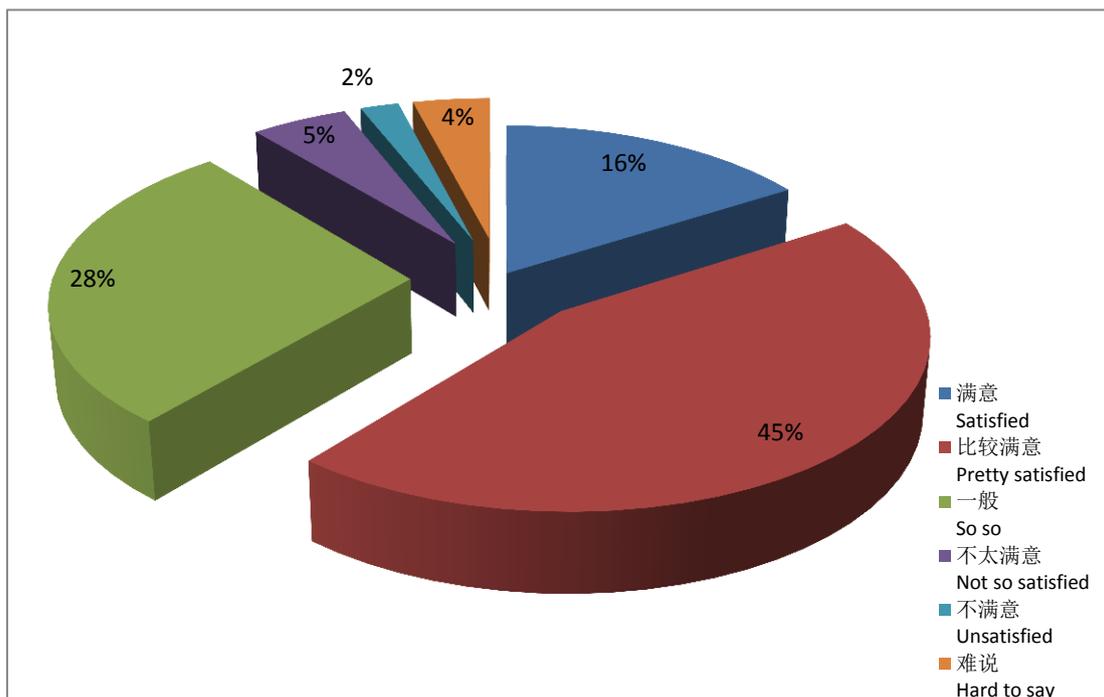


图 58: 参展商对“侨交会”评价分布情况
Figure 58: Distribution of Evaluation of the “OCTF” by exhibitors

2、参展商对“侨交会”提供的营商资讯给予肯定评价

Exhibitors rated positively the business operation information provided in the “OCTF”

对“侨交会”提供的营商资讯，参展商满意度达 74%，其中，明确表示“满意”的就有 33%，表示“比较满意”的即有 41%；只有 21% 的认为“一般”，不满意度仅 4%（见图 59）。

For the business operation information provided in the “OCTF”, 74% exhibitors expressed “satisfied” and “pretty satisfied”, of which 33% indicated “satisfied”, and 41% indicated “pretty satisfied”; only 21% rated “so so”, and dissatisfaction rating was only 4% (see Figure 59).

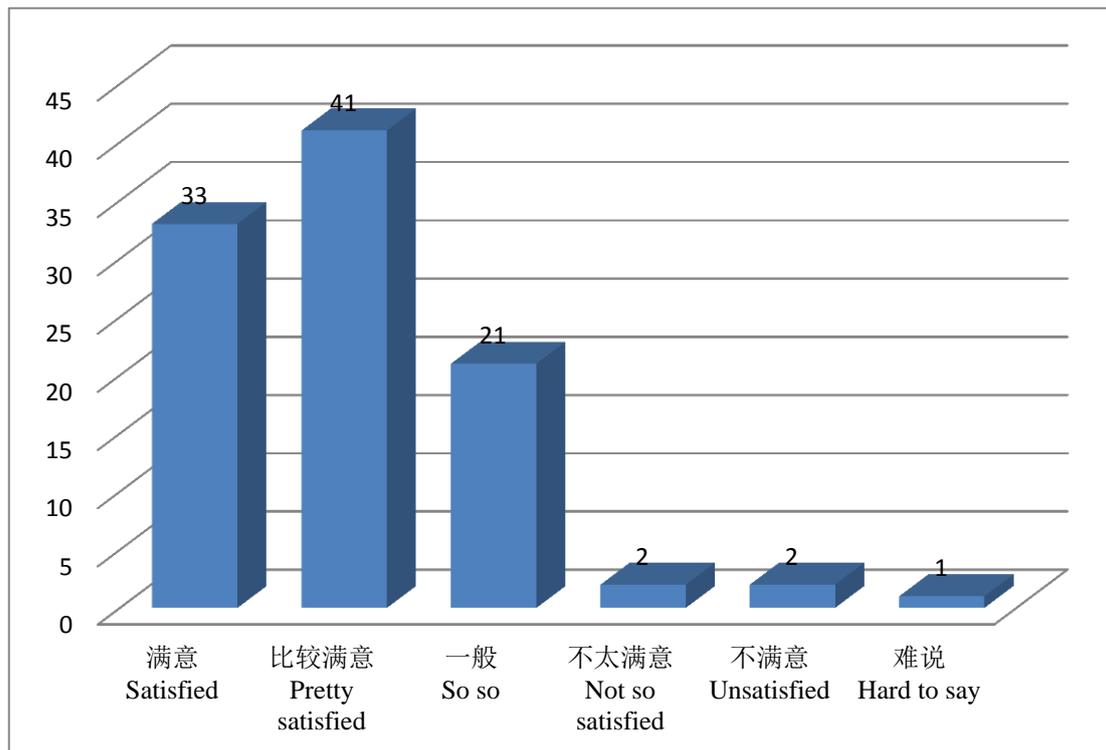


图 59：参展商对“侨交会”提供的营商资讯评价分布情况
Figure 59: Distribution of Evaluation of the business operation information provided in the “OCTF” by exhibitors

3、展会会务服务：“工作人员服务态度”最获好评，“会场翻译人员数量”和“纠纷/投诉处理”评价稍低。

In the aspect of exhibition service: “staff service attitude” was rated the highest, satisfaction ratings for “the number conference interpreters” and “dispute/complaint settlement” were slightly lower.

在展会会务服务上，本次调查共设置了 8 个具体事项。结果显示，参展商对工作人员服务相关事项的满意度最高，“服务态度”、“办事效率”及“业务能力”满意度均近八成，其中“工作人员服务态度”满意度最高，达 81%。比较而言，参展商对“会场翻译人员数量”和“纠纷/投诉处理”的满意度稍低，均为 63%（见表 29）。

In exhibition service, there were altogether 8 specific items in this investigation. The results indicate, exhibitors rated the staff service related items the highest, satisfaction ratings for “service attitude”, “efficiency”, “business competency” were all close to eighty percent, of which “service attitude” was rated the highest, up to 81%. Comparatively, exhibitors’ satisfaction ratings for “the number conference interpreters” and “dispute/complaint settlement” were slightly lower, both were 63% (see Table 29).

对于展会安排的相关事项，参展商对“参展申请手续”的满意度最高，为 77%；其次是“展会天数”，满意度为 71%；再者是“参会费用”，满意度为 68%（见表 29）。

As for matters related to exhibition arrangement, exhibitors’ satisfaction rating for “application procedures for exhibition” was the highest, at 77%; “number of exhibition days” came second, at 71%; still next was “exhibition fees”, at 68% (see Table 29).

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
工作人员服务 态度 Staff service attitude	45	36	81	15	2	1	3	1
工作人员办事 效率 Staff efficiency	42	37	79	16	3	1	4	1
参展申请手续 Exhibition application procedures	45	32	77	18	2	2	4	1
工作人员业务 能力 Staff business competency	42	34	76	19	3	1	4	1
展会天数 Number of exhibition days	42	29	71	20	6	3	9	0
参会费用 Exhibition fees	37	31	68	25	4	2	6	1

会场翻译人员数量 Amount of conference interpreters	27	36	63	22	2	1	3	12
纠纷/投诉处理 Dispute/complaint disposition	28	35	63	16	2	2	4	17

表 29：参展商对展会会务服务评价分布情况（单位：%）

Table 29: Distribution of exhibitors' evaluation of exhibition service (unit: %)

4、展会配套设施：“交通便利程度”满意度最高

Exhibition supporting facilities: participants rated the highest in “traffic convenience”

对展会配套设施的评价，参展商满意度最高的是“交通便利程度”，达 82%。比较来看，参展商对“住宿环境”的满意度稍低，为 69%；“餐饮食品”和“停车位数量”满意度，则是此次调查所有事项中偏低的，分别为 61%及 60%（见表 30）。

Exhibition supporting facilities: exhibitors rated the highest in “traffic convenience”, at 82%. Comparatively, exhibitors rated slightly lower in “lodging environment”, at 69%; “catering” and satisfaction ratings for “number of parking lots” were relatively low in all items in this investigation, at 61% and 60% respectively. (see Table 30)

事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
交通便利程度 Traffic convenience		48	34	82	14	2	1	3	1
住宿环境 Lodging environment		35	34	69	19	2	1	3	9
餐饮食品 Catering		30	31	61	25	6	2	8	6
停车位数量 Amount of parking lots		28	32	60	24	6	3	9	7

表 30：参展商对展会配套设施评价分布情况（单位：%）

Table 30: Distribution of exhibitors' evaluation on exhibition supporting facilities (unit: %)

5、展会场馆环境：“展馆空间大小”、“展馆安全与秩序”满意度最高

Exhibition premises environment: satisfaction ratings for “size of exhibition premises”, “security and order of exhibition premises” were the highest

参展商对“展馆空间大小”和“展馆安全与秩序”满意评价较高,分别达 83%和 81%;其次是“展馆清洁卫生”、“展区位置分布”、“馆内空气质量”及“商务洽谈场所环境”,满意度近八成;再次是“馆内人流控制”,满意度为 74%。需指出的是,参展商对“馆内指引信息”的满意度偏低些,为 67% (见表 31)。

Satisfaction ratings for “exhibition premises spatial sizes” and “security and order of exhibition premises” were relatively high, at 83% and 81% respectively; next came “exhibition premises cleanliness and sanitation”, “exhibition section location layout”, “indoor air quality” and “premises for business negotiation” were close to eighty percent; still next was “indoor traffic control”, at 74%. What merits attention is that

exhibitors' satisfaction rating for "indoor guide information" was slightly low, at 67% (see Table 31).

事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
展馆空间大小 Spatial size of the exhibition premises		48	35	83	14	3	0	3	0
展馆安全与 秩序 Security and order of exhibition premises		41	40	81	15	3	1	4	0
展馆清洁卫生 Exhibition premises cleaning and sanitation		38	41	79	17	2	1	3	1
展区位置分布 Location layout of exhibition section		36	41	77	19	4	0	4	0
馆内空气质量 Indoor air quality		37	39	76	21	3	0	3	0
商务洽谈场所 环境 Premise environment for business negotiation		35	41	76	21	2	0	2	1
馆内人流控制 Indoor traffic control		36	38	74	22	3	1	4	0
馆内指引信息 Indoor guide information		33	34	67	26	6	1	7	0

表 31：参展商对展会场馆环境评价分布情况（单位：%）

Table 31: Distribution of exhibitors' evaluation on exhibition premises environment (unit: %)

6、展位布置：“展位面积大小”获参展商肯定

Exhibition booth layout: “exhibition area size” won exhibitors’ approval

在展位布置方面，参展商对“展位面积大小”评价最好，满意度达 80%；其后是“展位外观形象”，满意度为 77%；“展位广告宣传”评价略后，满意度为 69%（见表 32）。

In exhibition booth arrangement, satisfaction rating for the “size of exhibition booth area” was the highest, up to 80%; next was “appearance of exhibition booth”, the satisfaction rating of it was 77%; satisfaction rating for “exhibition booth advertisement promotion” was slightly lower, at 69% (see Table 32).

事项 Items	评价 Evaluation							
	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
展位面积大小 Size of exhibition booth area	41	39	80	18	2	0	2	0
展位外观形象 Appearance of exhibition booth	37	40	77	21	2	0	2	0
展位广告宣传 Exhibition booth advertisement promotion	34	35	69	26	4	1	5	0

表 32：参展商对展位布置评价分布情况（单位：%）

Table 32: Distribution of exhibitors’ evaluation for booth layout (unit: %)

7、展会质量：“参展企业实力”最获肯定，“参会投资者实力”和“专业观众素质和实力”满意度相对靠后

Exhibition quality: “exhibition enterprise strength” won highest rating, satisfaction ratings for the “strength of investors participating the exhibition” and “qualification and strength of professional audience” were slightly low

参展商对本次展会质量的评价，“参展企业实力”的满意度最高，为 77%；其次是“参展产品质量”、“参展行业数量”及“参展项目质量”评价较好，满意度均在 70%左右；其后是“参会投资者实力”和“专业观众素质和实力”，满意度分别为 68%和 66%（见表 33）。

Regarding exhibitors' evaluation for the exhibition quality, the satisfaction rating for “exhibition enterprise strength” was the highest, at 77%; next was the “product quality of exhibition”, “amount of industries of the exhibition” and “quality of exhibition projects”, satisfaction ratings for them were all around 70%; next was “strength of investors participating the exhibition” and “qualification and strength of professional audience”, satisfaction ratings for the two were 68% and 66% respectively (see Table 33).

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
参展企业实力 Strength of the exhibitors	37	40	77	19	1	0	1	3
参展产品质量 Exhibition products quality	28	43	71	22	1	1	2	5
参展项目质量 Project quality of the exhibition	30	40	70	24	1	1	2	4
参展行业数量 Quantity of exhibition industries	27	43	70	22	3	2	5	3
参会投资者实力 Strength of investors participating the exhibition	30	38	68	23	3	1	4	5
专业观众素质和 实力 Qualification and strength of professional audience	24	42	66	22	5	1	6	6

表 33：参展商对展会质量评价分布情况（单位：%）

Table 33: Distribution of exhibitors' evaluation for exhibition quality (unit: %)

(二) 各类参展商评价分析

Analysis of various categories of exhibitors' evaluation

1、从企业规模来看：大企业参展商对“侨交会”的满意程度更高

Judging from enterprise scale: satisfaction ratings of large enterprises to the “OCTF” were higher

数据显示，在不同企业规模¹的参展商中，大企业与小企业参展商的满意水平差距较大。对“侨交会”的成效，大企业参展商满意度为68%，小企业参展商满意度为52%，两者相差达16个百分点。对于“营商资讯”的满意水平差距更大，大企业参展商满意度达79%，小企业参展商满意度为56%，两者相差23个百分点。

Data indicates, between exhibitors of different enterprise scales, the difference between the satisfaction ratings of large enterprise and small enterprise was pretty big.¹ Regarding effects of the “OCTF”, the satisfaction rating of large enterprise was 68%, whereas satisfaction rating for small enterprise was 52%, there's a difference of 16 percentage points. The difference of satisfaction ratings for “business operation information” between large enterprise and small enterprise was even bigger, satisfaction rating for large enterprise was 79%, whereas satisfaction rating for small enterprise was 56%, there's a difference of 23 percentage points.

¹因小微企业，即自评分值在1~2分的样本量达不到分析的最小样本量，故在此不纳入分析比对。
Small and micro enterprises were not incorporated in the analysis comparison, because the sample size with self evaluation value between 1~2 was below the minimum sample size of analysis.

从展会各方面的满意评价来看，满意度差异集中在会务服务方面，大企业参展商对多个事项的满意水平，均明显高于小企业参展商 10 个百分点以上。其中，“纠纷/投诉处理”差距最大，大企业参展商满意度为 68%，比小企业参展商高出 17 个百分点；其次是“工作人员服务态度”及“工作人员办事效率”，虽然小企业参展商满意度均有 73%，但大企业参展商的满意水平更高，达 83%；对“会场翻译人员数量”及“参会费用”，大企业参展商满意度均在 70%左右，而小企业参展商均低于 60%。

Judging from the satisfaction ratings of various aspects of the exhibition, satisfaction rating differences concentrated on exhibition service, satisfaction ratings of large enterprises for many items were all 10 percentage points higher than that of the small enterprises. Of which, difference for “dispute/complaint disposition” was the biggest, large enterprise exhibitors satisfaction rating was 68%, 17 percentage points higher than small enterprise exhibitors; next was “staff service attitude” and “staff efficiency”, though small enterprise exhibitors satisfaction rating were at 73%, however large enterprise exhibitors’ satisfaction rating was up to 83%; large enterprises’ satisfaction rating for “amount of conference interpreters” and “exhibition admission charges” were both at around 70%, whereas satisfaction rating of small enterprise exhibitors were all below 60%.

2、从不同职位来看：中高层管理者对“侨交会”成效评价均高，但对会务服务的满意度高层低于中层

Judging from the various job titles: satisfaction ratings of intermediate and senior management for “OCTF” were both high, however, their satisfaction rating for exhibition service was lower than the intermediate level

调查发现，不同职位的参展商对“侨交会”成效均给予好评，高层管理者满意度为 62%，中层管理人员为 61%；两者评价有所差异的方面，集中在会务服务上，对“工作人员办事效率”及“工作人员业务能力”，高层管理者的满意度为 73%及 70%，均低于中层管理人员 9 个百分点。其次，“会场翻译人员数量”及“纠纷/投诉处理”是高层管理者满意度最低的指标，均为 56%，而中层管理人员对两个事项的满意度均有 66%，比较来看，前后两者相差了 10 个百分点。此外，对“侨交会”提供的“营商资讯”，高层管理者评价亦低于中层管理人员，前者满意度为 69%，后者有 75%，两者相差 6 个百分点。

The investigation revealed that, exhibitors with various titles rated high the results of the “OCTF”, satisfaction rating from the senior management was 62%, intermediate management 61%; the difference between the two groups is concentrated on exhibition service, the satisfaction ratings of senior management for “staff efficiency” and “staff business competency” were 73% and 70, both were 9 percentage points lower than the middle level management. Next, “amount of conference interpreters” and “dispute/complaint disposition” were the lowest indices senior management rated, both were 56%, whereas the satisfaction ratings of middle level management both both items were 66%, comparatively, there was a 10 percentage points difference. Besides, senior management also rated the “business operation information” offered in the “OCTF” lower than the middle level management, the former is 69% and the latter 75%, there was a 6 percentage points difference between the two.

3、从所处国家或地区来看：²中国大陆参展商对“侨交会”总体评价最满意，东南亚参展商满意度偏低

From the aspect country or area origin: ² China Mainland exhibitors’ overall evaluation to the “OCTF” was most satisfied, Southeast Asia exhibitors’ satisfaction ratings were relatively low

²因样本量为达到最小可分析样本量，在不同地域人群的分析结果仅供参考
Because the sample size did not reach the minimum analyzable sample size, the analysis results of people from different areas is only for reference

从不同地区的参展商评价来看，中国大陆参展商满意度最高，港澳台居次，东南亚地区参展商的满意评价居末。具体来看，中国大陆参展商对“营商资讯”的满意度达 77%，但东南亚参展商满意度只有 50%。此外，东南亚地区参展商对会务服务方面的满意水平均较低，尤其是“展会天数”，满意度仅 28%，而不满意度就有 31%，其次是“餐饮食品”，满意度只有 34%，对于“工作人员业务能力”及“工作人员满足效率”的满意度也不高，均在 50%左右，而中国大陆参展商对这两个事项的满意度均过 80%。

Judging from exhibitors evaluation, satisfaction rating for exhibitors from China Mainland was the highest, Hong Kong, Macau, Taiwan came second, and Southeast Asia trailed behind. Specifically, China Mainland exhibitors' overall evaluation to the "OCTF" was up to 77%, Southeast Asia exhibitors' satisfaction ratings were only 50%. Beside, the average satisfaction ratings of Southeast Asia exhibitors were relatively low, especially "number of exhibition days", satisfaction rating was only 28%, whereas dissatisfaction rating was 31%, next was "catering", satisfaction rating was only 34%, and satisfaction ratings for "staff business competency" and "staff efficiency" were low, both were around 50%, whereas satisfaction ratings of China Mainland exhibitors for both items exceeded 80%.

