

THE 17TH
CHINA INTERNATIONAL
CARTOON & ANIMATION
FESTIVAL

第十七届 中国国际动漫节

产业博览会
招商手册

2021.9.29-10.4

中国·杭州
HANGZHOU·CHINA

CICAF 2021

EXHIBITION GUIDE

HANGZHOU·CHINA

活动简介

About CICA F

自 2005 年作为我国首个国家级国际性动漫节展在杭州成功举办以来，中国国际动漫节不断茁壮成长、精彩蝶变，已经连续举办十六届，专业化、国际化、产业化、市场化、品牌化程度持续提升。成为国内规模最大、人气最旺、影响力最广的动漫专业盛会，先后被国家“十一五”、“十二五”和“十三五”文化发展规划纲要列为重点文化会展之一，在推动中国动漫产业发展、展示动漫产业蓬勃发展势头、促进中外动漫文化领域深入交流合作等方面发挥了重要的平台和桥梁作用，也让动漫基因深深融入杭州城市气质，让杭州“动漫之都”这块城市文化金字招牌越来越闪亮。

第十六届中国国际动漫节因新冠疫情原因延期至 2020 年 9 月 29 日至 10 月 4 日，由国家广播电视总局、中央广播电视总台、浙江省人民政府主办。通过线上线下相结合的方式，举办了会展、论坛、商务、赛事、活动等五大板块共计 45 项活动。吸引了 65 个国家和地区参展参会，共 2680 家中外企业机构、5886 名客商展商和专业人士通过线上线下参与动漫节的各项活动；达成合作意向 1543 个。

第十七届中国国际动漫节将于2021年9月29日至10月4日在杭州举办，目前手续正在审批中。

活动信息

Information

主办单位：

国家广播电视总局 / 中央广播电视总台 / 浙江省人民政府

承办单位：

杭州市人民政府 / 浙江省广播电视局 / 浙江广播电视集团

执行单位：

杭州市动漫游戏产业发展中心
杭州中国国际动漫节会展有限公司

展会时间：

2021 年 9 月 29 日 -2021 年 10 月 4 日 (6 天)

举办地点：

中国浙江省杭州市高新(滨江)区白马湖动漫广场

Sponsored by the National Radio and Television Administration; China Media Group and The People's Government of Zhejiang Province, China International Cartoon and Animation Festival (CICA F) is the only state-level professional cartoon and animation festival of its kind in China, with its debut in 2005 in Hangzhou, the capital of Zhejiang Province, a scenic city famed for its legendary West Lake as the World Cultural Heritage. CICA F has been listed as one of the Key Cultural Convention & Exhibition Projects incorporated in the "National 11th, 12th and 13th Five-Year Plans on Cultural Development & Reform", and one of the key cultural trading platforms and key cultural convention & exhibition projects of "the Going- Out Project of Chinese Culture".

The 16th CICA F was rescheduled from September 29 to October 4, 2020, following the escalation of COVID-19 Coronavirus worldwide. This year, CICA F was mainly composed by 5 major brands: exposition, forum, business, competition and activity, through a combination of online and offline with altogether 45 events. It attracted 2,680 Chinese and foreign enterprises and 5,886 exhibitors from 65 countries and regions, signing contracts or cooperation intentions for 1,543 projects,

The 17th CICA F will be held in Hangzhou from September 29 to October 4, 2021. At present, the procedure is under review.

Sponsors:

National Radio and Television Administration of the People's Republic of China / China media group / The People's Government of Zhejiang Province

Organizer:

Hangzhou Municipal People's Government
Zhejiang Radio and Television Bureau
Zhejiang Radio & TV Group

Undertaker:

Hangzhou ACG industry development center
Hangzhou CICA F Exhibition Co., Ltd.

Time:

September 29 to October 4, 2021 (Six Days)

Venue:

White Horse Lake Animation Plaza, Binjiang District, Hangzhou, Zhejiang, P.R.China

媒体支持

Media Support



* 以上排名不分先后

产业博览会简介

About The EXPO

187

共吸引 187 家企业参展
Attracted 187 Companies

65

线上线下结合共吸引
65 个国家和地区参展参会
Attracted Companies covering 65
Countries And Regions

320

参展品牌数量约 320 个
About 320 Exhibiting Brands

206.4

开设 27 场互动直播
27 interactive live broadcasts
to connect with the offline exposition
最高在线人数达 206.4 万
PCU of 2.064 million

1012

线上线下总参观人次
达 1012 万
The total number of
visitors reaches 10.12 million

1.1 亿

六天全媒体流量 1.1 亿
Total media traffic of 110 million
in six days

第十六届中国国际动漫节产业博览会线下展览面积约为 6.5 万平方米，共吸引了 187 家企业参展，涉及欧洲、美洲、亚洲等地区约 320 个品牌。同时充分运用杭州数字防“疫”成果，做到智慧化、精细化防控，安全有序办好线下展会。

