《深圳市关于加快建设国际会展之都的若干措施（修订）》（节选）
Several Measures of Shenzhen Municipality on Accelerating the Building of an International Exhibition & Convention Capital (Revised) (Excerpts)

二、打造多层次高能级展会体系

II. Build a Multi-Tiered, High-Level Exhibition System

（五）大力引育知名展会。积极引进具有全球影响力的知名品牌展会、全国百强展览，支持国内外展会举办深圳“首展”。大力发展“首发”“首展”“首秀”，为新产品、新业态、新模式、新服务、新技术搭建国际化展示交易平台。对新引育市场化举办的“名展”“首展”项目，按场租的一定比例给予奖励，最高 600 万元/场。支持承接各类国家级论坛大会，申办高级别国际峰会会议，鼓励各部门、各区结合产业及辖区实际需求，对新引进市场化举办的会议（论坛）项目给予一定资助。（责任单位：市商务局、市外办、各区政府）

(V) Vigorously Introduce and Cultivate Renowned Exhibitions. Actively introduce renowned brand exhibitions with global influence and China’s top 100 exhibitions, and support domestic and international exhibitions in holding their “Shenzhen debut.” Vigorously develop “first launches,” “first exhibitions,” and “first shows,” and build an international display and trading platform for new products, new business forms, new models, new services, and new technologies. For newly introduced and cultivated market-oriented “renowned exhibitions” and “debut exhibitions,” awards shall be granted at a certain percentage of venue rental, up to CNY 6 million per session. Support the undertaking of various national-level forums and conferences and bidding to

host high-level international summit meetings. Encourage all departments and districts, in light of actual industrial and jurisdictional needs, to provide certain subsidies for newly introduced market-oriented conference (forum) projects. (Responsible authorities: Shenzhen Municipal Commerce Bureau, Shenzhen Municipal Foreign Affairs Office, and district governments)

（六）加快提升展会能级。支持展会做大做强，不断扩大规模效应，提高国际影响力，对在全市专业展馆举办的展会按一定比例给予场租资助，并对其中成长性展会、国际性展会及特定时间段（1 月、2 月、7 月、8 月、12 月）举办的展会适当上浮资助比例，单个展会每届资助最高 300 万元。（责任单位：市商务局）

(VI) Accelerate the Upgrading of Exhibitions. Support exhibitions in becoming bigger and stronger, continuously expanding scale effects and enhancing international influence. Provide venue rental subsidies at a certain percentage for exhibitions held in professional exhibition venues across the city, and appropriately increase the subsidy percentage for growth-oriented exhibitions, international exhibitions, and exhibitions held during specific periods (January, February, July, August, and December). The maximum subsidy for a single exhibition per session shall be CNY 3 million. (Responsible authorities: Shenzhen Municipal Commerce Bureau)

（七）促进“产展融合”发展。聚焦战略性新兴产业和未来产业，发挥展会促进行业发展、拓展产业发展空间功能，对相关题材的新培育展会给予连续三年的培育期资助，单个展会每届资助最高不超过 50 万元。支持举办“风向标”展会，

相关部门可结合深圳产业发展实际，对亟需引进的、成长潜力高的或具有行业引领效应的专业展会给予一定比例的资金支持。（责任单位：市商务局、市发展改革委、市科技创新局、市工业和信息化局、市文化广电旅游体育局、市海洋发展局）

(VII) Promote the Integrated Development of Industry and Exhibitions. Focus on strategic emerging industries and future industries, leverage the role of exhibitions in promoting industry development and expanding industrial development space, and provide incubation-period subsidies for three consecutive years to newly cultivated exhibitions on relevant themes, with the maximum subsidy for a single exhibition per session not exceeding CNY 500,000. Support the holding of “bellwether” exhibitions. Relevant departments may, in light of Shenzhen’s actual industrial development, provide a certain proportion of financial support to professional exhibitions that are urgently needed for introduction, have high growth potential, or have industry-leading effects. (Responsible authorities: Shenzhen Municipal Commerce Bureau, Shenzhen Municipal Development and Reform Commission, Shenzhen Municipal Science, Technology and Innovation Bureau, Shenzhen Municipal Industry and Information Technology Bureau, Shenzhen Municipal Culture, Radio, Television, Tourism and Sports Bureau, and Shenzhen Municipal Marine Development Bureau)

（八）打造标杆品牌展会。培育高水平展会体系，持续提升深圳展会品牌影响力，支持战略性新兴产业、传统优势产业等领域展会持续提质升级、做强做优。鼓励

展会主动对接高标准规则，对经认定为深圳市品牌展会的项目分档给予最高 50 万元奖励。（责任单位：市商务局）

(VIII) Create Benchmark Brand Exhibitions. Cultivate a high-level exhibition system, continuously enhance the brand influence of Shenzhen exhibitions, and support exhibitions in strategic emerging industries, traditional advantageous industries, and other fields in continuously improving quality, upgrading, and becoming stronger and better. Encourage exhibitions to actively align with high-standard rules. For projects recognized as Shenzhen brand exhibitions, provide tiered awards of up to CNY 500,000. (Responsible authorities: Shenzhen Municipal Commerce Bureau)