三、专业观众

Professional audience

(一) 总体评价

Overall Evaluation

1、“侨交会”成效获专业观众认可

“OCTF” results won approval of professional audience

从专业观众的满意评价来看，66%的人对“侨交会”成效评价“满意”及“比较满意”，其中以表示“比较满意”的占多，为48%；另外还有30%的人评价“一般”；而评价“不太满意”及“不满意”的人只有4%（见图60）。

Regarding the satisfaction ratings of the professional audience, 66% expressed “satisfied” and “pretty satisfied”, of which “pretty satisfied” accounted for the majority, 48%; besides, there was 30% rated “so so”; whereas only 4% rated “not so satisfied” and “unsatisfied” (see Figure 60).

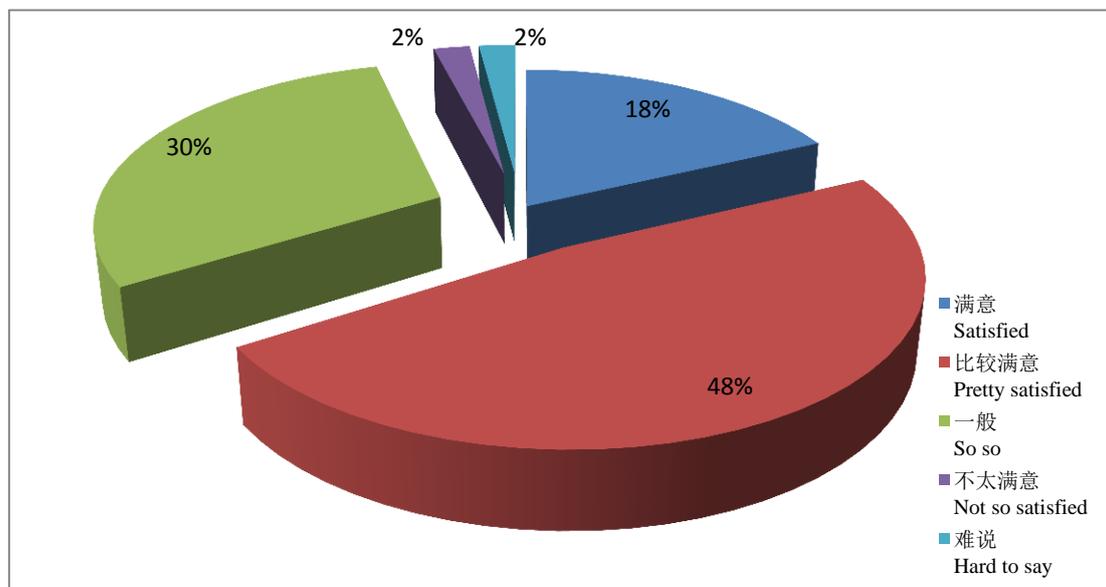


图 60：专业观众对“侨交会”评价分布情况

Figure 60: Distribution of professional audience's expectation for the "OCTF"

2、多数专业观众对“侨交会”提供的营商资讯给予满意评价

Most professional audience rated positively the business operation information provided in the "OCTF"

对“侨交会”提供的营商资讯，专业观众满意度为 77%，有 21% 的人认为“一般”，不满意度仅 2%（见图 61）。

For the business operation information provided in the "OCTF", satisfaction rating of professional audience was 77%, 21% rated "so so", and dissatisfaction rating was only 2% (see Figure 61).

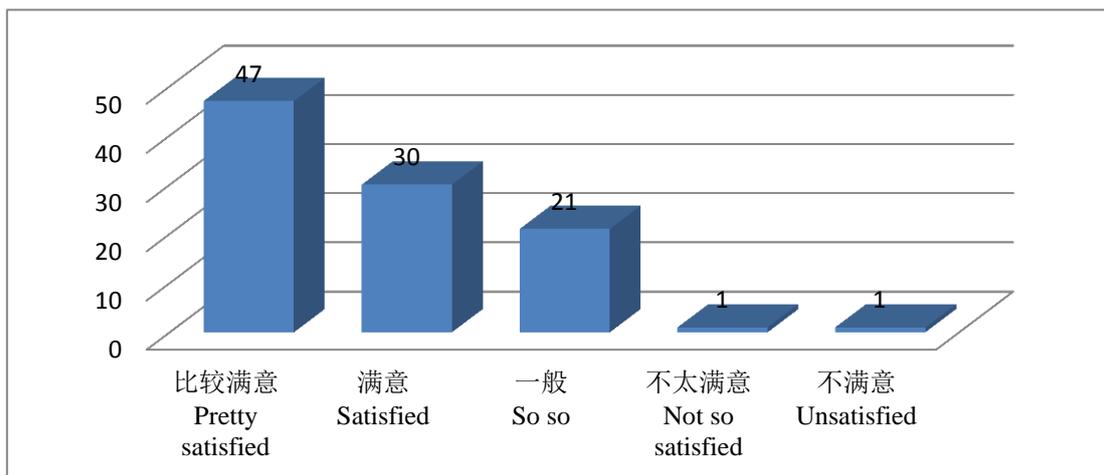


图 61：专业观众对“侨交会”提供的营商资讯评价分布情况

Figure 61: Distribution of Evaluation of the business operation information provided in the “OCTF” by professional audience

3、展会会务服务：“工作人员服务态度”获好评，“会场翻译人员数量”和“纠纷/投诉处理”评价较低。

In the area of exhibition service: “staff service attitude” was rated high, satisfaction ratings for “the number conference interpreters” and “dispute/complaint settlement” were rated relatively lower.

在展会会务服务方面，专业观众对工作人员服务的相关事项评价最好，“服务态度”、“办事效率”及“业务能力”满意度在80%以上，其中“工作人员服务态度”满意度最高，达83%。专业观众对本次调查所有事项的评价中，“纠纷/投诉处理”和“会场翻译人员数量”的满意度是最低的，分别为68%及67%（见表32）。

In the field of exhibition service, professional audience rated the staff service related items the highest, satisfaction ratings for “service attitude”, “efficiency”, “business competency” were all above 80%, of which “staff service attitude” was rated the highest, up to 83%. Among all evaluations

of professional audience for items of this investigation, satisfaction ratings for “Dispute/complaint disposition” “Amount of conference interpreters” were the lowest, 68% and 67% respectively (see Table 32).

对于展会安排的相关事项，专业观众对“展会天数”的满意度较高，为 81%；其次是“参展申请手续”，满意度为 79%；最后是“参会费用”，满意度为 68%（见表 34）。

As for matters related to exhibition arrangement, professional audience’s satisfaction rating for “number of exhibition days” was the highest, at 81%; “application procedures for exhibition” came second, 79%; still next was “exhibition fees”, 68% (see Table 34).

事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
工作人员服务态度 Staff service attitude		47	36	83	14	0	0	0	3
工作人员业务能力 Staff business competency		45	37	82	14	1	0	1	3
展会天数 Number of exhibition days		48	33	81	15	2	1	3	1
工作人员办事效率 Staff efficiency		43	38	81	14	2	0	2	3
参展申请手续 Exhibition application procedures		44	35	79	17	1	0	1	3
参会费用 Exhibition fees		36	32	68	22	2	1	3	7
纠纷/投诉处理 Dispute/complaint disposition		35	33	68	16	1	0	1	15
会场翻译人员数量 Amount of conference interpreters		32	35	67	21	3	1	4	8

表 34：专业观众对展会会务服务评价分布情况（单位：%）

Table 34: Distribution of professional audience’s evaluation for exhibition service (unit: %)

4、展会配套设施：近九成满意“交通便利程度”

Exhibition supporting facilities: close to ninety percent satisfied with “traffic convenience”

对展会配套设施的评价，专业观众满意度最高的是“交通便利程度”，达 89%；对“住宿环境”的满意度较高，为 76%；其后是“餐饮食品”，满意度为 71%；“停车位数量”满意度居末，为 70%（见表 35）。

Regarding evaluation for exhibition supporting facilities, the highest satisfaction rating of professional audience was for “traffic convenience”, up to 89%; satisfaction rating for “lodging environment” was relatively high, at 76%; next came “catering”, satisfaction rating was 71%; satisfaction rating for “number of parking lots” trailed behind, at 70% (see Table 35).

事项 Items	评价 Evaluation	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
交通便利程度 Traffic convenience		55	34	89	9	1	0	1	1
住宿环境 Lodging environment		38	38	76	16	1	0	1	7
餐饮食品 Catering		35	36	71	19	3	1	4	6
停车位数量 Amount of parking lots		32	38	70	17	4	2	6	7

表 35：专业观众对展会配套设施评价分布情况（单位：%）

Table 35: Distribution of professional audience’s evaluation for exhibition supporting facilities (unit: %)

5、展会场馆环境：整体满意水平最高

IN the aspect of premises environment: the overall satisfaction rating was the highest

对展会场馆环境 8 个事项,专业观众满意度基本在 80%以上。“展馆空间大小”及“展馆清洁卫生”评价最好,满意度均达 88%,其次是“展馆安全与秩序”及“馆内空气质量”,满意度分别为 87%及 86%;其后是“展区位置分布”、“馆内人流控制”及“商务洽谈场所环境”,满意度均在 82%左右;“馆内指引信息”居末,满意度为 77% (见表 36)。

In the 8 items of exhibition premises environment, professional audience's satisfaction ratings generally above 80%. Satisfaction ratings for “exhibition premises spatial sizes” and “exhibition premises cleanliness and sanitation” were the highest, both were at 88%; next came “security and order of exhibition premises” and “indoor air quality” “exhibition section location layout”, satisfaction ratings for the two were 87% and 86% respectively; and “exhibition section location layout”, “indoor traffic control” and “premises for business negotiation” etc. business negotiation premises environment were all at 82%; “indoor guide information” trailed last, at 77%. (see Table 36)

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
展馆空间大小 Spatial size of the exhibition premises	54	34	88	11	1	0	1	0
展馆清洁卫生 Exhibition premises cleaning and sanitation	48	40	88	11	1	0	1	0
展馆安全与秩序 Security and order of exhibition premises	49	38	87	11	1	0	1	1
馆内空气质量 Indoor air quality	49	37	86	13	1	0	1	0
展区位置分布 Location layout of exhibition section	45	38	83	13	2	1	3	1
馆内人流控制 Indoor traffic control	44	38	82	15	2	0	2	1
商务洽谈场所环境 Premise environment for business negotiation	39	43	82	14	1	1	2	2
馆内指引信息 Indoor guide information	43	34	77	19	2	0	2	2

表 36：专业观众对展会场馆环境评价分布情况（单位：%）

Table 36: Distribution of professional audience's evaluation
for exhibition premises environment (unit: %)

6、展位布置：获专业观众好评

Exhibition booth arrangement: won approval of professional audience

在展位布置方面，专业观众对“展位面积大小”评价最好，满意度达 84%；其次是“展位外观形象”，满意度为 83%；“展位广告宣传”满意度亦不低，为 78%（见表 37）。

In exhibition booth arrangement, satisfaction rating of professional audience for the “size of exhibition booth” was the highest, up to 84%; next was “appearance of exhibition booth”, the satisfaction rating of it was 83%; satisfaction rating for “exhibition booth advertisement promotion” was not low, at 78% (see Table 37).

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
展位面积大小 Size of exhibition booth area	49	35	84	14	1	0	1	1
展位外观形象 Appearance of exhibition booth	44	39	83	14	2	0	2	1
展位广告宣传 Exhibition booth advertisement promotion	41	37	78	19	2	0	2	1

表 37：专业观众对展位布置评价分布情况（单位：%）

Table 37: Distribution of professional audience's
evaluation for exhibition booth arrangement (unit: %)

7、展会质量：“参展企业实力”满意度最高

Exhibition quality: “exhibition enterprise strength” won the highest satisfaction rating

在专业观众对展会质量的评价中，“参展企业实力”的满意度最高，为 82%；其次是“参展项目质量”、“参展产品质量”、“参会投资者实力”及“专业观众素质和实力”，满意度均在 75%左右；“参展行业数量”的满意度居末，为 72%（见表 38）。

Regarding professional audience's evaluation for the exhibition quality, the satisfaction rating for "exhibition enterprise strength" was the highest, at 82%; next was the "quality of exhibition projects", "product quality of exhibition", "qualification and strength of professional audience" and "strength of investors participating the exhibition" satisfaction ratings for them were all at around 75%; satisfaction ratings for the "number of exhibition industries" came the last, at 72% (see Table 38).

评价 事项 Items	满意 Satisfied	比较满意 Pretty satisfied	满意度 Satisfaction Rating	一般 So so	不太满意 Not so satisfied	不满意 Unsatisfied	不满意度 Dissatisfaction Rating	难说 Hard to say
参展企业实力 Strength of the exhibitors	41	41	82	15	2	0	2	1
参会投资者实力 Strength of investors participating the exhibition	37	39	76	19	2	0	2	3
参展项目质量 Project quality of the exhibition	38	38	76	20	2	0	2	2
参展产品质量 Exhibition products quality	36	39	75	20	2	0	2	3
参展行业数量 Quantity of exhibition industries	35	37	72	23	2	1	3	2
专业观众素质和实力 Qualification and strength of professional audience	36	39	75	55	9	0	9	0

表 38：专业观众对展会质量评价分布情况（单位：%）

Table 38: Distribution of professional audience's evaluation for exhibition quality (unit: %)

（二）各类型专业观众意见分析

Opinions Analysis of various categories of professional audience

1、从企业规模上看：大企业专业观众对“侨交会”成效更满意

Judging from enterprise scale: satisfaction ratings of professional audience from large enterprises were more satisfied with the results of “OCTF”

在不同规模企业³的专业观众中，大企业的专业观众（以下简称“大企业”）与小企业的专业观众（以下简称“小企业”）的满意水平差距较大。对“侨交会”的成效，大企业满意度为 74%，小企业满意度为 60%，两者相差达 14 个百分点。其次，对于“营商资讯”的满意水平，大企业满意度达 86%，较小企业高了 10 个百分点。

Among professional audience from different scales of enterprises³, there was a pretty big difference between the satisfaction ratings of professional audience from large enterprise and satisfaction ratings of professional audience from small enterprise. Regarding results of the “OCTF”, the satisfaction rating of large enterprise was 74%, whereas satisfaction rating for small enterprise was 60%, there’s a difference of 14 percentage points. Next, regarding satisfaction ratings for “business operation information”, large enterprise was 86%, 10 percentage points higher than small enterprise.

³因小微企业，即自评分值在 1~2 分的样本量达不到分析的最小样本量，故在此不纳入分析比对。
Small and micro enterprises were not incorporated in the analysis comparison, because the sample size with self evaluation value between 1~2 was below the minimum sample size of analysis.

需要注意的是，不同企业规模的专业观众对展会质量的评价差异与参展商有不同之处，专业观众的评价差异更为凸显，具体表现为“大企业”对展会质量所有事项的满意度均在80%以上，尤其对“参展企业实力”及“参展项目质量”的满意度更在90%以上。然而，“小企业”对展会质量所有事项的满意度均比“大企业”低13个百分点以上，其中满意水平最高的“参展项目质量”，满意度亦低于“大企业”18个百分点，为89%，尤其对“参会投资者实力”及“参展行业数量”的满意度差距更大，“小企业”满意度均为64%，较“大企业”的满意度分别低21及19个百分点。

What merits attentions is, there were difference between the the evaluation difference among professional audience from different scales of enterprises and the exhibitors, the evaluation difference from professional audience was more varied, specifically, satisfaction ratings for all items of exhibition quality of “large enterprises” were all above 80%, especially satisfaction ratings for “exhibition enterprise strength” and “exhibition projects quality” were even above 90%. However, the satisfaction ratings of small enterprises for all items of exhibition quality were 13 percentage points lower than that of large enterprises, of which even the item with the highest satisfaction rating “exhibition project quality” was still 18 percentage points lower than the satisfaction rating of large enterprises which was 89%, the satisfaction rating differences for “strength of investors participating the exhibition” and “amount of exhibition industries” was even bigger, small enterprise satisfaction ratings were 64% for both, 21 and 19 percentage points lower than the satisfaction ratings of large enterprises respectively.

2、从不同职位来看：对“侨交会”的满意评价基本一致

Judging from the various job titles: satisfaction ratings for “OCTF” were roughly the same

不同职位的参展商对“侨交会”成效均给予好评，高层管理者与中层管理人员均为68%；且对“营商资讯”的评价亦相差无几，分别为76%与75%。两者评价存在差异的只有两个事项，对“展区位置分布”及“馆内指引信息”，高层管理者满意度均在75%左右，而中层管理人员满意度均过80%，两者相差6~8个百分点。

Exhibitors at various positions all rated high the results of the “OCTF”, the senior management and middle level management both rated 68%; and their satisfaction ratings for “business operation information” were almost the same, 76% and 75% respectively. There were only two items that saw any satisfaction rating differences, the senior management’s satisfaction rating for “exhibition section location layout” and “indoor guide information” were both around 75%, whereas middle level management rated both over 80%, there was a difference of 6~8 percentage points.

第五部分 专项评价

Part 5 Special Item Evaluation

本部分主要借“侨交会”举办的契机，设置专项对参会者即海内外华人华侨华商是否有意愿支持在深圳建设国际商会聚集区、国际智库聚集区、国际民间交流中心以及国际投资资金进行调查。以下从参会者总体、参展商以及专业观众三个层面进行分析。

This part mainly avail itself of the opportunity of holding “OCTF”, conducting investigation on matters regarding whether domestic and overseas Chinese are interested in supporting Shenzhen building complex for international chamber of commerce, complex for international Think Tank, The OCTT International NGOs Exchange Centre and international investment funds. To follow is analysis from participants in general, exhibitors and professional audience three aspects.