同期推出了全新的“云上国漫”平台，在动漫节期间开设 27 场互动直播，将线下展位及主舞台精彩活动与线上进行联动，总参观人次达 1012 万人次，最高在线人数达到 206.4 万人次。通过线上线下相结合的办展模式，打造跨时空跨区域的“永不落幕的动漫节”。

The 16th CICA F is a comprehensive carnival-like festival with the main venue of 65,000 square meters, including B2B & B2C parts, and there are 187 enterprises from Europe, America, Asia and other regions with 320 brands presented. Meanwhile, Hangzhou makes full use of the achievements of digital epidemic prevention and control measures to bring a smart, detailed, safe and orderly offline festival.

In the same period, the Festival launches a new platform---“Online CICA F” to set up 27 interactive live broadcasts to connect with the offline exposition and stage performance, during the CICA F period. The total number of visitors reaches 10.12 million, with the PCU of 2.064 million, creating a cross-time and cross-regional “Never-Ending- CICA F”.

展会优势

EXPO Advantages



国际平台
International Platform



全球露出
Global Exposure



政府推动
Government Support



央媒传播
China Central
Television Covering



专业商洽
Professional Business
Session



精准受众
Audience Accurate



消费旺盛
Strong Consumption



性价比高
Cost-Effective

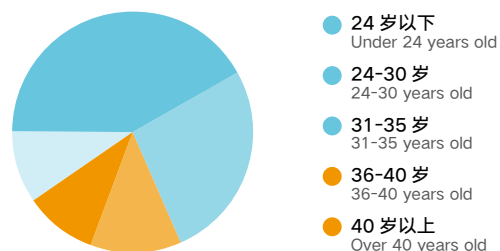
展会数据分析

Exhibition Data Analysis

上一届普通观众性别比例
Cartoon & Animation Industry Exposition



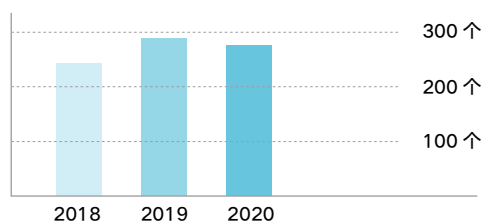
上一届普通观众年龄分布
Cartoon & Animation Industry Exposition



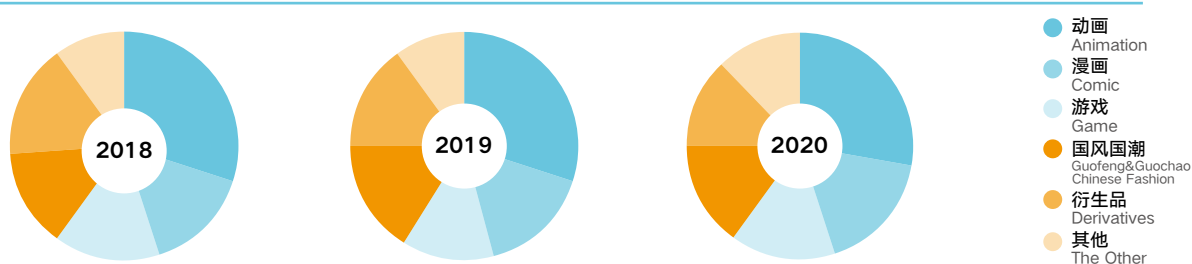
上一届普通观众跨城用户
Cartoon & Animation Industry Exposition



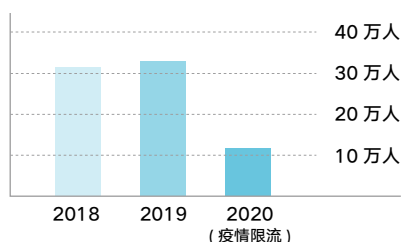
参展 IP 数量三年对比图
Comparison of IPs (Past Three Years)



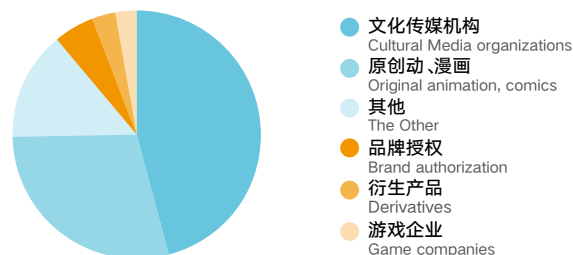
近三年参展内容占比图
Proportion of Exhibition Content (Past Three Years)



