

THE 18TH
CHINA INTERNATIONAL
CARTOON & ANIMATION
FESTIVAL

2022年11月24日至27日
HANGZHOU CHINA
中国·杭州

第十八届 中国国际动漫节

EXHIBITION
GUIDE

产业博览会
招商手册

共富新时代·动漫创未来

活动简介

About CICAF

中国国际动漫节由国家广播电视总局、中央广播电视总台和浙江省人民政府主办，杭州市人民政府、浙江省广播电视局和浙江广播电视集团承办，是我国首个国家级、国际化的动漫专业节展，是“中华文化走出去工程”重点扶持的文化交易平台。

自 2005 年起，中国国际动漫节已在杭州成功举办十七届，始终秉承“动漫的盛会，人民的节日”的宗旨，组织开展会展、论坛、商务、赛事、活动等五大板块内容，专业化、国际化、产业化、品牌化、市场化程度持续提升，成为国内规模最大、人气最旺、影响力最广的动漫专业盛会，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。

2021 年 9 月 29 日至 10 月 4 日，作为在中国共产党成立 100 周年、“十四五”开局之年、浙江高质量发展建设共同富裕示范区起步之年杭州举办的首场国字头文化会展，第十七届中国国际动漫节以“共富新时代·动漫创未来”为主题，科学防疫、有效控流，内容“瘦身”、品质不减，安全有序、文明观展，圆满取得了“线下亮点频出，线上精彩纷呈”的良好效果。

2022 年，中国国际动漫节将迎来十八岁成年礼，步入新的发展阶段。我们将把握新形势新要求，在确保安全的前提下，继续围绕“共富新时代·动漫创未来”的主题，致力通过线上线下深入融合的方式，以更高标准办好第十八届中国国际动漫节，助推中国国际动漫节成为具有辨识度和富有魅力的浙江文化金名片和社会主义文化强国建设的鲜活范例。

China International Cartoon and Animation Festival (CICAF) is the first state-level international professional cartoon and animation festival of its kind in China, sponsored by the National Radio and Television Administration; China Media Group and The People's Government of Zhejiang Province; also co-organized by the Hangzhou Municipal People's Government; Zhejiang Radio and Television Bureau; and Zhejiang Radio & TV Group. CICAF is also the key cultural trading platform backed by the state official Project ---“Chinese Culture Going-Global Initiative”. This annual event has been held in Hangzhou since 2005, the capital of Zhejiang Province, a scenic city famed for its legendary West Lake as the World Cultural Heritage. With the theme of “Animation Feast, People's Celebration”, CICAF becomes a comprehensive carnival-like festival, including B2B and B2C parts, and is mainly composed by 5 major brands: Exhibition, Forums, Business, Competitions and Activities. CICAF aims to develop into a communication platform with broader international visions and higher professional standards. As Hangzhou is widely known as “The City of Animation”, CICAF is playing a vital role in promoting Hangzhou and China's ACG industry, bringing the Festival of a largest scale, highest popularity and widest influence in China.

“Common Prosperity in New Era, Animation Inspires Future,” The 17th CICAF was unveiled from September 29 to October 4, 2021. As the first national cultural exhibition held in Hangzhou in the year of the 100th anniversary of the founding of CPC; the opening year of the 14th National Five-Year Plan, and the starting year of Zhejiang's High-quality Development & Construction and Common Prosperity Demonstration Area Initiative, CICAF took effective measures to scientifically prevent epidemic and control crowd flow to make sure the quality was not compromised in a streamlined agenda, and the visitors enjoyed a wonderful and safe event both offline and online.

In 2022, CICAF will mark its 18th birthday and usher in a new stage of development. Under new circumstances, and following the spirit of “Common Prosperity in New Era, Animation Inspires Future,” the new edition will be an perfect combination of online and offline activities. The safe and high-caliber event will stand out as the identifiable and charming cultural gilded signboard, and an vivid example of socialist cultural power construction.

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：

2022 年 11 月 24 日至 27 日（相关手续正在报批中）

举办地点：

中国浙江省杭州市杭州国际博览中心

Sponsors:

National Radio and Television Administration
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

Undertakers:

Hangzhou ACG Industry Development Center
Hangzhou CICAF Exhibition Co., Ltd.