一、参会者专项评价

Special Evaluation Item of participants

1、参会者对参与国际商会聚集区、国际智库聚集区两大国际园区建设的意向较强

Participants are pretty supportive to building two international parks, complex for international Chambers of Commerce, complex for international Think Tanks

调查表明,在参会者看来,87%的人对于建设“国际商会聚集区”与“国际智库聚集区”持积极态度,表示“有意义,大力支持”的人有35%,即三人中就有一人;表示“感兴趣,会支持”的人也有52%;而持消极表态“难说,有待考察”及“不支持”的人合计只有13%(见图62)。

Investigation indicates, 87% participants were supportive to building complex for international Chambers of Commerce and complex for international Think Tanks, 35% expressed “meaningful, vigorously support”, that is, one in three people; and 52% indicated “interested, will support”; whereas only 13% said “hard to say, pending investigation” and “not to support” (see Figure 62)

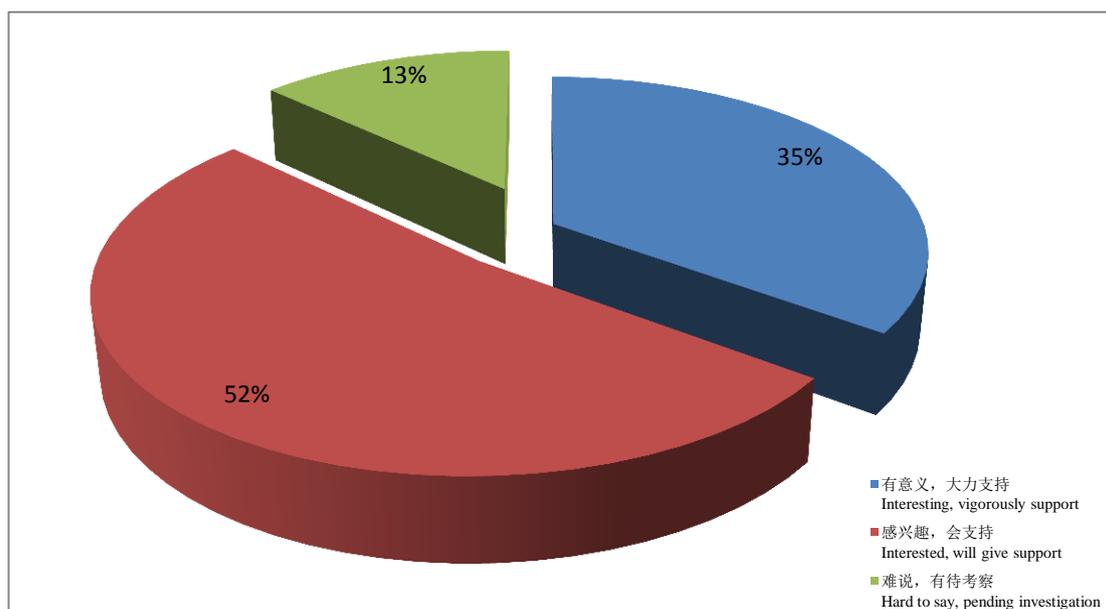


图 62: 参会者对两大国际园区建设的意向分布情况
Figure 62. Distribution of Participants'
Intention regarding building of two international parks

2、多数参会者有入驻“国际商会聚集区”与“国际智库聚集区”两大园区的意向，开设代表处是首选

Most participants indicated intentions to join the two parks, complex for international Chambers of Commerce, complex for international Think Tanks, and top pick is set up representative offices

数据显示，参会者表示对两大园区“都愿意”支持或感兴趣进驻的有 33%，只选择“国际商会聚集区”的有 31%，只选择“国际智库聚集区”的也有 31%。即是说，愿意入驻“国际商会聚集区”与“国际智库聚集区”的均占六成以上（见图 63）。

Data indicates, 33% participants indicated interest in “willing to support” both parks and interest in entering the parks, whereas 31% chose only complex for international Chambers of Commerce, and another 31% chose complex for international Think Tanks. That is to say, over sixty percent were willing to enter both the complex for international Chambers of Commerce, complex for international Think Tanks (see Figure 63)

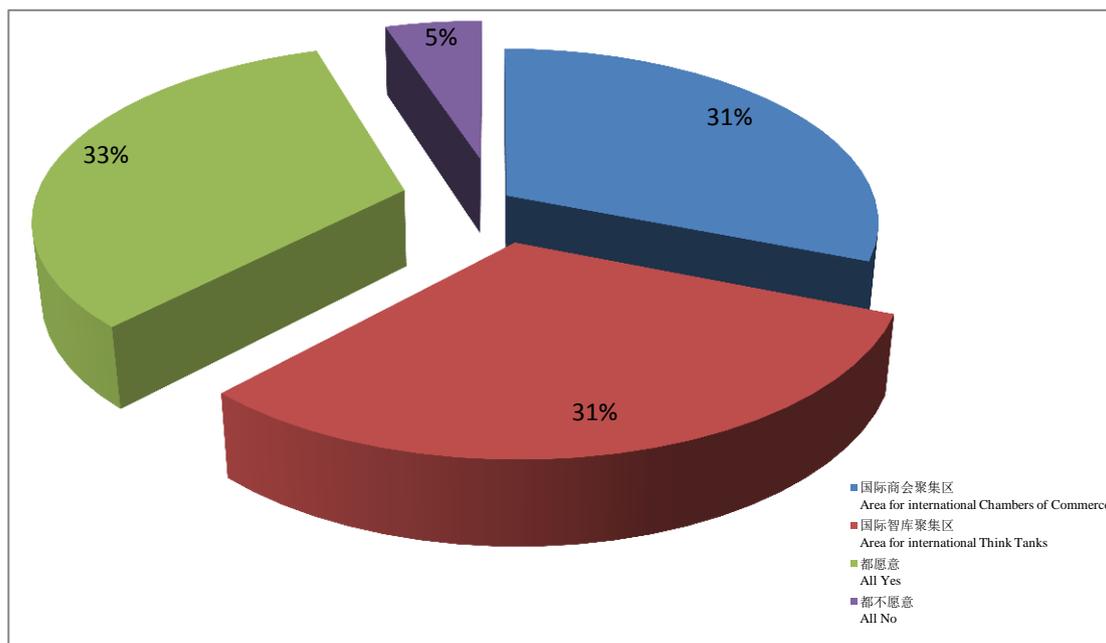


图 63：参会者入驻两大园区意向分布情况

Figure 63. Distribution of Participants' Intention regarding Entering the two international parks

对入驻后的发展方式，“开设商会或智库代表处”是首选，选择的人有 30%，其次是“开设分支商会或智库分部”，有 15%；选择“总部迁入”和“另行成立组织”的人较少，分别为 11%及 6%。需指出的是，表示“近期不进驻”的参会者占少数，为 36%（见图 64）。

Regarding the mode of development after entering the parks, the top pick is “setting up Chamber of Commerce or Think Tank representative office”, 30% chose this option, next was “setting up Chamber of Commerce branch or Think Tank sub division”, chosen by 15%; few chose to “move the headquarter in” and “set up separate organization”, chosen by 11% and 6% respectively. What merits attention is a minority of 36% participants indicated “not to move in in the short term” (see Figure 64).

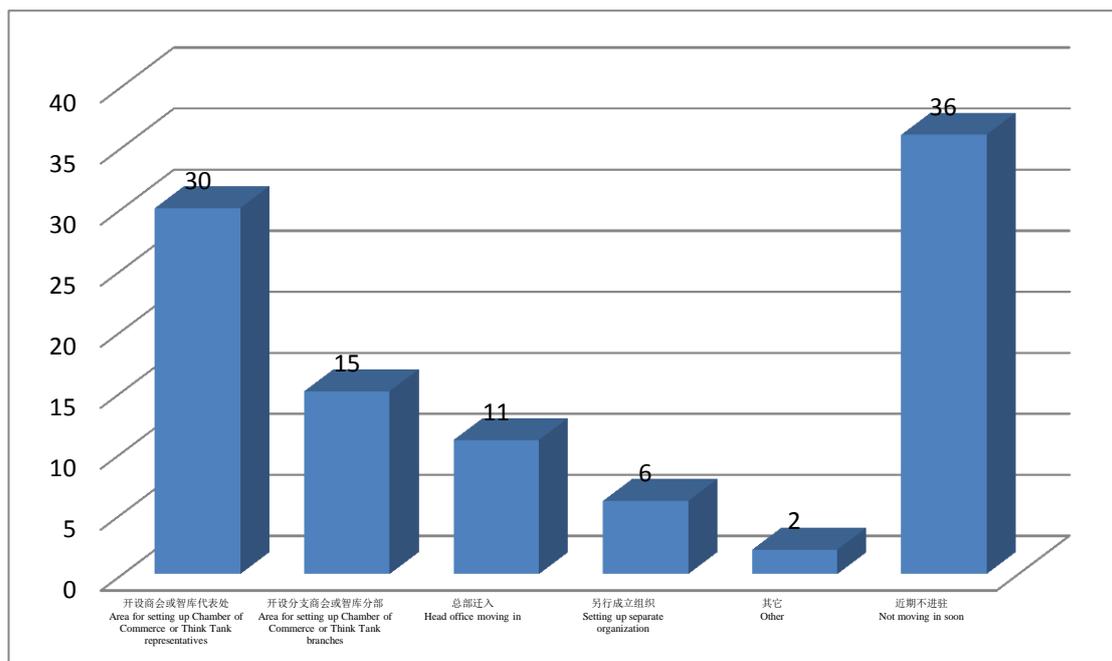


图 64：参会者入驻后发展方式分布情况

Figure 64: Distribution of methods for mode of development after participants moving in

3、参会者最需要搭建的传播平台是“网站、APP 或公众号”

“Websites, APP or the WeChat public account” were the communication platform the participants most needed to set up

在两大园区中，参会者认为最需要搭建的成果传播平台是“网站、APP 或公众号”，选择比例达 67%；其次是“各种招商活动”，选择比例为 39%；“举办大型论坛”的选择比例也有 19%；“出版系列书籍”和“成立基地期刊”的选择比例则较低，均不过 10%（见图 65）。

In the two parks, “Websites, APP or the WeChat public account” were the communication platform the participants most needed to set up, chosen by 67%; next was “various investment invitation activities”, chosen by 39%; and “holding big forums” chosen by 19%; “publishing series of books” and “setting up base periodicals” was rarely chosen, no more than 10% (see Figure 65).

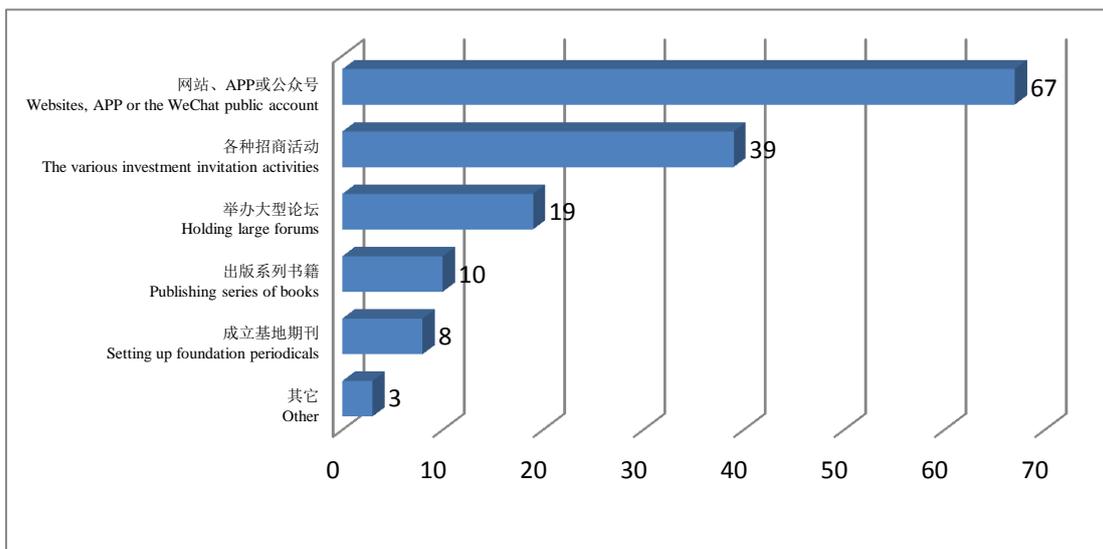


图 65：参会者对传播平台搭建需求分布情况

Figure 65: Distribution of participants' requirement for setting up communication platform

4、多数参会者有共建国际民间交流中心的意愿

Most participants have the intentions to jointly establish The OCTT International NGOs Exchange Centre

对于共建国际民间交流中心的意愿，参会人员的表态较为积极，过半数参会人员表示“感兴趣，会支持”，比例为 56%，表示“有意向，大力支持”的人也有 21%，两者合计近八成；表示“难说，有待考察”及“没有意向”的人合计为 23%（见图 66）。

Regarding intentions to jointly build The OCTT International NGOs Exchange Centre, participants were pretty positive, over half participants indicated “interested, will support”, chosen by 56%, 21% expressed “having intentions, vigorously support”, the two groups amounted to almost eighty percent; a total of 23% expressed “hard to say, pending investigation” and “no intentions” (see Figure 66).

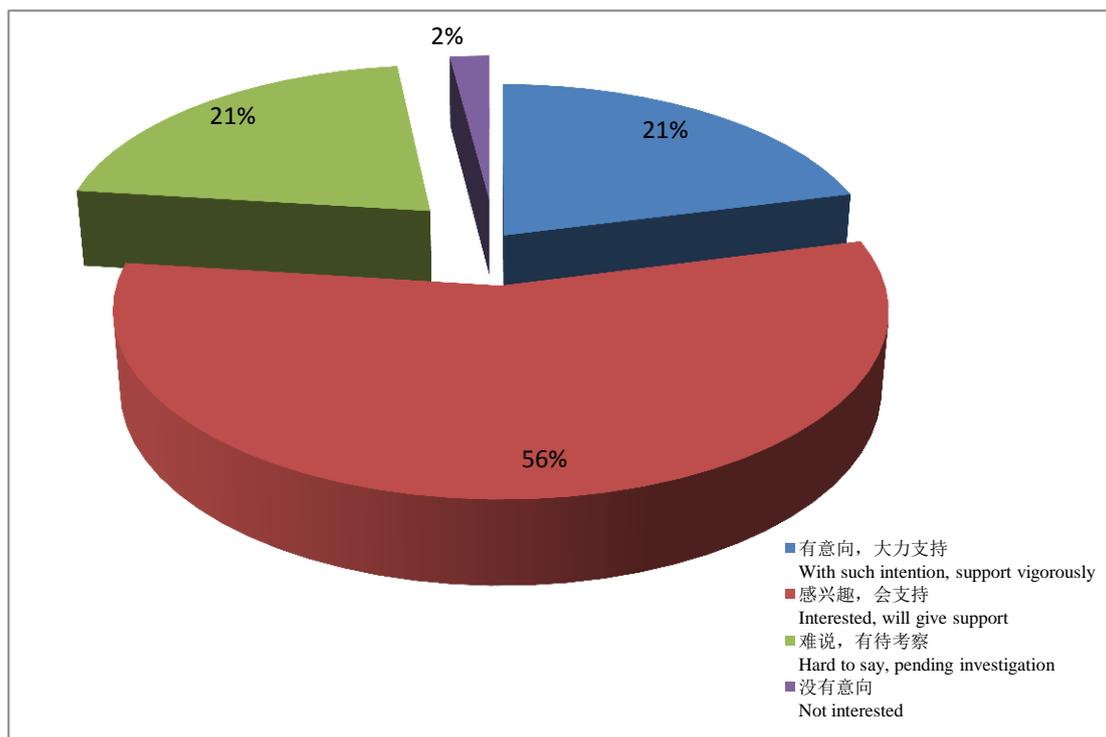


图 66: 参会者对共建国际民间交流中心意愿分布情况
Figure 66: Distribution of participants' intentions regarding jointly establishing The OCTT International NGOs Exchange Centre

5、参会人员积极参与国际投资基金

Participants were positive in participating international investment fund

对于是否参与设立国际投资基金，参会者中表示“有意向，大力支持”及“感兴趣，会支持”的人合计有 68%，其中以表示“感兴趣，会支持”的人占多，为 45%；表示“有意向，大力支持”的人为 20%。需注意的是，参会者中也有部分表示“难说，有待考察”及“没有意向”，这两者合计为 31%（见图 67）。

When asked whether interested in participating in setting up international investment fund, a total of 68% participants expressed “having intentions, will support vigorously” and “interested, will support”, of which 45% indicated “interested, will support”; 20% indicated “having intentions, will support vigorously”. What merits attention is, some participants also indicated “hard to say, pending investigation” and “having intentions, will support vigorously”, the two amounted to 31% (see Figure 67).

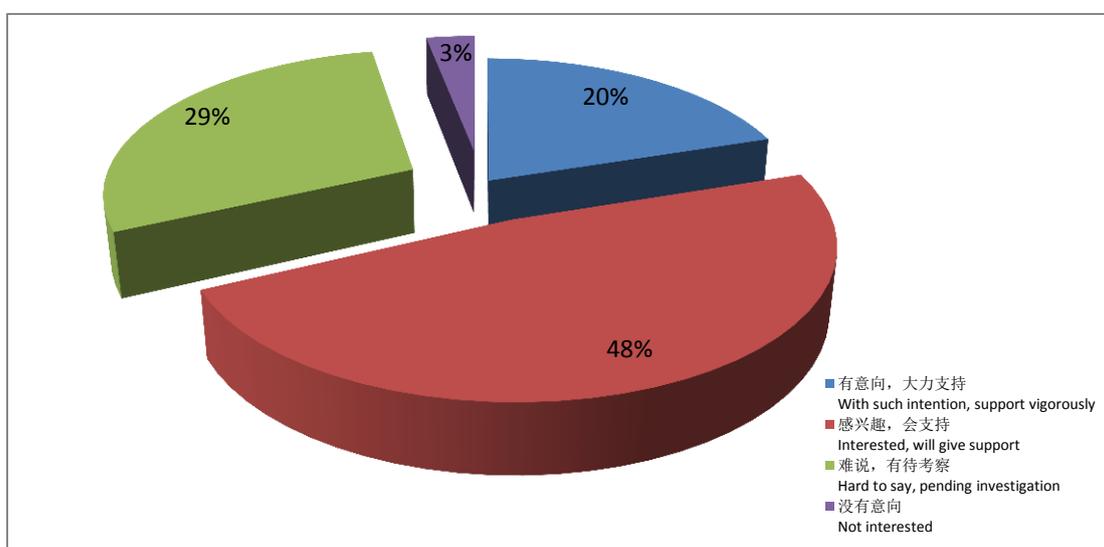


图 67：参会者参与国际投资基金意向分布情况
Figure 67: Distribution of participants' intention in participating in international investment fund

二、参展商专项调查

Special Investigation of exhibitors

1、过半数参展商对“国际商会聚集区”与“国际智库聚集区”两大园区建设表态积极

1. Over half exhibitors are positive to building two international parks, complex for international Chambers of Commerce, complex for international Think Tanks

对于在深圳建设“国际商会聚集区”与“国际智库聚集区”，以推进全球华人华侨华商的商业合作与信息联通。多数参展商对此持积极态度，表示“有意义，大力支持”及“感兴趣，会支持”的人多达83%，其中以“感兴趣，会支持”的人占多，为50%；表示“难说，有待考察”及“不支持”的人较少，仅为17%（见图68）。

Regarding building two international parks, complex for international Chambers of Commerce, complex for international Think Tanks, promoting business cooperation and information interconnection between Chinese and overseas Chinese businesspeople across the globe. Most exhibitors were positive to the proposal, up to 83% exhibitors expressed “significant, will support vigorously”, of which a majority of 50% in the group indicated “interested, will support”; only 17% indicated “hard to say, pending investigation” and “do not support” (see Figure 68).