近三年观众人数对比
Cartoon & Animation Industry Exposition



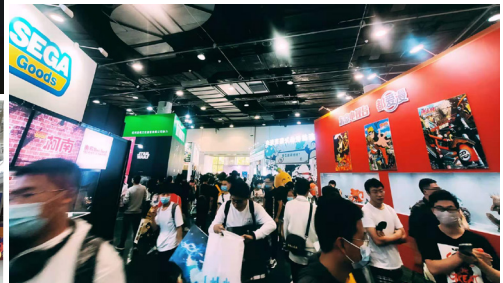
上届专业观众性质分类
Cartoon & Animation Industry Exposition



展会盛况

EXPO Gallery





上届参展品牌

Previous Exhibition Brands



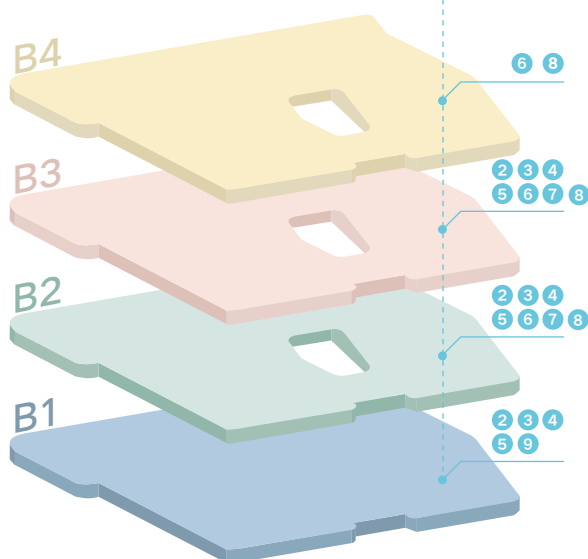
* 以上排名不分先后(由于篇幅有限,未出现全部参展品牌)

* Above Not In Particular Order And Incomplete Listing Due To The Limited Space

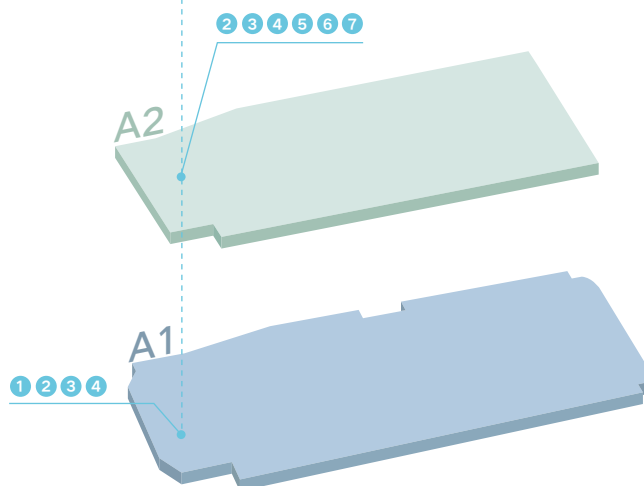
招商信息

Exposition Market Info

B馆 动漫游戏产业馆 ACGN Industry Hall



A馆 动漫品牌联合馆 Animation Brand Joint Pavilions



* 展馆楼层分布图

1 组团区 Group Exhibition Area

国际动漫企业组团、国内省市动漫企业组团、国内动漫产业基地组团等。

International Cartoon & Animation Enterprise Group, domestic Provincial & Municipal Cartoon & Animation Enterprise Group, domestic Cartoon & Animation Industry Base Group, etc.

2 动画类 Animation Exhibition Area

境内外动画电影、电视动画、网络动画播出发行机构、视频平台等所属企业或代理机构。

Animation Exhibition Area:
Domestic & Foreign Animated Film, Animated TV Series, Network Animation broadcast distribution agencies, video platforms & Affiliated Enterprises or Agencies, etc.

3 漫文类 Comics & Literature Exhibition Area

境内外出版社、互联网文学、漫画平台、漫画制作等所属企业或代理机构。

Domestic & Foreign Publishers, internet Literature, Comics Platform, Comics Production & Affiliated Enterprises or Agencies, etc.

4 游戏类 Gaming Exhibition Area

境内外网络游戏、手机游戏、单机游戏、主机游戏、游戏平台、独立游戏、电竞相关等所属企业或代理机构。

Domestic & Overseas Online Games, Mobile Games, Single Games, Console Games, Game Platforms, Independent Games & Affiliated Enterprises, E-sports related or Agencies, Etc.

5 周边类 Animation Related Products Exhibition Area

境内外动漫正版衍生品、手办模型、服化道产品、潮玩产品、盲盒扭蛋等 所属企业或代理机构。

Domestic & Foreign Animation Derivatives Products; Hand-Made Models; Clothing, Makeup & Props Products; Lucky Boxes, Capsule Toys & Affiliated Enterprises or Agencies, etc.