Time:

November 24 to 27, 2022 (Four Days)

Venue:

Hangzhou International EXPO Center, Hangzhou, Zhejiang, China

媒体支持

Media Support



* 以上排名不分先后

产业博览会简介

About CICAF Industry Expo →

118

共吸引 118 家企业参展
118 Exhibitors

56

线上线下结合共吸引 56 个
国家和地区参展参会
Online/Offline Participants from 56
Countries and Regions

300

参展品牌数量约 300 个
About 300 Brands

100%

展会疫情防控工作
100% 完成
100% Completion of COVID-19
Control Measures

20%

主题活动增长 20%
Themed Activities Increased
by 20%

1300

线上线下总参观人次
超过 1300 万
Over 13 Million Online/Offline
Visitors

3.3亿

相关话题浏览量超
3.3 亿人次
Over 330 Million Topic Views

第十七届中国国际动漫节产业博览会共吸引了 118 家企业参展,涉及亚洲、欧洲、美洲等地区的 300 多个知名动漫游戏 IP。并充分运用了数字化、智慧化、精细化疫情防控手段确保参展参会人员 and 广大观众健康安全。

同时优化提升“云上国漫”平台功能,创新打造沉浸式实景化 3DVR 展厅,推出系列云直播互动活动,将线下展位及主舞台精彩活动与线上联动让人们不在现场也能身临其境参与和感受动漫节。

The 17th CICAF Industry Expo attracted 118 exhibitors, with more than 300 well-known ACG IPs from Asia, Europe, and America, etc. Digital, intelligent and thoughtfully designed COVID-19 control measures were deployed for the health and safety of the exhibitors and visitors.

In addition, the “CICAF on Cloud” platform was further improved, immersive realistic 3D and VR exhibition halls were set up, and what's going on in the offline booths and main stage was live-streamed for online audience all over the world, so they won't miss any great moments.

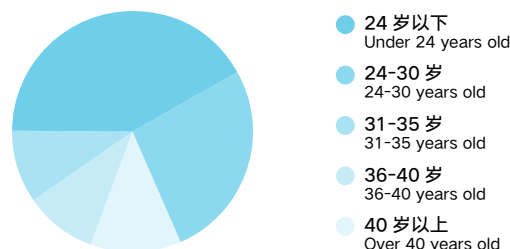
展会数据分析

Expo Statistics

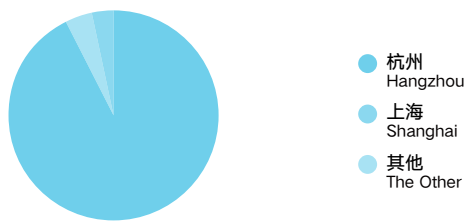
上一届普通观众性别比例
Gender Ratio of General Audience (2021)



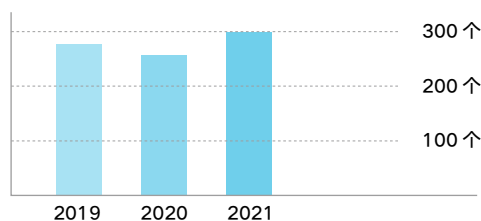
上一届普通观众年龄分布
Age Distribution of General Audience (2021)



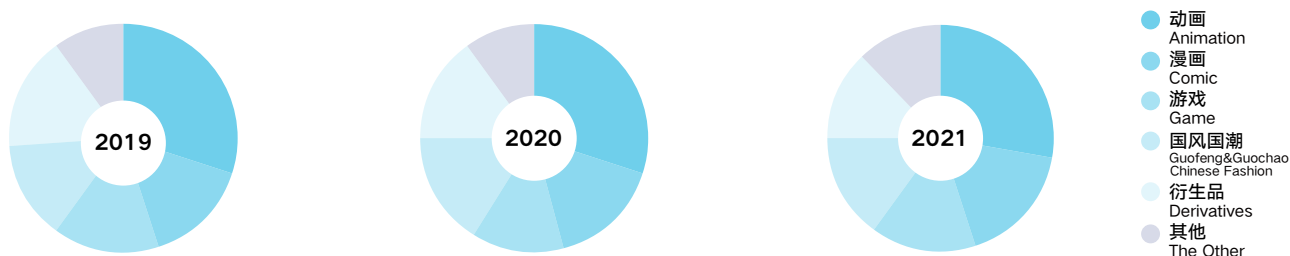
上一届普通观众跨城用户
Cross-Town Visitors of General Audience (2021)



参展 IP 数量三年对比图
Comparison of Participating IPs (Last 3 years)



近三年参展内容占比图
Comparison of Expo Content Categories (Last 3 years)