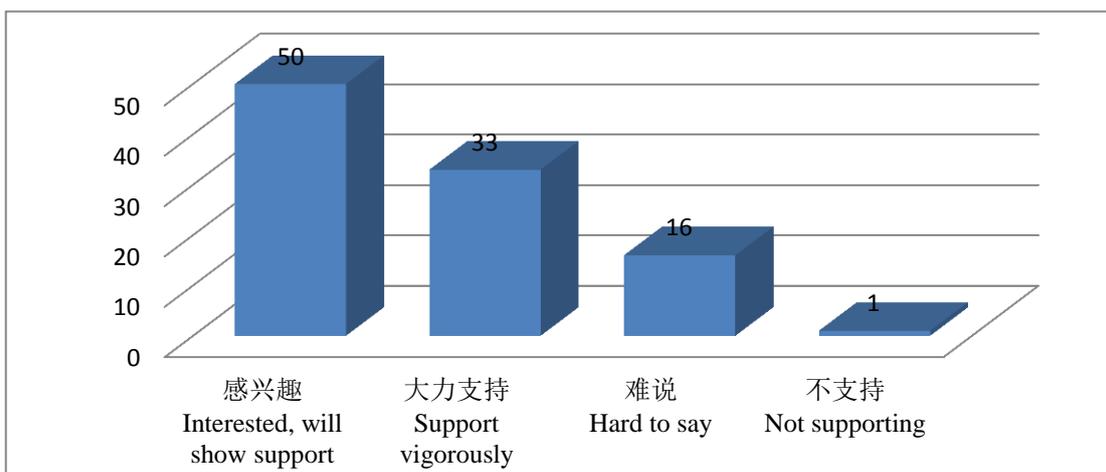


图 68：参展商对两大园区建设看法分布情况

Figure 68: Distribution of exhibitors' Opinions regarding building two parks

2、参展商大部分愿意入驻“国际商会聚集区”与“国际智库聚集区”，其中“国际商会聚集区”占比略高

Most exhibitors were willing to enter both the “complex for international Chambers of Commerce” and “complex for international Think Tanks”, of which the percentage for “complex for international Chambers of Commerce” was slightly higher

从数据结果来看，参展商选择入驻两大园区的热情较高，除了有36%表示对两大园区“都愿意”进驻之外，单独选择入驻“国际商会聚集区”的比例有34%，选择单独入驻“国际智库聚集区”的也有23%。总的来说，愿意入驻两大园区的分别为七成和近六成，占参展商大部分。（见图69）。

Data indicates, exhibitors were pretty enthusiastic in moving in the two parks, in addition to 36% indicating “willing to move in” both parks, 34% indicated to move into complex for international Chambers of Commerce alone, and 23% chose to move into complex for international Think Tanks. Generally, there were seventy percent and sixty percent willing to move into the two parks respectively, accounting for a great majority of the exhibitors. (see Figure 69).

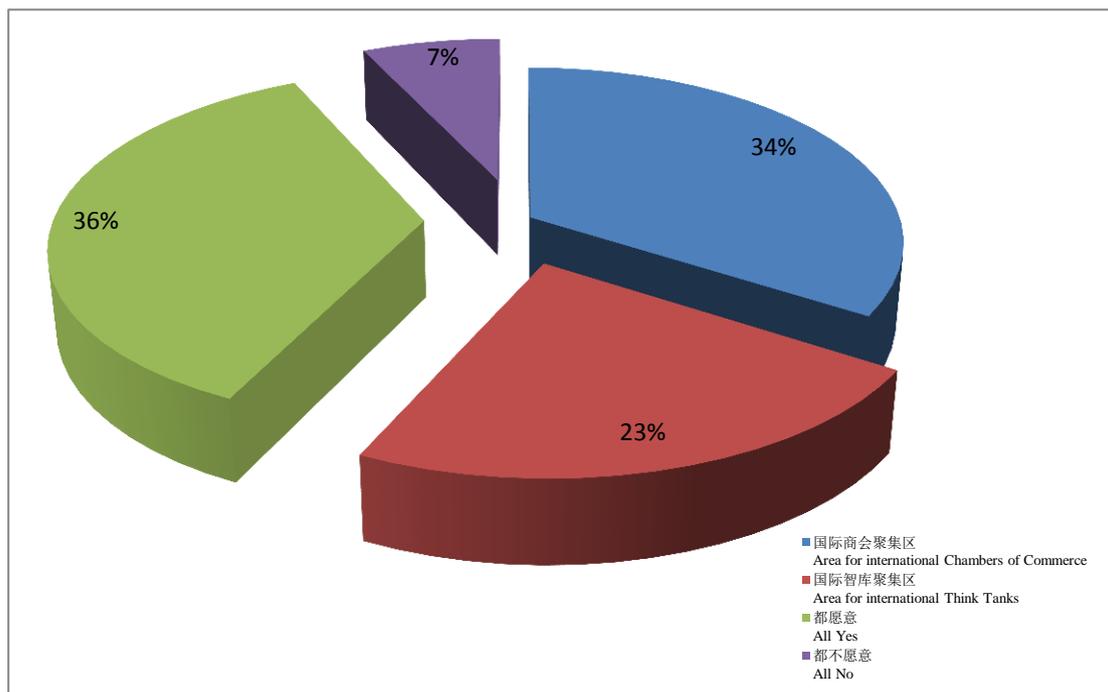


图 69：参展商入驻两大园区意愿分布情况

Figure 69: Distribution of Exhibitors' Intention regarding Entering the two international parks

对入驻后的发展方式，“开设商会或智库代表处”是首选，选择的有 27%，其次是“开设分支商会或智库分部”，有 17%；选择“总部迁入”和“另行成立组织”的人较少，均为 7%；表示“近期不进驻”的参展商有 37%。（见图 70）

Regarding the mode of development after entering the parks, the top pick was “setting up Chamber of Commerce or Think Tank representative office”, chosen by 27%, next was “setting up Chamber of Commerce branch or Think Tank sub division”, chosen by 17%; few chose to “move the headquarter in” and “set up separate organization”, chosen both by 7%; and 37% exhibitors expressed “not to move in in the near future” (see Figure 70).

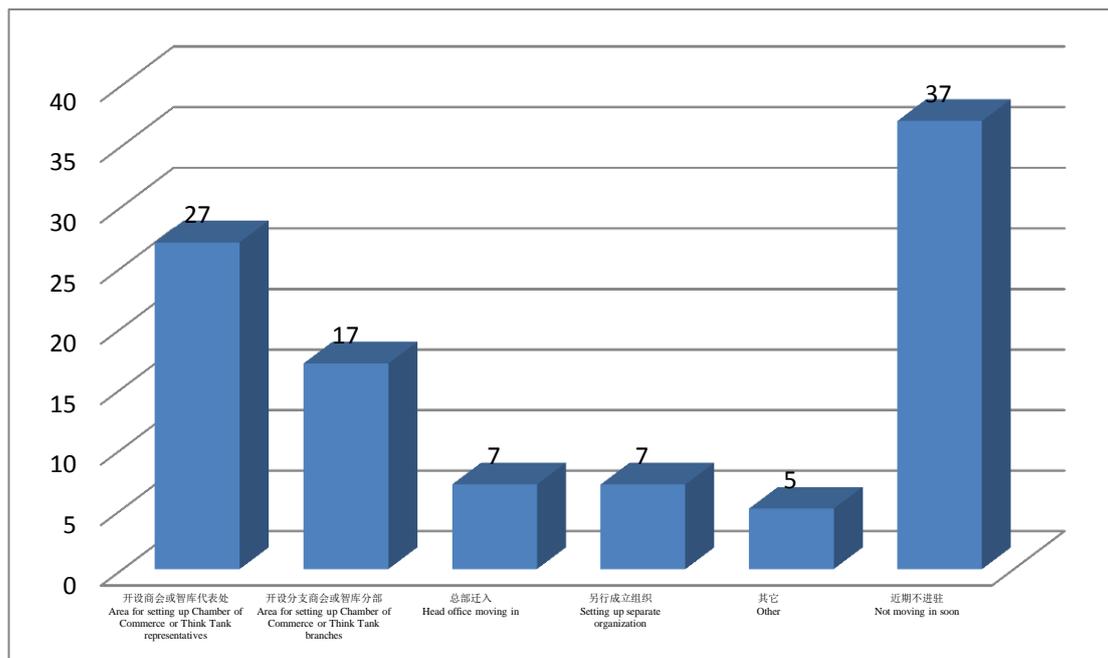


图 70：参展商选择入驻两大园区后发展方式分布情况

Figure 70: Distribution of mode of development after exhibitors entering the two parks

3、“网站、APP 或公众号”是参展商最需要搭建的传播平台

“Websites, APP or the WeChat public account” were the communication platform the exhibitors most needed to set up

在上述两大园区中，参展商认为最需要搭建的成果传播平台是“网站、APP 或公众号”，选择比例达 66%；其次是“各种招商活动”，选择比例为 46%；“举办大型论坛”的选择比例也有 21%；“出版系列书籍”和“成立基地期刊”的选择比例则较低，均不过 10%（见图 71）。

In the two parks, “Websites, APP or the WeChat public account” were the communication platform the exhibitors most needed to set up, chosen by 66%; next was “various investment invitation activities”, chosen by 46%; and “holding big forums” chosen by 21%; “publishing series of books” and “setting up base periodicals” was rarely chosen, neither exceeded 10% (see Figure 71).

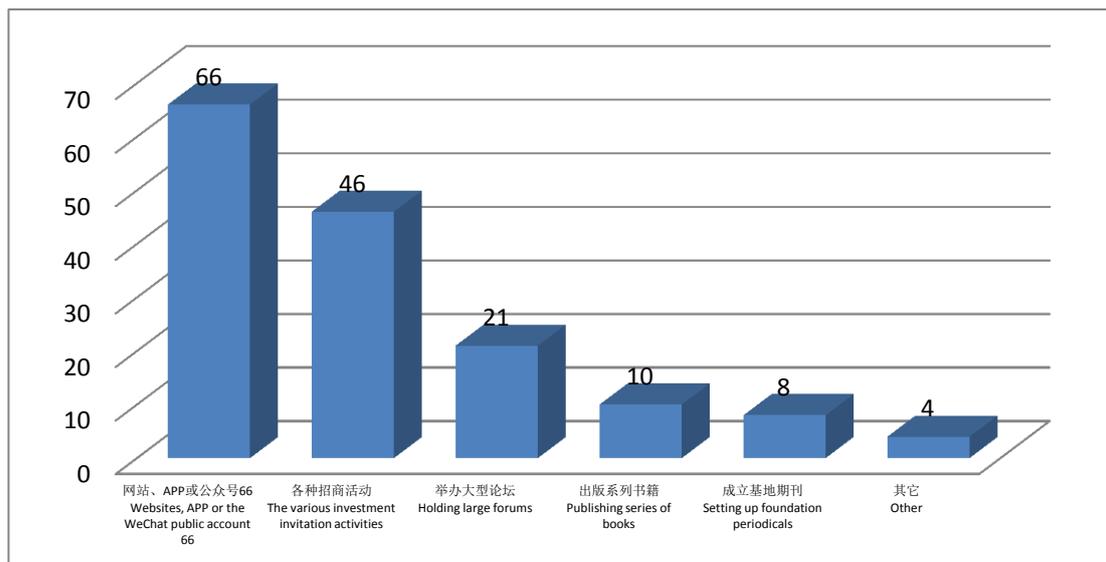


图 71：参展商对传播平台搭建需求分布情况

Figure 71: Distribution of exhibitors' requirement for setting up communication platform

4、多数参展商有共建国际民间交流中心的意愿

Most exhibitors have the intentions to jointly establish The OCTT International NGOs Exchange Centre

对于共建国际民间交流中心的意愿，有七成多的参展商表示会支持。其中，“感兴趣，会支持”占 53%，而“有意向，大力支持”的占 18%；表示“难说，有待考察”及“没有意向”的为 29%。（见图 72）。

Regarding intentions for jointly building to jointly establish The OCTT International NGOs Exchange Centre, over seventy percent exhibitors expressed to offer support. Of which, “interested, will support” accounted for 53%, whereas “having intentions, will support vigorously” accounted for 18%; 29% indicated “hard to say, pending investigation” (see Figure 72).

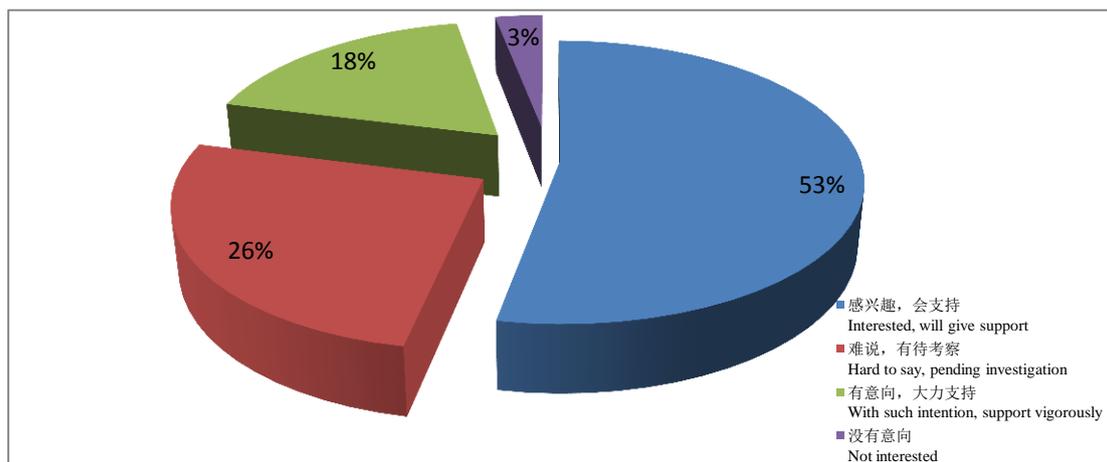


图 72：参展商对共建国际民间交流中心意愿分布情况

Figure 72: Distribution of exhibitors' intentions regarding jointly establishing The OCTT International NGOs Exchange Centre

5、过六成参展商有意向参与国际投资基金。

Over sixty percent of exhibitors expressed intention in participating in international investment fund

对于参与设立国际投资基金，60%的参展商表示有意向，其中表示“感兴趣，会支持”的人占多，为45%，表示“有意向，大力支持”的为15%。需注意的是，有部分参展商持“难说，有待考察”态度，比例为37%；还有3%的人表示“没有意向”（见图73）。

When asked whether interested in participating in setting up international investment fund, 60% exhibitors expressed “interested, will support”, of which 45% indicated “interested, will support”, of which “interested, will support” accounted for the majority, chosen by 45%, and 15% indicated “having intentions, will support vigorously”. What merits attention is, some participants also indicated “hard to say, pending investigation”, chosen by 37% and 3% indicated “do not have any intention” (see Figure 73).

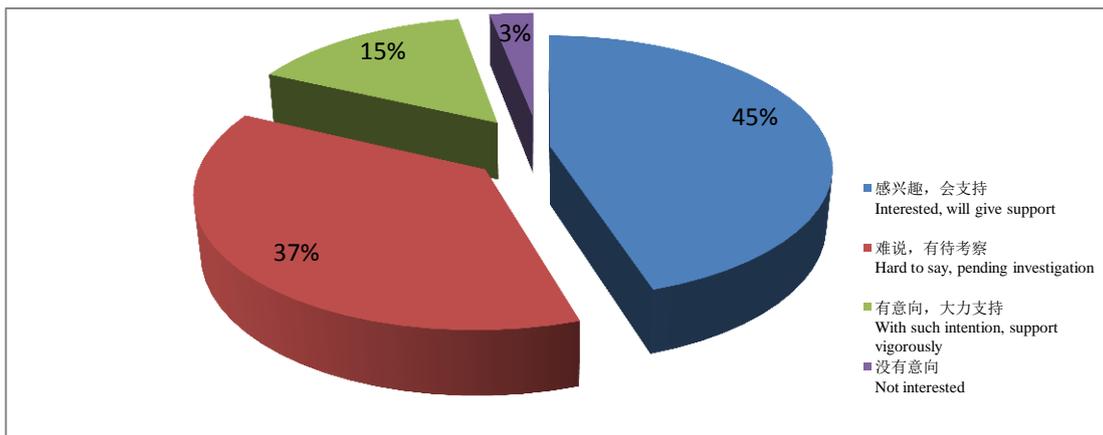


图 73: 参展商参与国际投资基金意愿分布情况
Figure 73: Distribution of exhibitors' intention in participating in international investment fund

三、专业观众专项调查

Special Investigation of Professional audience

1、大多数专业观众有参与两大园区建设的意向

Most professional audience were willing to participate in building the two parks

在专业观众中，89%对于建设“国际商会聚集区”与“国际智库聚集区”持积极表态，其中表示“有意义，大力支持”的有 37%，表示“感兴趣，会支持”的也有 53%；而持消极表态“难说，有待考察”及“不支持”的合计仅占 10%（见图 74）。

Among the professional audience, 89% were supportive to building complex for international Chambers of Commerce and complex for international Think Tanks, of which 37% expressed “meaningful, wil vigorously support”; and 53% indicated “interested, will support”;

whereas only 10% said “hard to say, pending investigation” and “not to support” (see Figure 74)

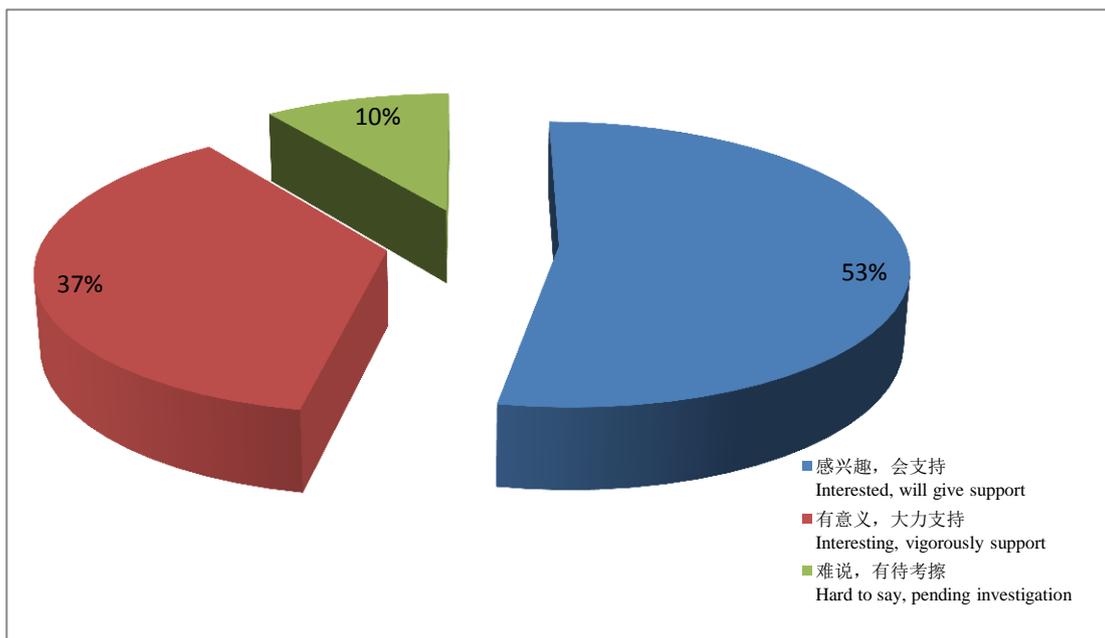


图 74：专业观众参与两大园区建设意向分布情况

Figure 74: Distribution of professional audience's intention to participate in building the two parks

2、近七成专业观众愿意入驻“国际商会聚集区”与“国际智库聚集区”，其中“国际智库聚集区”占比略高

Close to seventy percent were willing to enter both the “complex for international Chambers of Commerce” and “complex for international Think Tanks”, of which the percentage for “complex for international Think Tank” was slightly higher

专业观众对两大园区入驻的意愿与参展商略有差异，更多专业观众愿意入驻“国际智库聚集区”，比例有 36%；选择“国际商会聚集区”的有 28%，低于前者；同时，表示对两大园区“都愿意”进驻的有 31%；表示“都不愿意”的人仅 5%（见图 75）。

Professional audience's intentions were a bit varied in moving into the two parks, more professional audience were willing to move into “complex for international Think Tanks”, chosen by 36%; 28% chose to move into “complex for international Chambers of Commerce”, lower than the former; meanwhile, 31% were “willing” to move into both parks; only 5% indicated to move into “neither” (see Figure 75).