6 科技类 Science & Technology Exhibition Area

境内外 5G\虚拟现实\增强现实\混合现实\全息投影等技术在动漫游戏场景的运用展示。

Demonstrations Of Domestic & Foreign 5G \ VR \ AR \ MR \ Holographic Projection Technology in The Use of Animation Game Scenes, etc.

7 社交类 Social Exhibition Area

社交平台、直播平台、短视频内容平台、新媒体平台、后期软件、新型社交软件。

Social Platform, Live Broadcast Platform, Short Video Content Platform, New Media Platform, Post-Production Software, Newest Social Software, etc.

8 二次元、Z 世代 The ACG (二次元にじげん) & Gen Z Exhibition Area

国风、国潮、Lolita、JK、Cosplay、自由舞台、国风演唱会、虚拟偶像演唱会、走秀等。

Guofeng & Guochao Chinese Fashion, Lolita, JK, Cosplay, Live Stage, Guofeng National Style Concert, Virtual Idol Concert, Catwalk, etc.

9 主场舞台 Main Stage

动漫名家签售、动漫游戏企业活动专场、女团/男团/KOL 演出、声优演出等。

Animation Celebrity Signing, ACGN Enterprise Session, Women's Group / Men's Group / KOL Performance, Seiyuu Performance, etc.