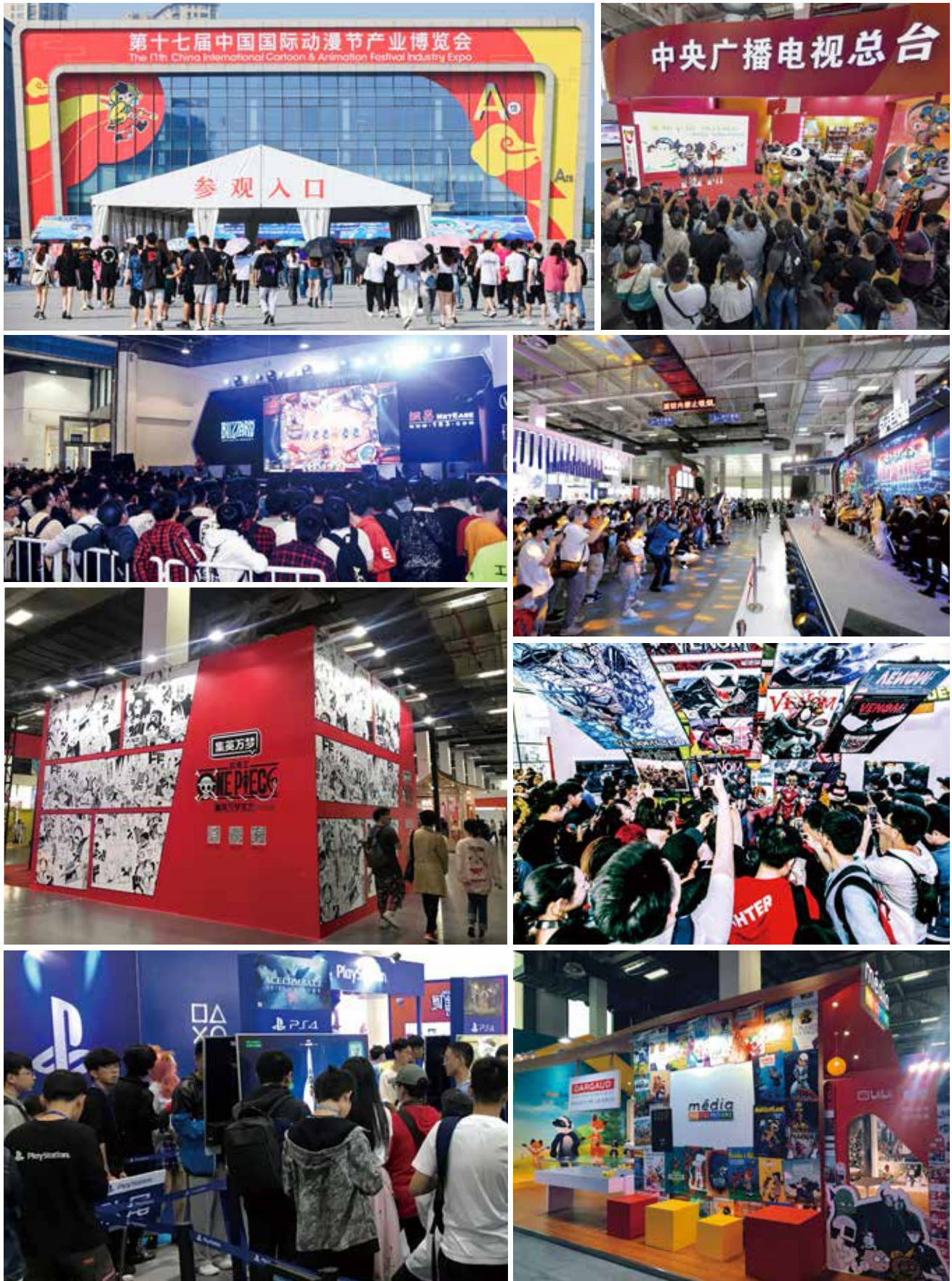
展会优势

Expo Values

国际平台 International Platform	全球露出 Global Exposure	政府推动 Government Support	央媒传播 State Media Covering
专业商洽 Professional Pitching	精准受众 Targeted Audience	消费旺盛 Strong Consumption	性价比高 Cost Efficiency