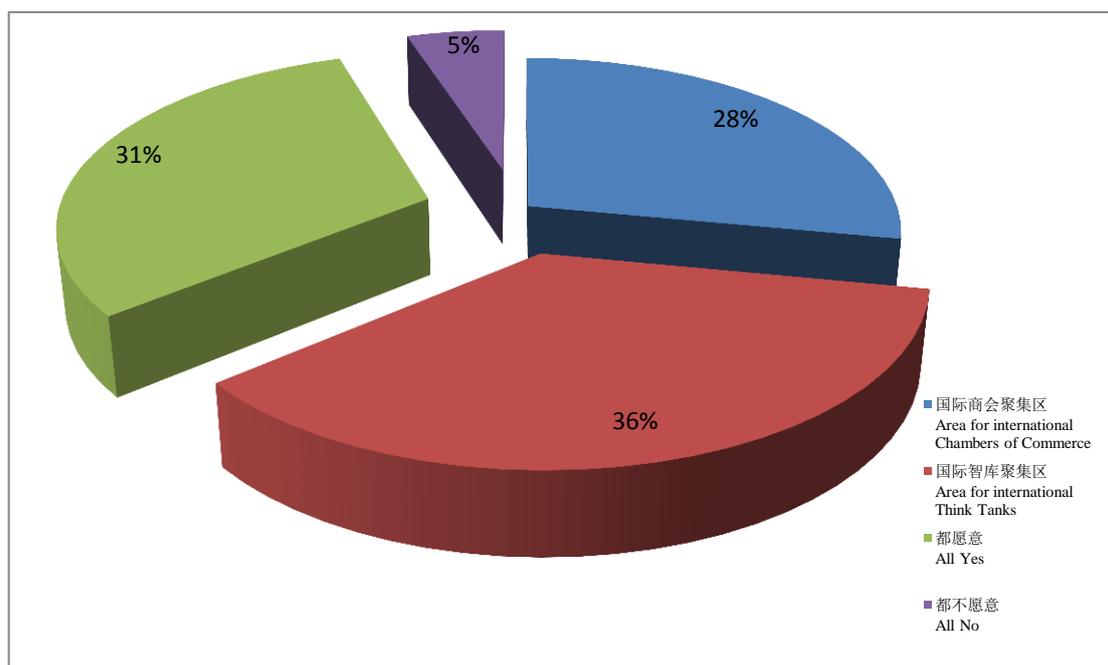


图 75：专业观众对入驻两大园区意向分布情况

Figure 75: Distribution of professional audience's Intention regarding Entering the two parks

对入驻后的发展方式，“开设商会或智库代表处”是首选，选择的人有 31%，其次是“开设分支商会或智库分部”及“总部迁入”，分别有 14%及 13%；选择“另行成立组织”的人最少，仅 5%。需指出的是，表示“近期不进驻”的专业观众有 34%（见图 76）。

Regarding the mode of development after entering the parks, the top pick is “setting up Chamber of Commerce or Think Tank representative office”, chosen by 31%, next was “setting up Chamber of Commerce branch or Think Tank sub division”, and “moving the headquarter in”,

chosen by 14% and 13% respectively; “set up separate organization” was the least chosen, by a meager 5%. What merits attention is, 34% professional audience indicated “not to move in in the short term” (see Figure 76).

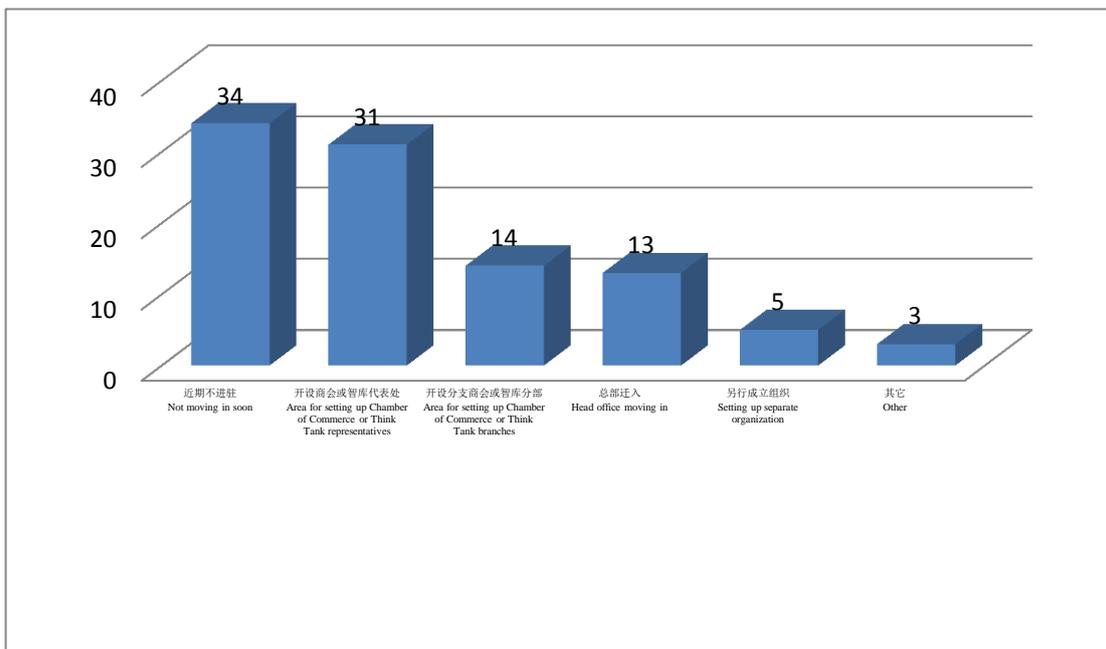


图 76：专业观众对入驻园区后发展方式选择分布情况

Figure 76: Distribution of mode of development of professional audience after entering the two parks

3、专业观众最需要搭建的传播平台是“网站、APP 或公众号”

“Websites, APP or the WeChat public account” were the communication platform professional audience most needed to set up

在上述两大园区中，专业观众认为最需要搭建的成果传播平台是“网站、APP 或公众号”，选择比例达 69%；其次是“各种招商活动”，选择比例为 35%；“举办大型论坛”的选择比例也有 18%；“出版系列书籍”和“成立基地期刊”的选择比例则较低，均不过 10%(见图 77)。

In the two parks, “Websites, APP or the WeChat public account” were the communication platform the professional audience most needed to set up, chosen by 69%; next was “various investment invitation activities”, chosen by 35%; and “holding big forums” chosen by 18%; “publishing series of books” and “setting up base periodicals” was rarely chosen, neither exceeded 10% (see Figure 77).

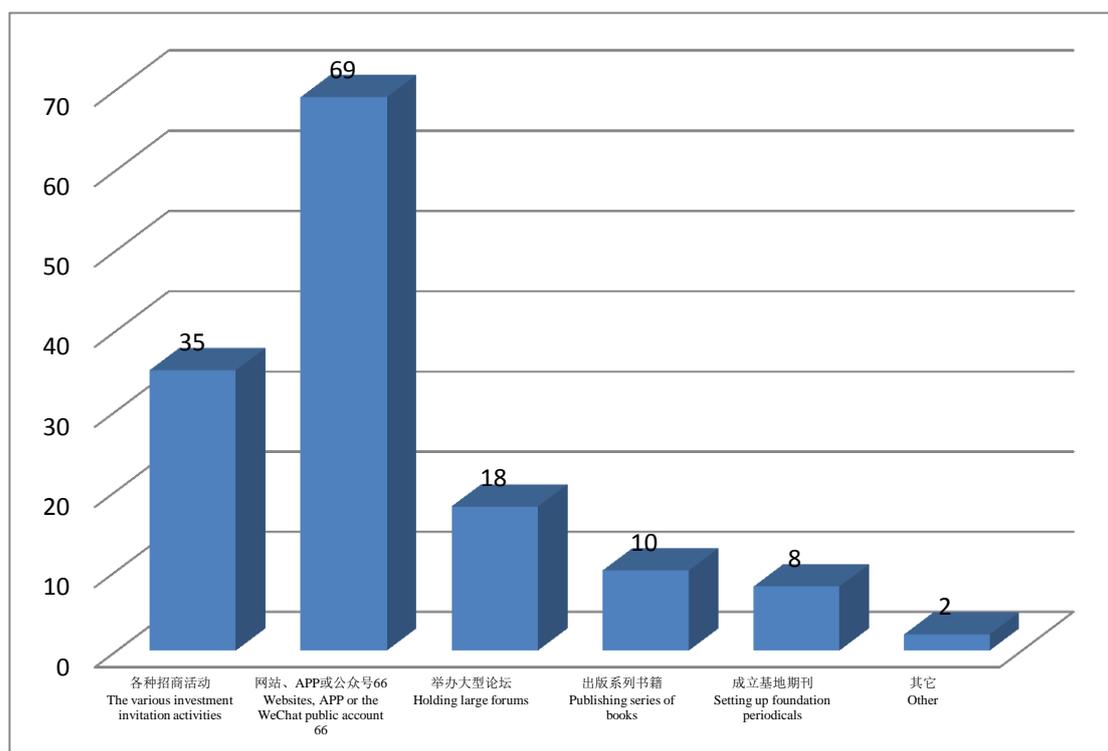


图 77：专业观众对传播平台搭建需求分布情况

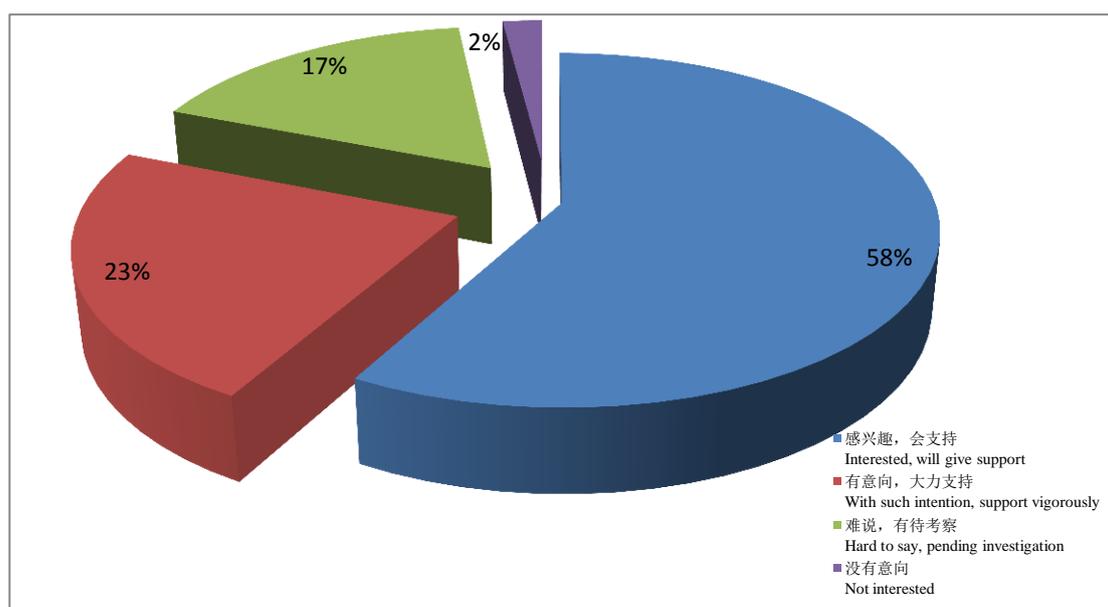
Figure 77: Distribution of professional audience's requirement for setting up communication platform

4、过八成专业观众对共建国际民间交流中心持积极态度

Over eighty percent professional audience were positive regarding jointly establishing The OCTT International NGOs Exchange Centre

对于共建国际民间交流中心的意愿，专业观众的表态较为积极，58%的专业观众表示“感兴趣，会支持”，23%的人表示“有意向，大力支持”，两者合计有81%。对此持消极态度，表示“难说，有待考察”及“没有意向”的专业观众，合计只有19%（见图78）。

Regarding intentions to jointly build The OCTT International NGOs Exchange Centre, participants were pretty positive, 58% professional audience indicated “interested, will support”, 23% expressed “having intentions, vigorously support”, the two groups amounted to 81%. As for negative attitude, a total of only 19% professional audience indicated “hard to say, pending investigation” and “do not have any intention” (see Figure



78).

图 78：专业观众对共建国际民间交流中心态度分布情况

Figure 78: Distribution of professional audience's attitude towards jointly establishing The OCTT International NGOs Exchange Centre

5、七成多专业观众有参与国际投资基金的意向

Over seventy percent professional audience expressed intention in participating in international investment fund

对于参与设立国际投资基金，专业观众中表示“有意向，大力支持”及“感兴趣，会支持”的人合计有 73%，其中以表示“感兴趣，会支持”的人占多，为 50%；表示“有意向，大力支持”的人为 23%；表示“难说，有待考察”及“没有意向”的人合计有 27%（见图 79）。

When asked whether interested in participating in setting up international investment fund, a total of 73% professional audience expressed “having intentions, will support vigorously” and “interested, will support”, of which 50% indicated “interested, will support”; 23% indicated “having intentions, will support vigorously”; and a total of 27% indicated “hard to say, pending investigation” and “do not have any intention” (see Figure 79).

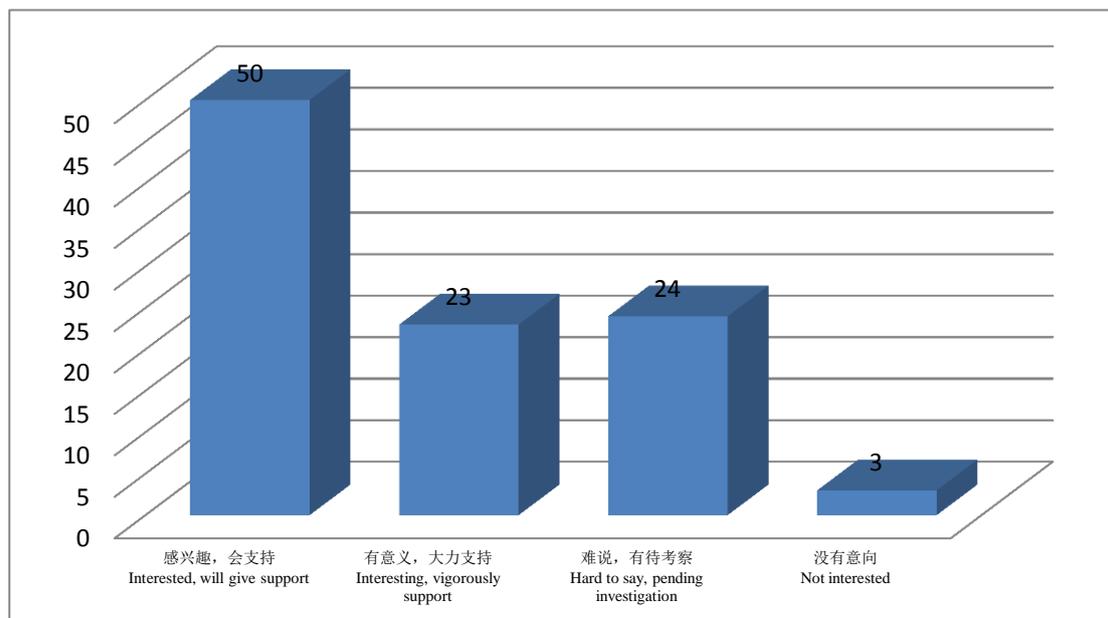


图 79：专业观众对参与国际投资基金意向分布情况

Figure 79: Distribution of professional audience's intention in participating in international investment fund

第六部分 “侨交会” 参会者访谈摘录

Party 6 “OCTF” participants

interview excerpts

一、参展商访谈摘录

Exhibitors interview excerpts

1、某国内参展商（2015HYB）：这次“侨交会”在我看来就是非常成功的，也觉得效果非常好，起到一个交流促进和产业互通，产业交流的作用。我刚刚也有在整个展馆全程参观了一圈，应该来说，参展方都非常踊跃，然后来自各个方面各个领域的也非常多，渠道比较多。代表性也比较强，除了国内和亚洲各国，也包括欧洲啊，美洲，澳洲都有来，证明我们这个影响力是非常大的。

A certain domestic exhibitor (2015HYB): the “OCTF” is a huge success to me, and with very good results too, it helped promoting communication and industry exchange. I have just toured the whole exhibition premises, frankly, exhibitors were all very active, and they came from many different fields and many channels too. And they are strongly representative too, beside domestic and Asian countries, there were also exhibitors from Europe, America, Australia, which proved that the event is very influential.

面对中国大陆经济的新常态，市场是起到一个决定性的作用，政府主要起的是引导，把政策宣传到位，指导引导企业，选择合适的产业以及合适的发展方向。那么，在目前的背景下，企业更应该是抓住中国这个经济转型升级，还有这个向高端化，优质化发展，也就是从“中国制造”到“中国质造”的这个转变。

Faced with the new norm of China Mainland's economy, market plays a decisive role, the government mainly works in the guiding capacity, fully popularizes policies, offers guidance to enterprises and selects appropriate industries and develops in the appropriate direction. Then, against the current background, enterprises shall grab the opportunity of China's economic transformation and upgrading, and this target of moving to the high-end, superior quality, that is, from "made in China" to "Quality Chinese Products" transformation.

2、某国内参展商（2015JDB）：首届侨交会，这也是我们第一次加入这样的创客俱乐部，当然这是一个具有非常好的前景的平台，非常棒！这次的参与主要还是对产品的展示和宣传吧。

A certain domestic exhibitor (2015JDB): in the first "OCTF", this is also the first time for our company to join the maker club (the OCTT Innocations Entrepreneurships Maker And Investors Club) like this, of course, this is a platform with very bright future, very good! Our main purpose is still exhibition and popularization of our products.

在“一带一路”的建设中，即在“走出去”和“引进来”的跨国投资与商业合作中像我们这样的创意科技产品公司以及对于创客及其他人的 idea（创意点子）来说，遇到的障碍就是“引进来”的过程中有一个知识产权的引进的问题，这其中还涉及了品牌、商标、专利等等的问题，由于我们是一家科技公司，我们更愿意花更多的时间在研发或者引进创新有商业价值的技术和成果，所以，我们需要有创客俱乐部或者侨交会这样的机构或者平台，来帮我们对产品及其知识产权“引进来”。

In the "One Belt, One Road" building, that is, for a creativity technology products company and for maker and their ideas (creative idea),

there is the hindrance in introducing intellectual property in the “bringing in” process in the “going abroad” and “bringing in” cross-border investment and business cooperation, and this also involves brand, trademark, patent etc. issues, as we a technology company, we prefer to invest more time in developing or introducing technology and results that are of creative commercial value, therefore, we need institution or platform like the OCTT Innocations Entrepreneurships Maker And Investors Club or the “OCTF” to help us “bringing in” products and their intellectual property right.

3、某国内参展商（2015LDN）：我们对“走出去”的意愿也很强烈。中国现在强大了，中国的企业也强大了，现在这种逆向收购的事情比比皆是，对不对？那么通过展会这一块带进来的，包括我们现在看到的日本，韩国代表的高科技，我们不希望看到土特产，我们希望看到最新的科技，代表世界潮流趋势的科技。“侨交会”因为每届要办下去，要持续地办下去，应致力于在某方面的持续交流，要找准定位跟某些产业结合？而要找哪些产业，这跟一个城市的定位是有密切关系的，尤其是在深圳这样一个创新型的城市，展会的战略定位侧重哪些新兴产业？“侨交会”可以有更高的定位的。

A certain domestic exhibitor (2015LDN): we have strong desire to “go abroad” too. China is now a powerful country, so are Chinese enterprises, reverse acquisition is becoming a daily occurrence, isn’t it? So, the exhibition brought in, including what we are now seeing, high tech from Japan and Korean exhibitors, we don’t want to see any

local specialties, what we would love to see are the latest technology, technology that embodies the global trend. As “OCTF” is going forward session after session, and shall last, it shall dedicate itself to continued communication in certain area, and it must align itself accurately to certain industries? As for which industries are they, this is an issue closely related to the positioning of a city, especially a creative oriented city like Shenzhen, what will be the emerging industries the strategic positioning leaning to? “OCTF” may position itself higher.