A馆 / 动漫品牌联合馆

A1

招商范围

境内外知名动漫游戏品牌、播出发行机构、视频平台、境内外企业组团、泛娱乐上市集团、城市 / 基地 / 协会组团等

楼面设计荷载值：3000kg/m²



A2

招商范围

动漫游戏原创企业、影视机构、电子游戏、互动娱乐及黑科技应用供应商等

楼面设计荷载值：800kg/ m²



B馆 / 动漫游戏产业馆

B1

招商范围

境内外知名动漫游戏产业
企业、二次元内容平台等

楼面设计荷载值：800kg/m²

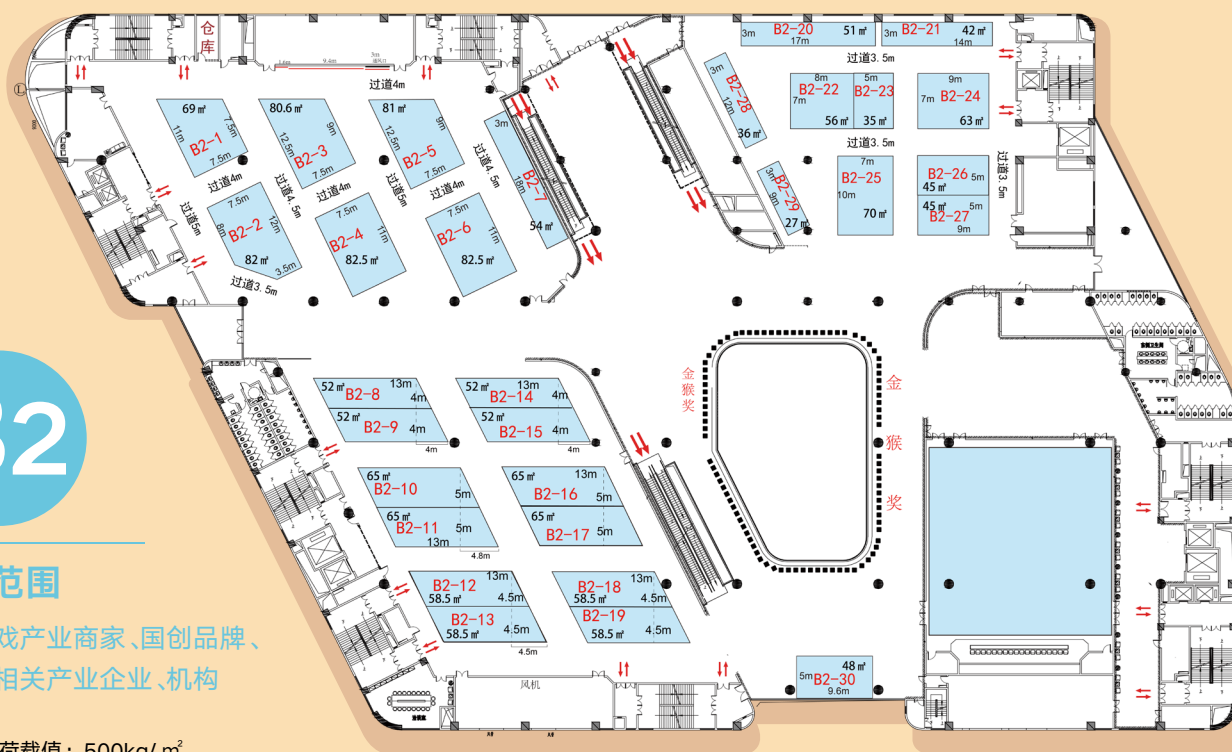


B2

招商范围

动漫游戏产业商家、国创品牌、
二次元相关产业企业、机构

楼面设计荷载值：500kg/m²

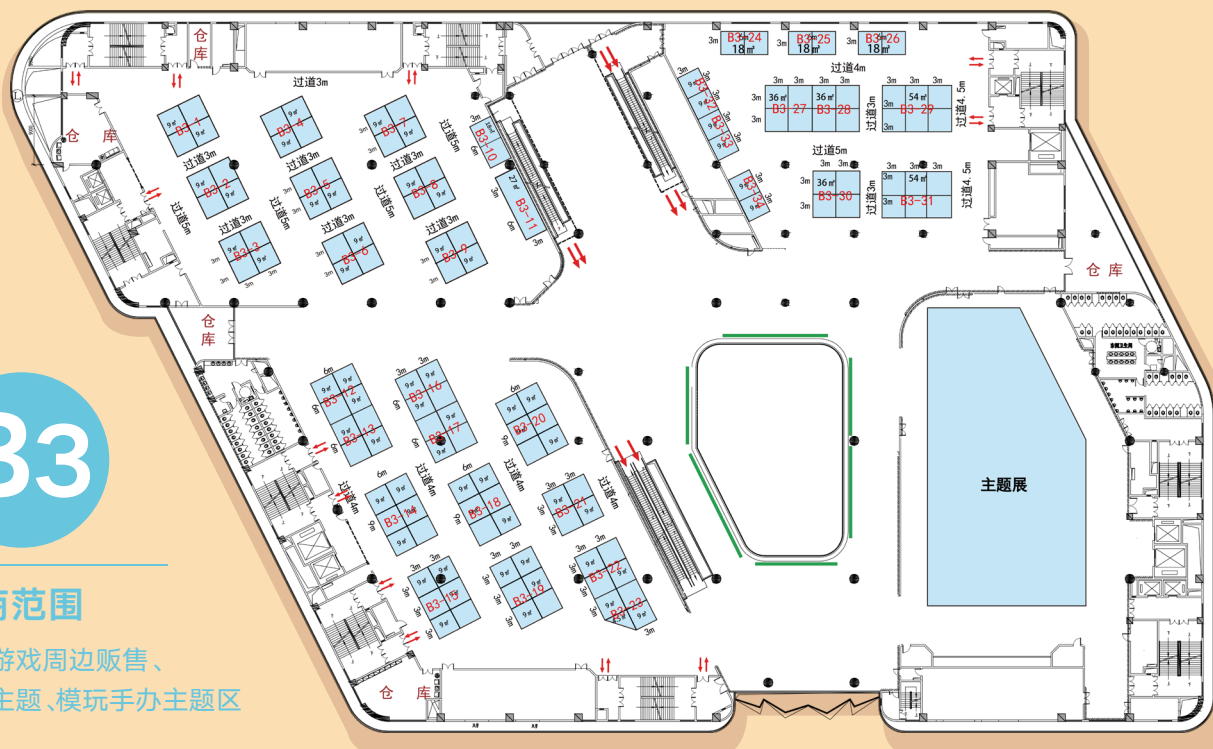


B3

招商范围

动漫游戏周边贩售、
国潮主题、模玩手办主题区

楼面设计荷载值：500kg/ m²

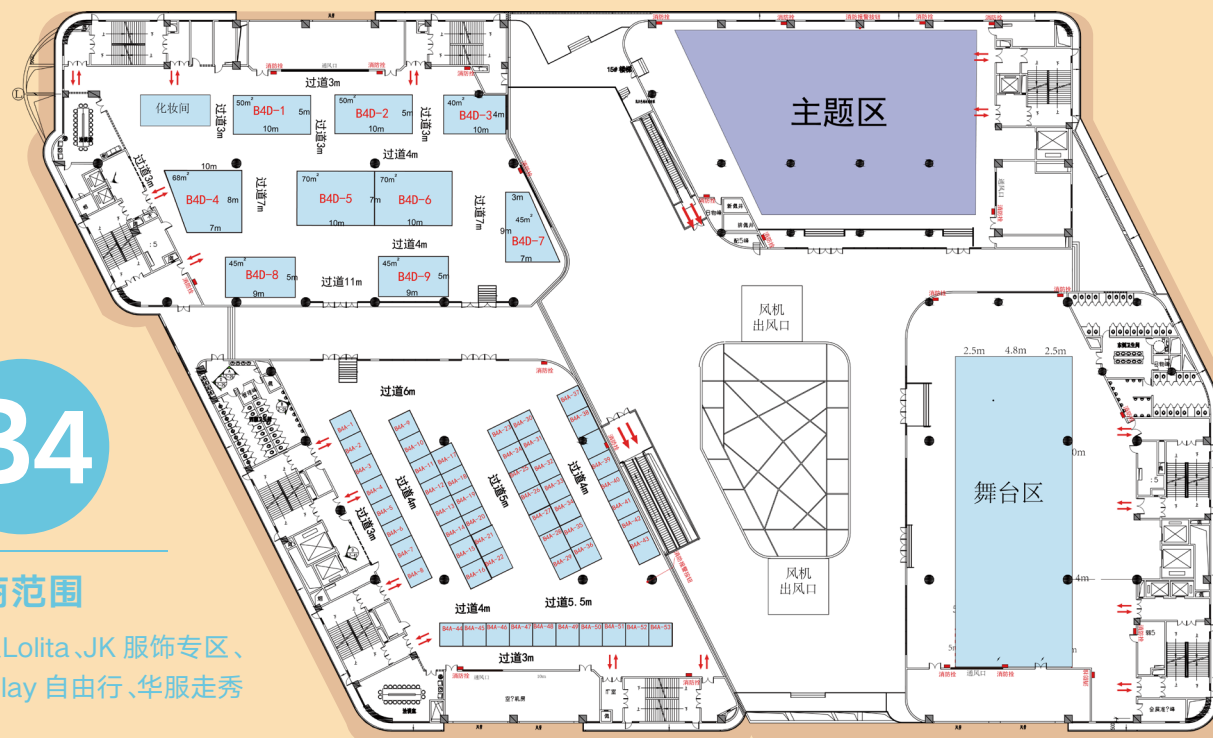


B4

招商范围

国风、Lolita、JK 服饰专区、
Cosplay 自由行、华服走秀
等

楼面设计荷载值：500kg/ m²



价格及优惠政策

Price And Preferential Policies

展位价格、联系方式	展馆	楼层	价格	联系人	招商电话	招商微信	招商 QQ	备注
	城市组团 / 动漫游戏品牌联合馆	A1	900 元 /m ² (特装)	方诗莹	0571-85081913	境内外知名动漫游戏品牌、播出发行机构、视频平台、境内外企业组团、泛娱乐上市集团、城市、基地、协会组团等		
			900 元 /m ² (特装)	高琛燕	13588414623	18258239759 18605719826	32117301 1605958246	境外品牌
			900 元 /m ² (特装)	王红梅	18258239759			
			900 元 /m ² (特装)	诸葛晓舟	18605719826			
		A2	900 元 /m ² (特装)	钱 欣	13588068198	15168246897	407669542	