展会盛况

EXPO Gallery →



展会盛况

EXPO Gallery →



历届参展品牌

Previous Exhibition Brands →

央视动画有限公司

浙江广播电视集团

江苏省广播电视局

江苏广播电视总台

天津市文化广播影视局

上海文广新闻传媒集团

西藏电视台

优漫卡通卫视

国家动漫园

南京国家动画产业基地

常州国家高新区创意产业园区

张家港国家影视网络动漫实验园

苏州国家动画产业基地

国家动漫产业发展基地平顶山园区

香港贸发局

香港漫画协会

澳门动漫专业促进会

澳门动漫文化产业协会

台湾中华动漫出版同业协进会

山东省动漫行业协会

河南省动漫协会

武汉市动漫协会

日本动漫文化振兴机构

韩国文化内容振兴院

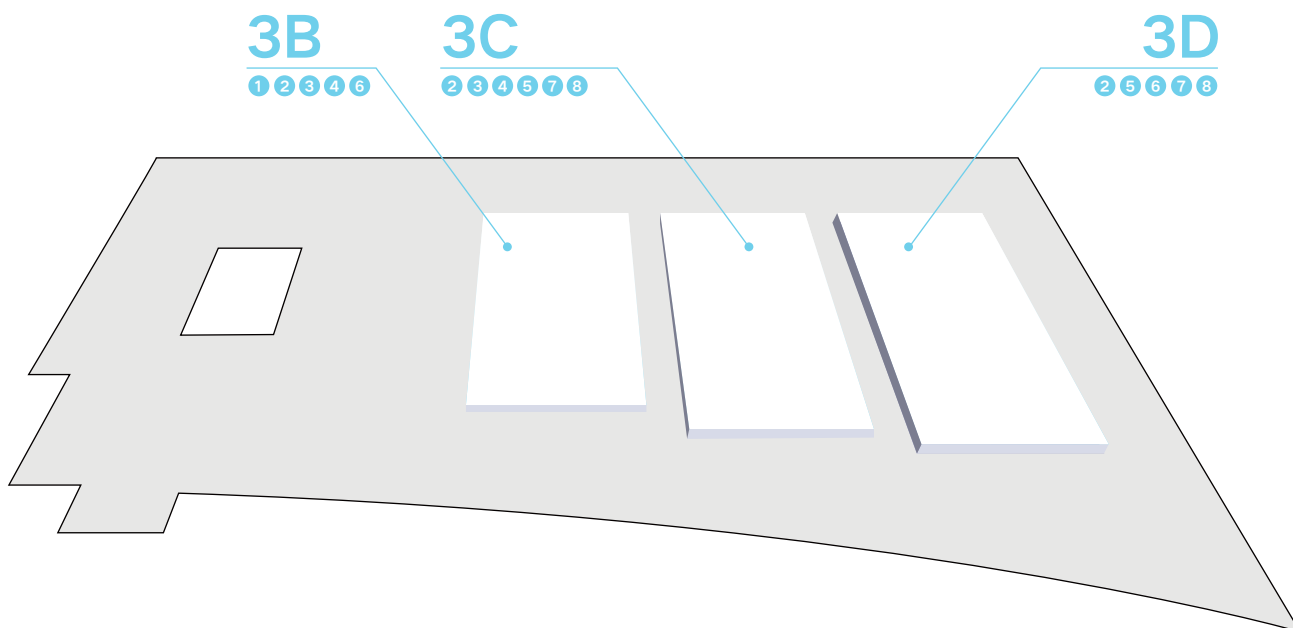


* 以上排名不分先后, 由于篇幅有限, 未出现全部参展品牌

* Above not in particular order and incomplete listing due to the limited space

招商信息

Exhibition Info →



▶ * 展馆分布图

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、网络动画著作权所属企业或运营代理机构。

Domestic & Foreign Animated Films, Animated TV Series, Onlin Animation Copyright Holders & Affiliated Agencies, etc.

3

平台类

Platform Area

境内外出版社、文漫平台、动漫视频平台、自媒体内容平台、短视频内容平台等头部平台商或代理机构。

Domestic & Foreign Leading Platforms (Publishing House, Literature & Comic Platform, Animation Video Platform, We-Media Platform, and Short Video Platform, etc.) or Agencies.

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 & Foreign Enterprises of Online Games, Mobile Games, Single-Player Games, Console Games, Game Platforms, Independent Games, Electronic Sports, or Agencies.

5

周边类

Animation Accessory Exhibition Area

境内外手办模型、日杂衍生、授权周边、服化道产品、形象授权等所属企业或代理机构。

Domestic & Foreign Garage Kits, Japanese-style Derivatives, Licensed Items, Costumes & Props & Make-ups, and Character Licensing Items, etc., or Agencies.

6

科技类

Sci-Tech Exhibition Area

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

Domestic & Foreign 5G/VR/AR/MR/Holographic Projection/Virtual Idol Technology Demonstration in the Use of Animation Game Scenes.