在商业运作模式创新方面，“互联网+”是代表互联网时代，以后不管是哪一个行业的业态他都是要加互联网思维和加互联网的工具的。所以说呢，我们涉及到一个医疗，和互联网加上去就是智慧医疗。车联网我们和互联网结合就是智慧交通。我们互联网跟商家，把互联网和商家连到一起，就是打破他们的信息不对称，我们叫商联网。此外，新的形势下，行业新的增长点在于注重大健康啊！大健康大消费大服务，我觉得这些在新的新经济形势下开始有机会。

In the area of commercial operation mode innovation, “Internet +” represents the era of the Internet, and internet thinking and the Internet + shall permeate all forms of industries. Therefore, when we are involved in medical treatment, together with the Internet + we then will have intelligent medical treatment. Car networking plus the Internet + is intelligent traffic. When we the Internet are connected with retailing enterprises, we aim to break their information asymmetry, we call it commercial networking. Besides, under the new circumstance, the new

industry growth point focuses on big health concept! Big health, big consumption, big service, I think these stuff starts to find their opportunities in the new economic circumstances.

4、某国外参展商（2015LK:USA）：我认为“侨交会”各方面都非常的出色。我并不会说中文但是大家都非常的友好。大部分的志愿者都可以说英文而且他们都提供了很多帮助。非常完美。中国“一带一路”战略目的是为了增加更多的交易，打开更多的国门与机会。我认为这是一个非常棒的主意，如今也是正确的时机。对于国外的人来说这是一次非常好的的机遇因为这里有巨大的市场和需求。

A certain international exhibitor (2015LK: USA): I think the “OCTF” has done a fabulous job in all aspects. I don’t speak Chinese; however, everybody’s very friendly. Most volunteers speak English and they have been very helpful, Very perfect. The purpose of China’s “One Belt, One Road” strategy is to bring more businesses, and open more channels and brings in more opportunities. I think this is a very good idea, and perfect timing too. To someone from outside the country, this is an excellent opportunity, because you can find huge market and demands.

5、某国外参展商（2015DAG）：对于“侨交会”，我们感受到了规模的庞大，而且能看到很多国外的展团，像西班牙、日本等等，这些都不是其他展会能见到的。如果“侨交会”能一直吸引海内外优秀的展商，在数量和质量都有保证，我相信自然会有买家和观众过来，那么交易的进行当然会更加顺利，我想这样的话，应该可以长期具有较大的竞争力和吸引力吧。

A certain international exhibitor (2015DAG): At the “OCTF”, we experienced the grand scale of the exhibition, and we can see many international delegations, such as Spanish and Japanese ones, these are not generally seen at other exhibition events. If “OCTF” can continuously attract fine domestic and international exhibitors, quantity and quality are guaranteed, I am convinced that buyers and audience will follow, and trade will be conducted in a smoother manner, in my mind, if it is carried out this way, it might be of long term attractiveness and competitiveness in the long term.

据我了解侨商智库正倡议在深圳打造侨商“智创园”，那是汇集优秀创客创意的一个地方，如果我和我的团队能够进驻到这样一个园区，我想以后会有更多的灵感和更好的创作。当然了，在园区里也能认识更多的同行朋友，也许能找寻到更多的灵感和更多合作的机会，这样的地方太棒了，让人非常期待！

As I know it, the Shenzhen Overseas Chinese Think Tank Institute is advocating to build an overseas Chinese businesspeople “Wisdom Creation Park” in Shenzhen, which will be place pooling the creativity of excellent makers, if my team and I can move into such a park, I think there will be more inspiration and better works in the future. Of course, we can make more friends from the same industry, and maybe we can get more inspirations and more opportunities for cooperation, it’s an amazing place, I’m really looking forward to it!

6、某国外参展商（2015LHR:MAL）：这一次的“侨交会”是一个很有意义的展会，然后它能够使我们不管是世界各地的华人同胞，可以交流聚在一起交流，然后他们有什么市场需求的，我们都可以“引进来”，或者“走出去”。

A certain international exhibitor (2015LHR: MAL): the “OCTF” is a very meaningful event, it can bring together overseas Chinese from around the world and communicate, and if they have any market demands, we can “bring in”, or “go out”.

马来西亚企业要来到中国投资或产品要“引进来”，遇到的问题产品海关的通关问题，中国这方面比较严，不是很方便。好像我们这一次的“侨交会”，我有一些展商的朋友，因为他们有一些产品在海关出不来，他们来了，人到了，展位有了，可是就是不能去推销他们的产品，就是感觉有一点遗憾。

When Malaysian enterprises come to China to invest or have products to “bring in”, the problem they meet is customs clearance, China is pretty stringent in this aspect, it is not very convenient. For instance, on this “OCTF”, I have a few exhibitor friends, because their products were held up in the customs, though they are here, people are here, booth is there, however they could not promote their products, it is a bit regretful.

二、专业观众访谈摘录

Interview excerpts for professional audience

1、某国内专业观众(2015CHZ):今天过来很多参会者(参展商、客商)都是外国的,比如,马来西亚、泰国啊的东南亚国家,我们暂时还没有开拓那边的市场。对我们来讲,“走出去”可能碰到的问题就是不熟悉当地的法律、产品的认证等。我们对当地的市场情况没有一个很好的了解或者对接。所以,现在通过商会和“侨交会”跟跨境电商对接起来的话,使跨境电商对当地的法律法规熟悉了,然后就可以将大陆这边的优质产品卖出去国外。所以,对我来讲的话,最大的困难就在这些地方。如果能够借助“侨交会”的平台,将当地市场的一些关节打通了之后,我们的产品就能顺畅进入当地市场了。当然最好的话是一站式服务。

A certain domestic professional audience (2015CHZ): I've seen many participants (exhibitors, businesspeople) from abroad, such as Malaysia, Thailand etc. Southeast Asian countries, we have not yet explored the market there for the time being. For us, the possible problems in “going abroad” are that we are not familiar with the local laws, product certification etc. We don't have an intensive understanding or alignment to the local market situations there. Therefore, now that we align ourselves with cross-border e-business via Chamber of Commerce and “OCTF”, the e-business gain knowledge of the local laws and statutes, and then quality products from the mainland may be sold abroad. Therefore, for me, the

biggest problems are in these areas. If we can take advantage of the platform offered in the “OCTF”, and break through key links on the local markets, our products can then find their ways smoothly on the local markets. Of course, one-stop service would be the best.

2、某国内专业观众（2015CT）：参加“侨交会”，一个是学习他们的长处，一个是跟潮汕的这些资本，跟潮汕的这些老华侨，也跟他们的后代有着一些互动，将对开发东南亚是有帮助的。

A certain domestic professional audience (2015CT): Participating “OCTF”, one is to learn from their strength, one is to engage in some interaction with the Chaoshan capitals, these time honored overseas Chinese of Chaoshan descent, and also their descendents, it would be helpful to develop the Southeast Asia.

企业要抓住新的增长点。这个从我个人来讲，新的经济增长点主要是第一个是互联网，移动互联网金融。第二个呢，“一带一路”这个发展除了高铁的运输之外，还有一些中档途的无人机，再就是有关的直升机发展，这比较多了。直升机的发展，因为这“一带一路”经过的地方，地理条件不是很好，安全存在问题。就需要这种直升机过去，直升机或者无人机。既可以运输也可以物流。第三个呢，智能制造业。第四个污水处理的绿色环保业这一块。

The enterprises must grab the new growth points. Personally speaking, when we talk about new growth point, the first one is the Internet +, mobile internet finance. What about the second, in the development of the “One Belt, One Road”, in addition to high-speed rail traffic, there is also some intermediate class drones, and then there is the development of helicopter, it would be pretty much these. Regarding development of helicopter, because the places “One Belt, One Road” passing along are not geographically endowed, there are security issues. And we need to dispatch helicopters there, helicopter or drone. It can be used both in transporting and logistics. What about the third, intelligent manufacture industry. The fourth is wastewater treatment, green environmental protection industry.

3、某国内专业观众（2015CSJ）：“一带一路”战略新形势下，“走出去”国外的时候，若不了解当地的一些法律或者经贸方面的情况，或者不了解当地一些人的习俗，这时候贸然去投资的话，就会很容易引起或触碰到当地一些不好的地方，就会使投资者受到阻滞。这方面我觉得现在跨国投资方面，企业去到国外，如果有当地的一些社团协助或者与华侨社团建立联系的话。通过他们在当地经营多年的经验和人脉，以及获得他们在这方面的帮助，是非常有用的。所以，侨团在海外方面的发展对我们国家的企业“走出去”是非常有帮助的。新形势下，要抓住新的经济增长点这方面，关键是要跟紧住国家的经济发展方向。现在国家“一带一路”的建设以及新常态经济下行的压力来说呢，国务院现在对新经济，对新能源这方面的扶持是非常大的。所以我觉得企业现在抓住这方面去对接国家的政策发展的话呢，是非常好的。

A certain domestic professional audience (2015CSJ): Under the new circumstance of “One Belt, One Road” strategy, when one “goes abroad”, if he does not know something about the local laws or situation of business, or does not know something about the local customs, if he goes there to invest without preparation, he might be easily involved in or touch off something bad, and investment will be hindered. In this respect, I think, when enterprises go abroad to make cross-border investment, if there are assistance from some local social organizations or contacts with social organizations of overseas Chinese. Through their experiences and connections established over the years and their help in this respect, it will be hugely helpful. Therefore, the development of overseas Chinese organizations is hugely helpful to our “going abroad” endeavor. In these new circumstances, the key to grabbing the new growth points lies in stay close to the economic development of the state. Regarding the building of “One Belt, One Road” by the state and the downward pressure on the new norm economy, the State Council is unleashing great support to the new economy, new energy. Therefore, I think if an enterprise grab the opportunity of the state launching support policies in this respect and make alignment, it would be fabulous.

4、某国外专业观众（2015QLD:SP）：总体感觉挺好的。作为第一次第一届这个“侨交会”嘛，我们觉得各方面都挺不错的。

A certain international professional audience (2015QLD: SP)
generally pretty good feeling. For a first timer, we think the “OCTF” has done a pretty good job in all aspects.

当前中国企业“走出去”到西班牙，或者西班牙的企业“引进来”，会遇到困难的话一个就是说，双方之间的互相不了解，政策方面，文化方面，有沟通的障碍，不单单是语言的问题对吧。所以说像这种展会就刚好提供了一个平台，让大家能更加互相的了解市场需求。然后像“侨交会”，刚好是华侨在国外，也刚好起这个桥梁的作用，以侨为桥。

At present, when Chinese enterprises “go out” to Spain, or “get in” Spanish enterprises, there would be one difficulty, that is to say, there is no mutual understanding, policies, culture, and there is also barrier to communication, it’s not as simple as language problem, is that so. Therefore, I would say, an exhibition like this one offers us a just fine platform, helps us better understand market demands of each other. And then, like the “OCTF”, because there are overseas Chinese from abroad, they may serve the purpose just fine as a bridge, making the overseas Chinese a bridge.

5、某国外专业观众（2015CMQ）：参加“侨交会”首先结交了很多海外侨商们，为下一步促进世界各地，包括和深圳的侨交会，促进各方面的合作和交流我觉得打下的良好的基础。

A certain international exhibitor professional audience (2015CMQ): For one, we made a lot of friends with overseas Chinese businesspeople at the “OCTF”, which laid a sound foundation for the next

step promoting the cooperation and communication between people around the globe and the various fields, including the “OCTF” in Shenzhen.

深圳市侨商智库研究院，通过搭建“侨交会”这个平台，把“一带一路”的影响扩大到全世界各个范围内有华人华侨的地方，应该说我们都应该感谢咱们这个“侨交会”。“侨交会”使世界各国的侨商华侨们都联合起来。这次不仅仅是深圳市侨商智库研究院发动，而且特别是深圳市侨办支持力度是相当不错的，因为侨办几乎发动了所有海外的华文媒体来推介“侨交会”。另外，对于侨商智库倡议在深圳打造的“国际智库聚集区”与“国际商会的聚集区”，如果能得到政府的这个支持的话，我想，有进驻这种想法的企业和机构应该是很多，包括我们韩国的企业也都想进驻的。

Shenzhen Overseas Chinese Think Tank Institute (OCTT) expanded the influence of the “One Belt, One Road” strategy to every place around the world where there are Chinese and overseas Chinese through setting up the platform of holding this “OCTF”, we should say, we all are gratitude to this “OCTF”. “OCTF” united overseas Chinese businesspeople and overseas Chinese around the world. This event is not initiated by Shenzhen Overseas Chinese Think Tank Institute (OCTT) alone, Shenzhen Municipal Overseas Chinese Office offered pretty much support, because the Office almost mobilized all oversea Chinese media in promoting “OCTF”. Besides, regarding the proposal of the Shenzhen Overseas Chinese Think Tank Institute to building the “complex for international Think Tanks” and the “complex for international Chamber of Commerce”

in Shenzhen, if this proposal gained government support, I think, there are many enterprises and institutions want to move in, including our Korean enterprises.

6、某国外专业观众（2015WRL）：“侨交会”总体的感受还是不错的。因为现在首届至少有 28 个国家和地区参加了，日本都是通过那个协会组织参加，这是一个比较大的自量。然后呢，“侨交会”从这个华侨商协会、社团的角度去做，我觉得是比较合适的，因为这个商业交往当中，商业贸易当中，一个信任度是非常重要的，在这个商协会与社团的基础下我们这个信任度会增加。

A certain international professional audience (2015WRL):
“OCTF” offered a generally pretty good feeling. Because at least 28 countries and areas participated in the first session, and Japan participated through that association, this is a pretty big number. And then, the “OCTF” carries out the matter from the perspective of the overseas Chinese business associations and social organizations, I think it is pretty appropriate, because in the commercial interaction, in the business trade, trust is really very important, if we carry out this on this basis business associations and social organizations, we will gain trust.

三、海内外商协会及社团嘉宾访谈摘录

Interview excerpts from guests of domestic and overseas business associations and social organizations

1、某海外社团嘉宾(2015DJZJ:JP):“侨交会”是第一届举办,大家都很兴奋。都对下一届大有所期待啊。我是代表日本团过来的啊。日本团也是第一次参加这么大型的一个华人华侨的一个聚会。抱有期待。这样一带一路政策,以侨为桥的一个方针。我们日本团参加了这样一个大型的华人华侨的聚会觉得还不错。他们在昨天过来装饰的时候看到这个会场就觉得:“哇!非常大。”感觉到了中国国家的强大。

A certain overseas social organization guest (2015DJZJ: JP): The “OCTF” is held for the first time, we are all very excited. And all hold high expectation for the next session. I’m here representing the Japanese delegation. And it is also the first time for the Japanese delegation to participate in a Chinese and overseas Chinese get-together of this scale. Under the policy of “One Belt, One Road” and having overseas Chinese as a bridge guideline, We are expecting for more opportunities. The Japanese delegation all thought pretty nice to have participated in a Chinese and overseas Chinese get-together of this scale. When they dropped by for decoration, they felt “wow” at the sight of the exhibition venue! very big.” They felt the powerfulness of the country.

在推动“一带一路”的建设中，更多的是需要我们民间来推动。这对我们海外的一些华人华侨来说，是一些对经济上的期待。首先，我在当地一个侨领，同时我又是一个华人。不管我是在哪，我都是中国人。但是我要起到这样的作用，既要参与国内的发展，也要带动当地的经济。所以，我希望“侨交会”这一届能成功，非常非常的成功。政府还特意派了个文体团来表演。这次我谨代表我们冲绳来，明年我要把整个日本都发动起来。

In promoting the building of “One Belt, One Road”, it needs more NGOs force to push it forward. For overseas Chinese, this is an expectation in economy. First, I’m a leader of the local overseas Chinese group, and I’m also a Chinese. No matter where I am, I am forever a Chinese. However, if I want to play such a role, I must both participate in domestic development and also drive the local economic development. Therefore, I wish the “OCTF” a success, a great success. The government also sent an entertainment group specifically to stage some performance. This time I’m here only on behalf of Okinawa, next year I’ll mobilize the whole Japan.

2、某国外参展商 F (2015CJJ)：现在都是高科技，高智能的时代，传统的企业受到很大的挑战，但是我觉得呢，很多就看好那些很高科技的什么的，但是我觉得传统的企业，不可能一下子就灭亡的不可能的，人还是喜欢呢，喜欢很多见到面呢人与人之间去做生意的。完全靠这个网上，Internet 呢，智能呢，不可能的，取代传统的我暂时我觉得不可能，但是呢以后呢，我觉得还是，智能还是有很大的空间，很大的领域去做，绝对的。

A certain international exhibitor F(2015CJJ): It's an era all about hi-tech, hi-intelligence, traditional enterprises are faced with huge challenge, however as I see it, many people think highly of the prospects of these hi-tech stuff, but I think the traditional enterprises, it is impossible for them to go done immediately, people still love them, many still like to do face-to-face human transaction. Fully counting on this online, Internet, intelligence, it is impossible, for now I think it is impossible for them to replace the tradition, however what about the future, well, I think, intelligent stuff has a great potential, great space to grow, that's for sure.

3、某海外商会嘉宾（2015ZYL）：我地返来国内投资噶话，可能系对接方面咯，好多野系对接方面有滴困难。不过而家呢有个“侨交会”，正如我刚刚所讲，系一个好好噶概念嚟噶。

A certain overseas Chamber of Commerce gust: (2015ZYL)
If I were to return China to invest, it might be the alignment, and many people find it a bit difficult in alignment. However, with the “OCTF”, as I just said, it is a really good concept.

侨商智库就想系深圳打造噶“智创园”里边建设“国际智库聚集区”和“国际商会聚集区”，我地已经同侨商智库果边签咗一个战略合作协议，除咗我地呢个“深圳联谊会”，我地仲有一个“深圳总商会”，我地会里边80%以上呢都系商人，甘我地成立商会呢就希望可以同你地尼边合作。因为呢次“侨交会”有一个口号叫作“永不落幕的产业交易会”，希望呢个系一个延续嚟。甘就可以联络起世界各地噶侨商会，甘就好多事情可以做到噶。

Shenzhen Overseas Chinese Think Tank Institute wants to build a “Wisdom Creation Park”, and build a “complex for international Think Tanks” and a “complex for international Chambers of Commerce” in it, I have entered into a strategic cooperation agreement with the Shenzhen Overseas Chinese Think Tank Institute, in addition to the “Shenzhen Solidarity Club”, we have also “Shenzhen General Chamber of Commerce”, over 80% people in both organizations are businesspeople, my purpose in setting up the Chamber of Commerce is to conduct cooperation with you. Because the “OCTF” has a catchword “Everlasting Industrial Fair”, I hope it may last. And then it can unite overseas Chinese Chamber of Commerce around the world, so that many things can be done.