	动漫游戏产业馆	B1	900 元 /m ² (特装)	高琛燕	13588414623	18258239759 18605719826	32117301 1605958246	
		B2	800 元 /m ² (特装)	王红梅	18258239759			
		B3	8000 元 /9m ² (特色店铺)	诸葛晓舟	18605719826			
		B4	600 元 /m ² (特装)	盛鹏锋	15067129088	15067129088	/	国风、Lolita、JK 专区、Cosplay 自由行、华服走秀等
			6000 元 /9m ² (标展)					
			100000 元 / 厅 (约 1500m ²)	许卫东	0571-85099236	/	/	主题合作

优惠政策	2021 年 6 月 20 日前 缴纳展位费全款，享受原展位价格 (八折)	* 特装展位价格计算公式 总价 = 订购面积 × 单价
	2021 年 7 月 15 日前 缴纳展位费全款，享受原展位价格 (九折)	* 特装展位 36 平方米 起租
	* 杭州本地企业特装展位可申请杭州市相关政策，不享受本优惠政策 * 标展及特色店铺由组委会提供搭建，杭州企业参照以上优惠政策，不享受杭州市相关补贴	* 特色店铺 18 平米 (2 个) 起租
凡购买特装展位的展商，购买博览会广告可享受优惠价格		

参展流程

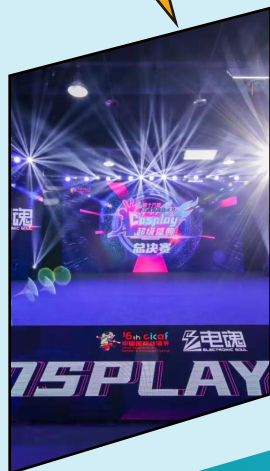
Exhibition Process

01 参展意向 Exhibition Intention	02 详细咨询 Detailed Consultation	03 确定参展 Participation Confirmation	04 签订合同 Contract Signing	05 支付全款 Payment Of Full Amount	06 展位确认 Booth Confirmation	07 布展方案 Installation Plan
08 线上登记 Online Registration	09 现场报道 Live Coverage	10 费用发票 Expense Invoice	11 施工搭建 Construction	12 六天展期 Six-day Exhibition Period	13 安全撤展 Safe Dismantling	

声优大赛广告赞助

产业博览会赞助

cosplay超级盛典冠名



广告合作

活动冠名、场馆广告、印刷品广告



*详情请咨询各馆招商人员

同期活动

Activities

动漫产业高峰论坛——主论坛

Cartoon & Animation Industry Summit Forums — Core Forum

动漫产业高峰论坛是历届中国国际动漫节的重要专业活动，是一年一度动漫业界嘉宾云集、泰斗群聚的盛会，是国内外一流动漫专家学者智慧碰撞的舞台，是通过集思广益、出谋划策、方向引领推动中国动漫产业发展的重要平台，包括主论坛、大师班、新锐班、圆桌班等一系列高品质的对话、研讨和论坛活动。

Listen to the dialogues among masterminds and draw inspiration from the wits of the professionals, where experts, scholars, and animation fans participated in. Sparks of thoughts are bursting in these Cartoon & Animation Industry Summit Forums with different topics during CICA period. Summit Forums are annual grand gatherings for distinguished guests and masters in this field and consists of Core Forum, Master Class, Young, Panel, Live, and so on.



中国国际动漫节“金猴奖”大赛 CICAF “Golden Monkey King Awards” Competition

中国国际动漫节“金猴奖”大赛是在国内外动漫领域享有盛誉的专业赛事。由中央广播电视总台主办，是中国国际动漫节的重要活动品牌，以“和平、和谐、发展、健康、向上”为基调，倡导“高品质、高品格、高品位”的理念，鼓励原创，打造精品；旨在弘扬动漫文化，挖掘产业价值，培育动漫人才，引导和推动中国动漫产业转型升级、科学发展。优秀作品将获享“金猴奖”礼遇。参赛报名请登录中国国际动漫节官网“金猴奖”专区(jhj.cicaf.com)

As a significant brand-building contributor of CICA, “Golden Monkey King Awards” is a prestigious event sponsored by China Media Group, and welcomes outstanding animation works from all over the world every year. The Award endeavors to encourage works of “originality”, “harmony”, “excellence”, and “high quality, high character, and high taste”. It is also an optimal platform for tapping talents and hidden values of the emerging cartoon and animation industry, and also for setting directions for the structural transformation and upgrading of the Chinese animation industry. The “Awards” is divided into two categories: “General Awards” and “Promising Awards”. Please do not hesitate to enroll your works now on hjj.cicaf.com before March 15, 2021! We are looking forward to hearing from you.



iABC 国际动漫游戏商务大会

International Animation & Game Business Conference

iABC 国际动漫游戏商务大会作为中国国际动漫节面向产业端的商务板块，近年来逐渐成为国内外动漫游戏从业者每年固定参与的活动。2020 iABC 吸引了英国、法国、芬兰、巴西等 42 个国家和地区的海外专业观众在线关注，863 名国内专业观众现场参与，还重点发布了涉及动漫跨界融合领域的五大类 14 个项目，涉及金额近 5 亿元人民币，现场签约金额超 2.5 亿元人民币。踊跃的洽谈氛围和旺盛的市场需求，为整个动漫行业提振了信心，也为疫情常态下动漫产业发展寻求了新机遇。作为中国国际动漫节的 B2B 商务大会，2021 iABC 将重点关注行业痛点、难点，围绕“商务社交、国际合作、项目发布、产业规划、产业细分”五大板块，附以一系列商务配套，全面提升并务实商务活动。着力提升王牌活动——1-1 商务洽谈将涉及投资、制作、发行、授权等全产业链，力求将 iABC 商务大会打造成中国动漫游戏商务第一品牌。

International Animation & Game Business Conference (iABC), as a business part oriented to the industrial end of CICA, has gradually become an annual event regularly attended by domestic and foreign animation & game practitioners in recent years. iABC 2020 has attracted online professional viewers from 42 countries and regions such as the UK, France, Finland and Brazil, as well as 863 domestic professional field visitors. It also witnessed the release of 14 major cross-industry integrated projects related to animation in 5 categories, with an amount of nearly 500 million Yuan and an amount of more than 250 million Yuan for contracts signed on the spot. Active negotiation atmosphere and strong market demand made the whole animation industry more confident and sought new opportunities for the development of the industry under regular epidemic prevention and control. As the professional B2B part of CICA, iABC 2021 will focus on the pain points and difficulties of the animation industry, and try to enhance business activities and make them more pragmatic based on 5 sections including business socializing, international cooperation, project releasing, industry planning and industry segmentation, along with a series of business supporting activities. Efforts will be made to improve the featured activity, namely, match-making, which involves the whole industry chain including investment, production, distribution and licensing, striving to make iABC the top one brand of animation and game business in China.