4、某海外商会嘉宾（2015CYN）：在深圳打造建设国际商会聚集区和国际智库聚集区这个很好啊，因为深圳在这个高科技，在创新这方面做得非常的成功，现在深圳是一个具有非常特殊优势的城市，在“一带一路”建设中也好，在以后中国的发展也好，我相信可以起一个非常重要的作用。那么，我们潮籍博士联合会，现在已经有几百个博士，我们可以联系到世界各地的一千多个博士，我们也打算在深圳成立一个联络处、秘书处，也跟这个侨商智库打算合作，也可以把我们这些博士的研究成果，看怎么样可以跟企业家对接。所以，在深圳这样非常好的一个地方，有新的技术、新的创新的发展。

A certain overseas Chamber of Commerce guest (2015CYN):
Building complex for international Chambers of Commerce and complex for international Think Tanks in Shenzhen is a fine idea, because Shenzhen is very successful in this hi-tech, in creation, and currently Shenzhen is a city with very unique advantages, be it in the “One Belt, One Road” strategy and in future development of China, I think it can play a very important role. Then, we have a solidarity club of Chaoshan origin doctors, and we already have several hundred doctors, and we can reach over ten thousand doctors around the world, and we also plan to set up a liaison office in Shenzhen, secretary office, and plan to cooperate with this Shenzhen Overseas Chinese Think Tank Institute, and also check out to see we can align our research results with the entrepreneurs. Therefore, in such a wonderful place like Shenzhen, there will be new technologies, new creations.

5、某国内商会嘉宾(2015LSX): 在助推“一带一路”的战略下, 侨商智库举办这个“侨交会”是一个非常好的渠道。帮助企业寻找“一带一路”的商机同样是一个非常好的一个渠道。“一带一路”上的华商也好, 华人也好, 非常的多。通过华商这个平台, 商协会社会团体这个平台, 把这些企业带出去寻找商机, 寻找合作的空间, 是非常好的一个渠道。下一步呢! 应该是利用“侨交会”这个平台, 多跟在华的华人工商群体联络与合作, 并借助这个优势, 把企业带出国门“走出去”。然后, 通过“侨交会”这个线下展会及其互联网线上服务平台寻找商机和立足点。

A certain domestic Chamber of Commerce guest (2015LSX):

Under the objective of boosting the “One Belt, One Road” strategy, Shenzhen Overseas Chinese Think Tank Institute holding this “OCTF” is an excellent project. Helping enterprise to find business opportunities in the “One Belt, One Road” strategy is a very great project. Be it Chinese businesspeople or Chinese along the “One Belt, One Road” strategy, the number is very big. Through the platforms of Chinese Businesspeople and business associations, getting these enterprises out for business opportunities, for room of cooperation, it is an excellent channel. What about the next step! We should take advantage of this “OCTF” platform, engage more liaison and cooperation with overseas Chinese industrial and commercial communities, and avail ourselves of this advantage, “bringing these enterprises out” across the border. And more, we are looking for business opportunities and foot holdings through the offline exhibition and online service platform of “OCTF”.

深圳能够得到这么大的发展，以及它的财政收入的提高，主要得益于高科技的发展，以及转型升级的提前布局，现在企业要取得成功，转型成功也好，要在创新方面去考虑，一个是多创新，一个就是向外继续发展，“走出去”，走出去包括了到内地去发展，现在内地还有许多发展的优势，土地的优势和劳动力的优势，走到国外去就是“一带一路”，“一带一路”提供了这么好的发展的空间和发展的机遇，企业应当紧紧地抓住这个机遇。

The reasons lie behind Shenzhen's great growth and expansion of fiscal revenue mainly in the development of hi-tech, and early deployment of transformation and upgrading; if an enterprise is to be successful or succeeds in transformation, it must try to make some moves in the aspect of innovation, more innovation, and then sustained outward development, "going out", going out includes to go inland for development and there are still a great many developmental advantages in the inland area, advantages in land and labor, and going abroad is to follow the "One Belt, One Road" strategy, now that the "One Belt, One Road" strategy offers such a wonderful growth potential and development opportunity, enterprises should hold tightly the opportunity.

结语

Epilogue

2015年首届“侨交会”在国家、省、市、外事侨务部门和工商联等人民团体，海内外商界领袖、社团组织、商协会负责人以及社会各界的大力支持和推动下，经过各参展团、企业（机构）、客商以及全体工作人员的共同努力，圆满地完成了展会期间各项预定工作和任务，最终取得了令人瞩目的丰硕成果。

Under the forceful support and generous help of the state, the province, the municipality and the overseas Chinese division of the foreign affairs department and industrial and commercial union etc. organizations, leaders of domestic business circles, social organizations, business associations as well as all walks of life from the entire society, upon unanimous efforts of the various exhibition delegations, enterprises (institutions), customers and the full staff, the first “OCTF” in 2015 successfully completed all planned tasks and missions, achieved fruitful and outstanding results.

从本届“侨交会”评价结果来看，本届“侨交会”获得了参展商、专业观众和海内外商协会社团嘉宾的普遍认可，展会期间举办的分论坛、各种主题推介会以及国际民间交流中心、创客创新创业创投俱乐部与侨商产业园落户河源等签约活动也获得了参会者的高度评价，作为首届展会，“侨交会”的满意度得分很高，85%以上参会者即参展商与专业观众表示愿意参加下一届“侨交会”。作为中国首个涉侨的国际性民间展会，“侨交会”以侨为桥，为海内外华人华侨交流、国内企业和海外侨商跨国投资与合作开创了一个全新的平台，是落实“一带一路”国家战略民间行动的创新举措，受到了海内外各界的广

泛关注。本届“侨交会”参展项目含金量高、涉及领域广，市场需求集中于高新科技、“互联网+”、绿色产品、创客创新创意产品、金融投资、新能源交通设施等行业，既体现了“侨”特色，也体现了国家产业导向与高新技术和新兴产业特色。

Judging from the evaluation results on the “OCTF”, this “OCTF” won universal approval from exhibitors, professional audience and guests from domestic and overseas Chinese businesspeople organizations, the sub-forums, various theme promotion conferences, contract signing activities of the OCTT The OCTT International NGOs Exchange Centre, the OCTT Innocations Entrepreneurships Maker And Investors Club as well as the Industrial Overseas Chinese Trade Park settling in Heyuan etc. also won acclaims of participants, as the first of its kind, the “OCTF” won high approving rate, 85% participants, that is, the exhibitors and professional audience expressed willingness to participate in the next ““OCTF”.” As the first overseas Chinese related international NGO exhibition held in China, the ”OCTF” setting overseas Chinese as a bridge, put up a totally new platform for communication between domestic Chinese and overseas Chinese, cross-border investment between domestic enterprises and overseas Chinese businesspeople, it is an innovative measure in implementing the “One Belt, One Road” strategy via NGO activity, it drew wide attention from all circles, home and abroad. The participating programs in this “OCTF” boast high economic value, cover industries wide array of industries, market demands focus on hi-new tech, Internet +, green products, maker creativity projects, financial investments, new energy traffic facilities etc., which embodies both the characteristics

of “overseas” and the characteristics of state industry orientation as well as hi-new tech and emerging industries.

第二届“侨交会”将于2016年8月深圳举行，作为国家侨界、海内外社团组织助推国家“一带一路”战略的一个重要展会，我们将向国侨办申请在建设侨界“一带一路”战略规划中，把“侨交会”列为国侨办南北两大国家级、国际性会展，即“一北（北京）一南（深圳）”，“一官方（首届世界华侨华人工商大会），一民间（首届华人华侨产业交易会）”不断提高其产业化、国际化、市场化水平和海内外影响力，努力将“侨交会”打造成为全球华人华侨永不落幕的国际产业交易平台与世界一流展会。

The second “OCTF” will be held in August, 2016 in Shenzhen, as an important exhibition event boosting the state strategy of “One Belt, One Road” strategy from the field of overseas Chinese, domestic and overseas Chinese social organizations, we will apply to China's State Council Overseas Chinese Affairs Office for listing the “OCTF” one of the two major national-level, international exhibitions under the China's State Council Overseas Chinese Affairs Office in the strategic planning of building the “One Belt, One Road” in the overseas Chinese circle, that is, “one north (Beijing), one south (Shenzhen)”, “one official (the first First World Conference of Overseas Chinese Business), one NGO (the first International Overseas Chinese “OCTF””, constantly improving its industrialization, internationalization and marketization level and domestic and international influence, endeavoring to make “OCTF” an everlasting international industrial platform and top notch exhibition in the world.

附件一：调查抽样与操作方法

Schedule 1: Investigation Sampling and Operation Method

2015年8月13~14日，开展了“2015中国（深圳）华人华侨产业交易会”（简称“侨交会”）项目调查。本次调查完成有效样本量1068个。具体调查抽样与操作方法如下：

A project investigation was conducted on The First International Overseas Chinese “OCTF” (Shenzhen) (short for “OCTF”) on Aug. 13-14, 2015. This investigation retrieved 1068 valid samples. Specific Investigation Sampling and Operation Method are as follows:

一、调查抽样

Investigation Sampling

1、调查对象。调查对象分为两类。一类为参展商，即参加侨交会的海内外参展商中高层管理者；另一类为专业观众，即参加侨交会的采购商、商界代表和业界专家。

Investigation object. Investigation objects are classified into two categories. One is exhibitors, that is, the intermediate and senior management officials of domestic and overseas exhibitors participating the “OCTF”; another is professional audience, that is, the purchasers, business circle representatives and industry experts.

2、抽样框。以8月13~14日到深圳会展中心参加侨交会的参展商与专业观众作为抽样框。

Sampling frame. The sampling frame is based on the exhibitors and professional audience attended the “OCTF” at Shenzhen Convention and Exhibition Center on Aug. 13-14.

3、抽样方法。

Sampling method.

参展商：基本覆盖本次参展的参展商。即将会场内每个展位作为一个调查点；然后对展位参展商的中高层管理人员进行问卷访问。

Exhibitors : roughly covered the exhibitors participating this exhibitors. That is, taking each exhibition booth as an investigation point; and then questionnaire interviews on intermediate and senior management officials were conducted.

专业观众：调查以现场偶遇的方法进行取样。首先，根据会场布局分为海外展商区、海内展商区、海外与海内展商混合区作为调查点；然后，通过偶遇抽样方法，对参加侨交会的专业观众进行问卷访问，访问时兼顾参观人流量的高低峰期，间隔约为 3~5 人。

Professional audience: sampling is conducted in a encountering method on site. First, overseas exhibition section, domestic exhibition section, mixed exhibition section of overseas and domestic enterprises according to the exhibition layout were taken as the investigation points; and then, through encountering sampling method, questionnaire interviews were conducted on professional audience participating the “OCTF”, interviews balanced the peak time and ebb time of visitor volume, intervals were set at 3-5 people.

4、样本量及分布。本次调查样本量为 1000 个，其中参展商 400 个，专业观众 600 个。

Sample size and distribution. The sample size of the current investigation is 1000, of which 400 are exhibitors and 600 are professional audience.

二、调查实施

Investigation Implementation

（一）调查方法及原则

Investigation Method and Principles

1、调查方法：调查采用问卷调查法。由培训合格的访问员在会场向受访者发放问卷并说明问卷填写方法，由受访者本人填写，并即时回收问卷。

Investigation Method: Questionnaire investigation method employed in this Investigation. Qualified interviewers after training would hand out the Questionnaire and explain the manner the Questionnaire was to be filled out at the exhibition site to the interviewee, the Questionnaire was then filled out by the interviewee, and the questionnaire was then recovered instantly.

2、调查原则：

Investigation Principles:

（1）受访者为参加侨交会的海内外参展商和专业观众；

The interviewee were domestic and overseas exhibitors and professional audience participating this “OCTF”;

（2）每个参展商只访问1人，调查对象为中层或高层管理者；

One person shall be selected for interview from each exhibitor, investigation object was an intermediate or senior management official;

(3) 专业观众的调查对象需年满 18 周岁；

Investigation object from professional audience must be an adult of 18 +;

(4) “一商多位”（一个参展商租用多个展位）的情况，只能视为一个参展商；

“One exhibitor with multiple booths” (one exhibitor renting several booths) shall only be treated as one exhibitor;

(5) “一位多商”（一个展位有多个参展商）的情况，需对每一个参展商进行访问；

When a situation of “One booth for multiple exhibitors” (one booth rented by several exhibitors) occurs, interview shall be conducted on each exhibitor;

(6) 专业观众不得重复受访，如有重复，则以首次访问的问卷为有效；

No duplication of interview on one professional audience, where there are duplications, the Questionnaire of the first interview shall be held as valid;

(7) 受访者对访问内容表示“难说”或不清楚的超过 50%，则访问无效；

An interview shall be ruled as invalid when over 50% of responses the interviewee responded were ““hard to say” or unclear;

(8) 访问员在访问时必须保持中立态度，不得引导或暗示受访者。

The interviewer shall remain neutral at all time, it may not guide or offer hint to the interviewee.

（二）调查组织

Investigation Organization

本次调查实行“队长→督导→调查员”层级管理模式，共设置队长3人、督导6人、访问员24人。督导、访问员均为民意中心签约的专业调查人员。

This Investigation employed a “Chief→Superintendent→Interviewer” hierarchical management mode, there were three chiefs, six superintendants and twenty four interviewers. Superintendants, interviewers are all professional investigators signed up by the public opinion center.

队长职责：主要负责各自调查小队的任务分配，把握调查进度，确保完成任务；检查、指导督导履行职责；处理调查过程中出现的问题。

Duties and responsibilities of the chief: to be mainly in charge of the task allocation for their respective teams, control investigation progress, ensure the mission is completed; inspect, instruct the superintendant to perform their duties; handle problems arising from the investigation process.

督导职责：负责访问员的任务分配和调查点安排，现场检查、指导访问员执行调查规范，在调查现场对已完成的问卷进行检验，确保本队问卷符合质量要求和完成调查任务。

Duties and responsibilities of the superintendant: to be in charge of task assignment and investigation points arrangement, site inspection, guide the interviewees to implement investigation norms, and inspect the

Questionnaires completed on the site, ensure the Questionnaires completed by the team satisfy the quality requirements and complete the investigation tasks.

访问员职责：负责在调查点采取偶遇的方式抽取调查对象，在现场与受访者沟通进行问卷访问工作。

Duties and responsibilities of the interviewer: responsible for sampling the investigation objects at the investigation point through encountering method, and conducting Questionnaire interview with the interviewee at the field.

（三）质量保障措施

(3) Quality Assurance Measures

调查通过现场监控、现场验卷、样本核查等措施，在调查执行中进行质量控制，以确保问卷的真实性和准确性。

Quality control was conducted in the investigation through field supervision, field questionnaire inspection and sample review etc. measures to ensure the truthfulness and accuracy of the Questionnaire.

1、**现场监控。**在现场采用“队长→督导”二级监控，各司其职。一是队长分区域在辖下调查队负责范围内巡查，并采取“暗访”方式随机抽查访问员的访问过程；二是采用1名督导监控4名访问员的方式，在调查现场全程监控访问员的访问过程。

1. Site monitoring. Two-tiered supervision of “Chief → superintendant” was employed on site, each does his due. Tier one is that the chief is responsible for conducting patrol inspection within the

jurisdiction it is assigned, and conducting “secret enquiries” randomly sampling the interview process of the interviewer; tier two is the mode of one superintendant controls four interviewers, having the full interview processes under the surveillance of the superintendant.

2、**现场验卷。**访问员在受访者完成问卷填写后，对问卷填写质量进行检验；督导在访问现场对受访者答题的逻辑性方面进行验卷，确保问卷填写符合要求。

2. On-Site questionnaire review. The interviewer shall review the quality of Questionnaires completed by the interviewee; the superintendant shall review the logic of the responses made by the interviewee onsite, and ensure that the Questionnaire are filled out as required.

3、**样本核查。**由专人对已完成的参展商问卷进行实地的核实，核实展区、展位、参展商单位名称及了解是否“应访尽访”，及时掌握未访原因，调整对策。

3. Sample review. A dedicated person shall be assigned to verify the Questionnaires completed by the exhibitors, verifying the exhibition section, exhibition booth, name of the exhibitor and whether “all required content is interviewed”, and promptly get the causes for content not interviewed and adjust counter measures.

三、调查后评估

3 Post Investigation Evaluation

经过抽样调查，本次共完成有效问卷 1068 份，其中：参展商 419 份（其中海外参展商 119 份，海内参展商 300 份），专业观众 649 份。

After sample investigation, this investigation retrieved 1068 valid Questionnaires, of which 419 from exhibitors (of which 119 from overseas exhibitors and 300 from domestic exhibitors), 649 from professional audience.

1、样本评估。本次调查的取样覆盖了侨交会所有不同地域、不同行业的海内、海外的参展商，还涵盖了参会采购商、商界代表及业界专家等不同身份的专业观众；按照科学的抽样原则进行取样，调查样本具有代表性。

1. Sample Evaluation. The samples of this investigation cover all areas, different industries of domestic and overseas exhibitors, and also cover purchasers, business circle representatives and industry experts etc. professional audience; sampling is conducted according to scientific sampling principle, and the investigation samples are representative.

2、问卷评估。通过问卷检验，问卷填写认真、规范、逻辑合理，问卷真实、有效。

2. Questionnaire Evaluation Upon Questionnaire inspection, the Questionnaires are carefully, filled out, responses are uniform, logical and reasonable, true and valid.

3、调查数据评估。调查数据采用数据分析专业软件进行统计分析，置信度为 95%时，数据的最大绝对误差不超出±3.0%，调查数据真实、有效。

3. Investigation Data Evaluation The investigation data is statistically analyzed with professional analysis software, when confidence coefficient stands at 95%, the maximum error may not exceed $\pm 3.0\%$, the Investigation data is true and valid.

附件二：调查数据统计分析说明

Schedule 2: Statistical analysis and explanation on the Investigation data

2015年8月13~14日，开展了“2015中国（深圳）华人华侨产业交易会”（简称“侨交会”）项目调查，完成有效调查问卷1068份。数据分析的软件采用社会科学统计软件包SPSS 15.0，采用的统计分析技术主要是频数分析（Frequencies Analyze）、交互分析（Crosstabs Analyze）和指数化分析（SEM Analyze）。所有分析流程及技术要求均严格按照民意中心《数据处理工作规范》执行，以下是数据分析处理过程：

A project investigation was conducted on The First International Overseas Chinese Trade Fair (Shenzhen) (short for “OCTF”) on Aug. 13-14, 2015, 1068 investigation Questionnaires were completed and retrieved. The software package SPSS 15.0 for social science statistics was used in the analysis for the investigation data, main statistical technologies employed were Frequencies Analyze, Crosstabs Analyze and SEM Analyze. All analysis processes and technologies are in strict compliance with the Data Processing Work Specifications of the centre of public opinions, to follow is the data analysis processing process:

一、数据处理前期准备

Early Phase Preparation of Data Treatment

（一）数据处理的方法。Epidata 用于数据录入，SPSS 用于数据分析，Excel 用于数据表处理。

Data Treatment Method. Epidata is used in data entry, and SPSS is used in data analysis, Excel is used in data table treatment.

（二）制作数据录入模板。根据确认的调查问卷，使用 Epidata 制作数据录入模板。通过基本模板设计与智能化程序设计控制逻辑错误和提高数据录入效率。

Preparing Data Entry Template. Preparing Data Entry Template using Epidata according to confirmed investigation Questionnaires. Control logic programming errors and improve the efficiency of data entry through basic template design and intelligent program design.

（三）制定数据录入说明。根据数据录入模板的各项设定制作数据录入说明，控制录入差错。具体包括问卷编号、编码原则、录入要求等需注意的相关问题。

Work out data entry instructions. Work out data entry instruction according to the various settings for data entry template, control entry errors. Specifically, this includes Questionnaire S/N, coding principles, entry requirements etc. relevant issues that require attention.

（四）数据录入员培训。首先，对录入员和校验员进行“录入基本常识”与“Epidata 使用”的培训；然后进行该项目的问卷内容、编码原则、录入原则/要求、注意事项等专项培训；最后上机试录测试，考核合格后才能上岗。

Data entry typist training. First, train the typist and calibrator on “basics on entry” and “Epidata Manual”; and then special program trainings are conducted on the Questionnaire content, coding principles, entry principles/ requirements, points for attentions for the said program etc.; finally the entry test on the computer, those passing the test are then assigned the job.