中国 Cosplay 超级盛典

China Cosplay Super Show

中国 Cosplay 超级盛典是中国国际动漫节针对动漫爱好者设立的专属赛事，以其公开、公平、公正，内容创新，赛制专业，评选权威，在业界树立了良好的口碑及公信力，得到了国内外动漫爱好者的广泛关注和喜爱，是国内最为专业且唯一的国字号 Cosplay 赛事品牌。

China Cosplay Super Show is particularly set up for animation fans and cosplay enthusiasts by CICA. It is currently enjoys vast popularity among fans home and abroad for its openness & fairness, authority & speciality and extensive coverage. This event is the only and most professional national Cosplay competition brand in China.



动漫声优大赛

Seiyuu Competition

声优大赛是中国国际动漫节针对配音爱好者设立的专业赛事，大赛以公平、公正的赛事环境，专业、权威的评审标准受到了国内外动漫、配音领域的高度关注和广泛好评。声优大赛成功举办十届，为挖掘优秀配音人才，注入行业新鲜血液，促进技能交流提升，推动产业健康发展起到了积极作用。

Seiyuu Competition, a highly influenced nationwide animation dubbing competition, is well embraced by domestic and foreign animation and dubbing enthusiasts. To combine performance and contests, the 10-edition-competition aims to discover dubbing talents and to build an industrial platform for better resource exchange among talents and companies. Please do not hesitate to contact us and we are looking forward to welcoming your participation.



中国(杭州)国际少儿漫画大赛

China (Hangzhou) International Children's Comic Competition

中国(杭州)国际少儿漫画大赛是中国国际动漫节中参与面最大、国际化程度最高的青少年品牌活动项目，也是中国具有影响力的国际性青少年文化活动之一，更是国内外喜爱绘画艺术的少年儿童切磋交流的大平台。大赛参赛选手遍及五大洲 48 个国家和地区，参赛选手累计 25 万余人次。大赛每年从畅想未来、人文关怀、环境保护等多个角度设定主题，培育和挖掘青少年优秀原创漫画人才，并开展优秀原创获奖作品境内外巡展活动，促进国际间的文化交流。大赛聘请国内外专家担任主评委。参赛报名请登录中国国际动漫节官网“漫画大赛”专区 <https://comic.cicaf.com>

CICCC aims to promote cartoon culture among young people and encourage youngsters to explore more in the field of cartoon and animation. It is the most internationalized youth events in CICAF and throughout the whole country. More than 250,000 contestants from over 48 countries and regions have participated in CICCC through the years. Every year, CICCC sets the theme to encourage originality from the perspectives of Ideological Future, Humanistic Concern, and Environmental Conservation, etc., and employs domestic and foreign experts as judges. Please do not hesitate to contact us <https://comic.cicaf.com/> and we are looking forward to having your participation.



动漫彩车巡游

Cartoon & Animation Floats Parade

动漫彩车巡游是中国国际动漫节中最能体现“人民的节日”的品牌项目之一，深受百姓喜爱与媒体关注。“全民乐动漫，快乐你我他”是动漫彩车巡游活动始终把握的主线，只要你喜欢动漫，展示多样风采，你将有机会成为巡游队伍的成员，用你动漫角色化的表演，体现动漫与生活、城市的关联，以你精彩展现与他们分享快乐和满足。2021年第十七届中国国际动漫节动漫彩车巡游等你加入。

A parade of hundreds of performers forming several matrixes and riding on over 20 floats is staged during CICAFA period every year, incorporating a diversified variety of arts such as music, dance, and acrobatics to create a carnival-style atmosphere. This Floats Parade mostly reflects the theme of "People's Festival", and draws great attention from the public and the media. The 17th CICAFA Cartoon & Animation Floats Parade of 2021 now recruits programs and performances from all the exhibitors, enterprises, performance groups and IP owners, who will have amazing chances to showcase in the parade. We are looking forward to having your participation.



全球合作节展

International Animation Festivals Cooperation

我们与其中部分节展结成了战略合作关系，每年互派工作人员参加对方的动画节，并且在论坛演讲、学术交流、作品参赛、佳作展映、展位互换、商务合作等方面达成共识并赋予实践，为国内企业品牌、产品走出去提供帮助。

We have tied strategic partnership with some of the festivals. Each year, we send staff to participate in each other's animation festivals. Provide help for domestic enterprises' brands and products to go global, we also reached consensus and put into practice in giving speeches at forums, academic exchanges, works competitions, masterpiece screenings, booth exchanges, and business affairs and other aspects.



worldcontentmarket



* 以上排名不分先后

* In No Particular Order



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