二、数据处理中期

Interim Data Treatment

（一）原始数据录入。根据该项目的《数据录入说明》，先进行问卷编号，然后使用 Epidata 软件，将有效调查问卷的答案录入该项目的数据录入模板中，形成项目原始数据库。

Original Data entry. First assign serial numbers to the Questionnaires according to the Data Entry Instructions, and then use the Epidata software to enter the valid answers to the investigation Questionnaire into the data entry template, and form the original database of the program.

（二）数据校验。为确保原始数据的准确性，由专业的校验员对录入的原始数，按照 20%的比率进行抽查校验。根据抽检标准，各录入员如有错误，则将抽检率提高至 40%，若仍有错误，则该录入员所录入的原始数据无效，全部重新录入。

Data calibration. In order to ensure the accuracy of the original data, the the typed original data shall be sampled and calibrated at the rate of 20% by professional calibrator. According to the sampling inspection standard, if errors are found in the typist, sampling inspection rate shall

be raised to 40%, where there is still error, then original data entered by the said typist shall be ruled invalid, it shall be all retyped.

本次调查的数据处理均严格执行以上步骤，确保问卷资料的完整性和数据的准确性。经检验，本次调查原始数据质量达标。

All data treatment in this investigation strictly followed the above procedures so that the integrity of Questionnaire materials and data accuracy are maintained. Upon inspection, the quality of the original data of this investigation passed quality inspection.

三、数据处理后期

Late Term Data Treatment

本次调查数据处理后期的工作主要是数据分析，主要包括频数分析、交互分析、指数化分析和数据表制作。

The late term treatment of investigation data mainly includes data analysis, mainly including Frequencies Analyze, Crosstabs Analyze, SEM Analyze and data table preparation.

（一）频数分析。对有关变量进行频数分析（Frequencies Analyze），得出总体有关选项的比率（人数百分比），其中满意度为“满意”与“比较满意”之和，不满意度为“不太满意”与“不满意”之和。

Frequencies Analyze. Frequencies Analyze shall be conducted on relevant variables, and general ratios (percentage of people) of relevant options shall be arrived at, of which satisfaction is the sum total of “satisfied” and “pretty satisfied”; unsatisfactory rating is the sum total of “not much satisfied” and “unsatisfied”.

（二）交互分析。根据委托要求对问卷的变量进行大量的交互分析（Crosstabs Analyze）：首先统计参展商和专业观众对侨交会项目调查的各项指标评价结果；再以总体、参展商、专业观众三个维度作为分析基点，分别统计不同年龄、职位、有无参加商会或智库、从事领域、收入、企业（机构）所属国对侨交会项目调查的各项指标评价结果。

Crosstabs Analyze. Extensive Crosstabs Analyze shall be performed on the Questionnaire variables in accordance with the entrustment requirements: first the various index evaluation results of exhibitors and professional audience for the “OCTF” shall be counted; then taking the full body, exhibitors, professional audience three dimensions as the starting point of analysis, and the various index evaluation results on “OCTF” item investigation from different age groups, positions, whether joined any Chamber of Commerce or Think Tank, area of business, income, country of origin of enterprise (institution).

（三）指数化分析。按照委托方的综合指数指标体系、评价原则，进行该项目的综合指数化分析。指数化分析所用数据除有特殊说明外，均剔除“难说”选项的选择比率，只对有明确表态的受访者进行统计。

SEM Analyze. Run general SEM Analyze on the program according to the general index indicator system and evaluation principles of the entrusting party. Unless specifically explained, the percentage for “Hard to say” shall be excluded from the data used in SEM Analyze, statistics shall only be conducted on interviewees who have definitively expressed their attitude.

（四）最大绝对误差。本次调查共回收有效问卷 1068 份，在 95% 的置信水平下，最大绝对误差不超过±3.0%。计算公式为：

Maximum absolute error. Altogether 1068 valid Questionnaires were retrieved, the confidence level is under 95%, the maximum absolute error does not exceed ±3.0%. Calculation formula:

$$d=z \times \sqrt{p \times (1-p) / n} = 1.96 \times \sqrt{0.5 \times 0.5 / 1068} = 0.030$$

其中，d 为最大绝对误差，z 为一定置信水平下的双侧置信限检验值，置信水平为 95% 时，由正态函数表可知 z=1.96；p 为对某个问题的持正面意见的比率（ $p \leq 1$ ）， $p \times (1-p)$ 的最大值 = $0.5 \times 0.5 = 0.25$ ，n 为样本量。

Of which, d is the maximum absolute error, z is the two-sided confidence limit test value when the confidence level is below a certain level, when the confidence level is 95%, from the normal function table we can see z=1.96; p is the percentage ($p \leq 1$) of people holding positive rating to a certain question, the maximum value of $p \times (1-p) = 0.5 \times 0.5 = 0.25$, n is the sample size.

（五）数据表制作。使用 Excel 将数据分析结果转化为数据表，作为正文提交。

Data sheet preparation. The data analysis results shall be converted into data sheet with Excel and be presented as the text proper.

附件三：满意评价指数统计分析

Schedule 3: Statistical analysis of satisfaction evaluation index

一、指数说明

Notes to the Index

本次调查根据《2015 中国（深圳）华人华侨产业交易会》研究框架的内容，从侨交会的实际情况出发，结合调查研究的专业角度，选取问卷中合适的指标构建《2015 中国（深圳）华人华侨产业交易会展会客户满意评价指标体系》，务求所构建的指标体系能反映展会客户，包括参展商及专业观众对侨交会总体成效和服务的评价。

This investigation is conducted in accordance with the content of research framework specified under ‘2015 International Overseas Chinese Trade Fair (Shenzhen)’, proceeding from the actual circumstances, incorporating professional angles of investigation study, appropriate indicators are chosen in setting up the Customer Satisfaction Evaluation Indicator System for ‘2015 International Overseas Chinese Trade Fair (Shenzhen)’, we are striving to set up an indicator system which can reflect evaluation on the overall performance and service of exhibition clients, including exhibitors and professional audience.

本次调查指数化方案，依据上述指导思想构建评价综合指数指标体系。该体系包含“因素”与“指标”两个层级。“因素”为评价综合指数的组成部分，不同因素对评价综合指数有不同程度的影响。“指标”为因素的组成部分，不同指标也对其所属的因素有不同程度的影响。

In the indexation scheme of this investigation, overall evaluation index indicator system is set up according to the foregoing guiding principles. The system includes “factor” and “indicator” two levels. “Factor” is the composition part of the overall evaluation index, different factor has different influence on the overall evaluation indicators. “Indicator” is the composition part of the factor, different indicator has different influence on the factor.

在构建了指标体系后，通过指数化计算，整理出会务服务评价指数、展会配套设施评价指数、场馆环境评价指数、展位布置评价指数、展会质量评价指数及展会商机评价指数。各因素、各指标都将附上影响系数与指数值。影响系数越大，表示该指标对所属因素或该因素对评价综合指数的影响程度越大；指数值越高，表示评价越好。

Having set up the indicator system, exhibition service evaluation index, exhibition supporting facilities evaluation index, premises environment evaluation index, exhibition booth arrangement evaluation index, exhibition quality evaluation index and exhibition business opportunities evaluation index were sorted out through indexation calculation. Influence coefficient and index value are attached to all factors, indicators. The bigger the influence coefficient, the bigger the influence of the indicator to the factor to which it belongs or the factor to the overall evaluation index; the bigger the index value, the better the evaluation.

本次调查主要就参会者、参展商及专业观众构建三套指标评价体系。其中，参会者为参展商及专业观众的总和。

Three sets of index evaluation systems are set up based mainly on participants, exhibitors and professional audience in this investigation. Of which, participants is the sum total of exhibitors and professional audience.

二、指数化方案

Indexation Plan

本次调查的结果将由指数化方式呈现，以下为计算方法、评价标准、评价原则的简介。

The investigation results shall be presented in indexation form, to follow is a brief introduction to the calculation method, evaluation standard, evaluation principles.

1、指数化方法

Indexation Method

本次指数化采用客观法，具体为结构方程法计算指数值，主要通过选取核心指标构建指标体系，将问卷调查得到的指标数据进行数理统计，得到各个因素及各项指标的影响系数，最后通过加权合计得到评价综合指数值。该方法在满意度研究中具有典型性、权威性，统计过程和结果科学、可靠。

The indexation adopted an objective method, specifically, to calculate the index values for with structural equation method, mainly through selecting the core indicators to set up the indicator system, to run mathematical statistics on the index data collected from the questionnaire investigation, and arriving at the influence coefficient for the various factors and indicators, finally, the overall evaluation index value is calculated through weighted computation. This method is typical, authoritative, the statistical process and the results are scientific and reliable.

2、指数化评价原则

Indexation Evaluation Principles

在反复验证指标评价体系，并征询有关专家意见后，归纳汇总形成以下几个评价原则：

Having repeatedly verified the evaluation system and consulted relevant experts, the following evaluation principles are arrived at through summary and deduction:

(1) 本次侨交会展会客户满意评价综合指数，包括参会者、参展商及专业观众评价综合指数，都以 100 为总指数值；

The overall customer satisfaction evaluation index of the “OCTF” include overall index of participants, exhibitors and professional audience evaluation, all with 100 as overall index;

(2) 选取的指标必须是与服务密切相关、并能反映服务状况的核心指标；

The index chosen must be closely related to service, and a core index which can reflect service situation;

(3) 在具体题型上，主要选用以满意度为评价标准的题目进行评价，多选题等不纳入指标体系；

(3) In terms of specific question categories, questions with satisfaction rating as evaluation standard are chosen, multiple-choice questions etc. are not included in the index system;

(4) 在具体评价方式上，选用涉及静态评价的题目；涉及动态评价的题目不纳入指标评价体系；

In terms of specific evaluation method, questions involving static evaluation are chosen; whereas questions involving dynamic evaluation are not included in the evaluation system;

(5) “展会成效”为总体评价指标，与指数值的评价意义相同，故该指标不纳入评价体系。

“Exhibition results” is the overall evaluation index, it has the same meaning as the index value, therefore the index is not included in the evaluation system.

3、指标体系构建

Index system setup

结合上述指数化评价原则及指标体系构建标准，在经过科学的数理统计分析后，得出每一指标的具体分值影响系数（见表1）

Specific value influence coefficient for each index is deduced by incorporating the foregoing indexation evaluation principles and indicator system setting up standards and after scientific mathematical statistical analysis. (see Table 1)

名称 Name	因素 Factor	影响系数 Influence coefficient
展会客户评价指数 Exhibition customer evaluation index	会务服务 Exhibition service	0.76
	配套设施 Supporting facilities	0.73
	场馆环境 Premises environment	0.89
	展位 Exhibition booth	0.82
	展会质量 Exhibition quality	0.83
	商机 business opportunities	0.81

表1：展会客户评价指数表

Table 1: Exhibition customer evaluation index

4、指数值评价标准

Evaluation standard of index value

以上指数均采用百分制进行评价，故其指数值所代表的标准可由表 2 做进一步划定（见表 2）。

The above indices were evaluated using percentile, so the criteria represented by its index value can be further delineated with Table 2 (see Table 2).

指数值 Index value	划定标准 Designated standard
80 以上 Over 80	评价以“满意”和“比较满意”为主，即评价正面 “Satisfied” and “pretty satisfied” dominated ratings, then it is a positive evaluation
70~79 70-79	评价以“一般”居多，满意度高于不满意度，即评价中性偏正 “So so” ratings accounted for a majority of evaluation, there were more satisfaction ratings than dissatisfaction ratings, then it is a neutral to positive rating
60~69 60-69	评价以“一般”为主，满意度与不满意度基本持平，即评价中性 Evaluation is centered on “so so”, satisfaction rating and dissatisfaction rating were roughly equal, then it is a neutral rating
40~59 40-59	评价以“一般”居多，满意度低于不满意度，即评价中性偏负 “So so” ratings accounted for a majority of evaluation, there were less satisfaction ratings than dissatisfaction ratings, then it is a neutral to negative rating
40 以下 Below 40	评价以“不太满意”和“不满意”为主，即评价负面 “Unsatisfied” and “not so satisfied” dominated ratings, then it is a negative evaluation

表 2：评价划定标准表
Table 2: Designated standard table for Evaluation

三、指数化结果

Indexation Results

1、参会者满意评价综合指数

Participants satisfaction evaluation overall index

华人华侨产业交易会参会者满意评价指数值为 81.93，属正面评价水平。

Participants satisfaction evaluation index for International Overseas Chinese Trade Fair is 81.93, is a positive evaluation index.

其中场馆环境因素评价最高，指数值为 84.24；其次是会务服务、展位布置评价，指数值为 83.75 及 83.62；第三是配套设施评价，指数值为 83.37；第四是展会质量评价，指数值为 81.41；展会商机评价最低，指数值为 75.22。

Of which, premises environment factor was rated the highest, at 84.24; next was exhibition service, and exhibition booth arrangement evaluation, at 83.75 and 83.62 respectively; third was exhibition supporting facilities evaluation, at 83.37; fourth was exhibition quality, at 81.41; exhibition business opportunities evaluation trailed last, at 75.22.

综合来看，场馆环境因素影响程度居 6 大因素之首，而且指数值最高，成为拉高评价综合指数值的首要因素。相反，展会质量因素影响程度居 6 大因素次席，但指数值反而较低，对参会者评价综合指数值有所拉低；另一拉低质素的因素为展会商机，影响程度较高，但指数值最低，是拉低参会者评价指数的重要因素。

Generally speaking, the influence of premises environment topped the six factors, and the index was the highest, it became the primary cause that brought the overall index value. On the contrary, exhibition quality factor influence ranks second in the six factors, however with a relatively lower index value, therefore somewhat brought down the overall index value; the other factor that brought down the value was the business opportunities offered in the exhibition, it was of pretty high influence, but with the lowest index value, was an important factor that brought down the evaluation index of participants.

通过指数化分析来看，如果要提升参会者满意评价指数，首要可从参展项目质量及参展产品质量着手，因为这些方面的影响系数高，但指数值在因素中偏低，存在改善空间。其次，可从参展行业数量、专业观众素质和实力、营商资讯及商业合作机会等方面着手。

Judging from the SEM Analyze, if one wants to improve participants satisfaction evaluation index, the most important thing is to start from exhibition projects quality and exhibition product quality, because these aspects have higher influence coefficient, however the index value in the factor was relatively low, there is room for improvement. Secondly, improvement efforts may be started from the quantity of exhibition industries, qualification and strength of professional audience, business operation information and business cooperation opportunities etc. aspects.

2、参展商满意评价综合指数

Exhibitors satisfaction evaluation overall index

华人华侨产业交易会参展商满意评价指数值为 80.41，略低于参会者及专业观众指数水平。

Exhibitors satisfaction evaluation index for International Overseas Chinese Trade Fair is 80.41, slightly lower than the index levels of participants and professional audience.

其中会务服务因素评价最高，指数值为 82.53；其次是场馆环境，指数值为 81.93；第三是展位布置、配套设施评价，指数值分别为 81.70 及 83.62。

Of which, exhibition service factor was rated the highest, at 82.53; next was premises environment, at 81.93; third was exhibition booth arrangement, supporting facilities evaluation, at 81.70 and 83.62 respectively.

需注意的是，参展商对展会质量及展会商机的评价指数均不足 80，为中性偏正水平。其中，展会质量评价因素的指数值为 79.88，二展会商机评价最低，指数值为 74.91。

What merits attention is, evaluation index of exhibitors for exhibition quality and exhibition business opportunities were both below 80, at neutral to positive levels. Of which, index for exhibition quality evaluation was 79.88, second, exhibition business opportunities evaluation was the lowest, index value was 74.91.

综合来看，场馆环境因素影响程度居6大因素之首，而且指数值最高，成为拉高评价综合指数值的首要因素。相反，展会质量因素影响程度居6大因素次席，但指数值反而较低，对参展商评价综合指数值有所拉低；另一拉低质素的因素为展会商机，影响程度较高，但指数值最低，是拉低参会者评价指数的重要因素。

Generally speaking, the influence of premises environment topped the six factors, and the index was the highest, it became the primary cause that brought the overall index value. On the contrary, exhibition quality factor influence ranks second in the six factors, however with a relatively lower index value, therefore somewhat brought down the overall index value; the other factor that brought down the value was the business opportunities offered in the exhibition, it was of pretty high influence, but with the lowest index value, was an important factor that brought down the evaluation index of participants.

通过指数化分析来看，如果要提升参展商满意评价指数，主要可从参会投资者实力、参展项目质量及参展产品质量着手，因为这些方面的影响系数高，指数值较低，存在较大改善空间。其次，可从专业观众素质和实力及商业合作机会等方面着手。

Judging from the SEM Analyze, if one wants to improve exhibitors satisfaction evaluation index, one may start from strength of investors participating the exhibition, exhibition projects quality and exhibition product quality, because these aspects have higher influence coefficient, however the index value in the factor was relatively low, there is room for improvement. Secondly, improvement efforts may be started from the qualification and strength of professional audience and business cooperation opportunities etc. aspects.

3、专业观众满意评价综合指数

Professional audience satisfaction evaluation overall index

华人华侨产业交易会专业观众满意评价指数值为 83.02，属正面评价水平。

Professional audience satisfaction evaluation index for International Overseas Chinese Trade Fair 83.02, is a positive evaluation index.

其中场馆环境因素评价最高，指数值为 85.85；其次是展位布置评价，指数值为 85.02；第三是会务服务及配套设施评价，指数值分别为 84.60 及 84.57；展会质量评价亦较高，指数值为 82.52；对展会商机评价最低，指数值为 75.53。

Of which, premises environment factor was rated the highest, at 85.85; next was exhibition booth arrangement evaluation, index value was 85.02; third was exhibition service and supporting facilities evaluation, at 84.60 and 84.57 respectively; exhibition quality evaluation was pretty high, index value was 82.52; exhibition business opportunities evaluation trailed last, at 75.53.

综合来看，场馆环境因素影响程度居 6 大因素之首，而且指数值最高，成为拉高评价综合指数值的首要因素。相反，展会商机因素影响程度较高，但指数值是所有因素中最低的，是拉低专业观众评价指数的重要因素。

Generally speaking, the influence of premises environment topped the six factors, and the index was the highest, it became the primary cause that brought the overall index value. On the contrary, business opportunities was a factor of pretty high influence, but with the lowest

index value, was an important factor that brought down the evaluation index of the professional audience.

通过指数化分析来看，如果要提升专业观众满意评价指数，首先可从参展行业数量着手，因为这方面的影响系数高，但指数值相比略低，存在改善空间。其次，可从商业合作机会着手，因为该指数值是所有指标中最低的(见表 3)。

Through SEM Analyze we can see, if one wants to improve professional audience satisfaction evaluation index, it may first start from the quantity of exhibition industries, because it was of pretty high influence coefficient, but slightly lower compared to the index value, there is room for improvement. Next, it may proceed from business cooperation opportunities, as this index value is the lowest among all indices (see Table 3).

	总体 Overall	参展商 Exhibitors	专业观众 Professional audience
展会客户评价指数 Exhibition customer evaluation index	81.93	80.41	83.02
会务服务 Exhibition service	83.75	82.53	84.60
配套设施 Supporting facilities	83.37	81.63	84.57
场馆环境 Premises environment	84.24	81.93	85.85
展位 Exhibition booth	83.62	81.70	85.02
展会质量 Exhibition quality	81.41	79.88	82.52
商机 business opportunities	75.22	74.91	75.53

表 3：展会客户评价指数表
 Table 3: Exhibition customer evaluation index