7

潮流类

Fashion Icon Exhibition Area

潮流玩具、艺术美术、跨界联名、国风文化、盲盒公仔、潮流服饰等所属企业或代理机构。

Fashion Toy, Fine Arts, Crossover, Chinese Culture, Mystery Box, Fashion Clothing Enterprises or Agencies.

8

舞台类

Main Stage Area

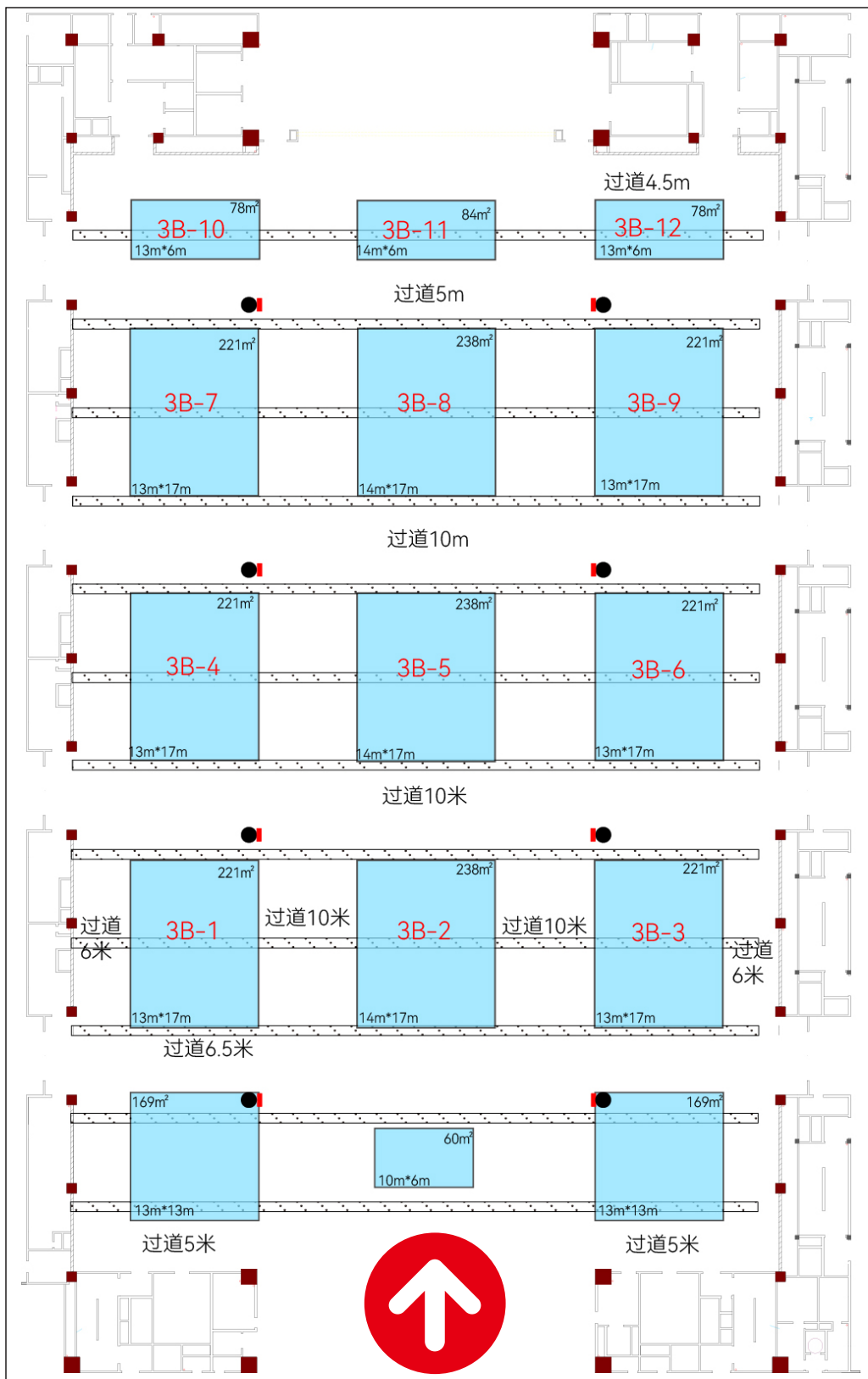
动漫演出、名家签售、声优演出、华服走秀、Cosplay、虚拟偶像、舞台剧、快闪活动、专场发布等。

Animation Shows, Celebrity Book Signings, Seiyuu Performance, Hanfu Show, Cosplay, Virtual Idol, Stage Performance, Flash Mob, and Special Conference, etc.

3B

招商范围

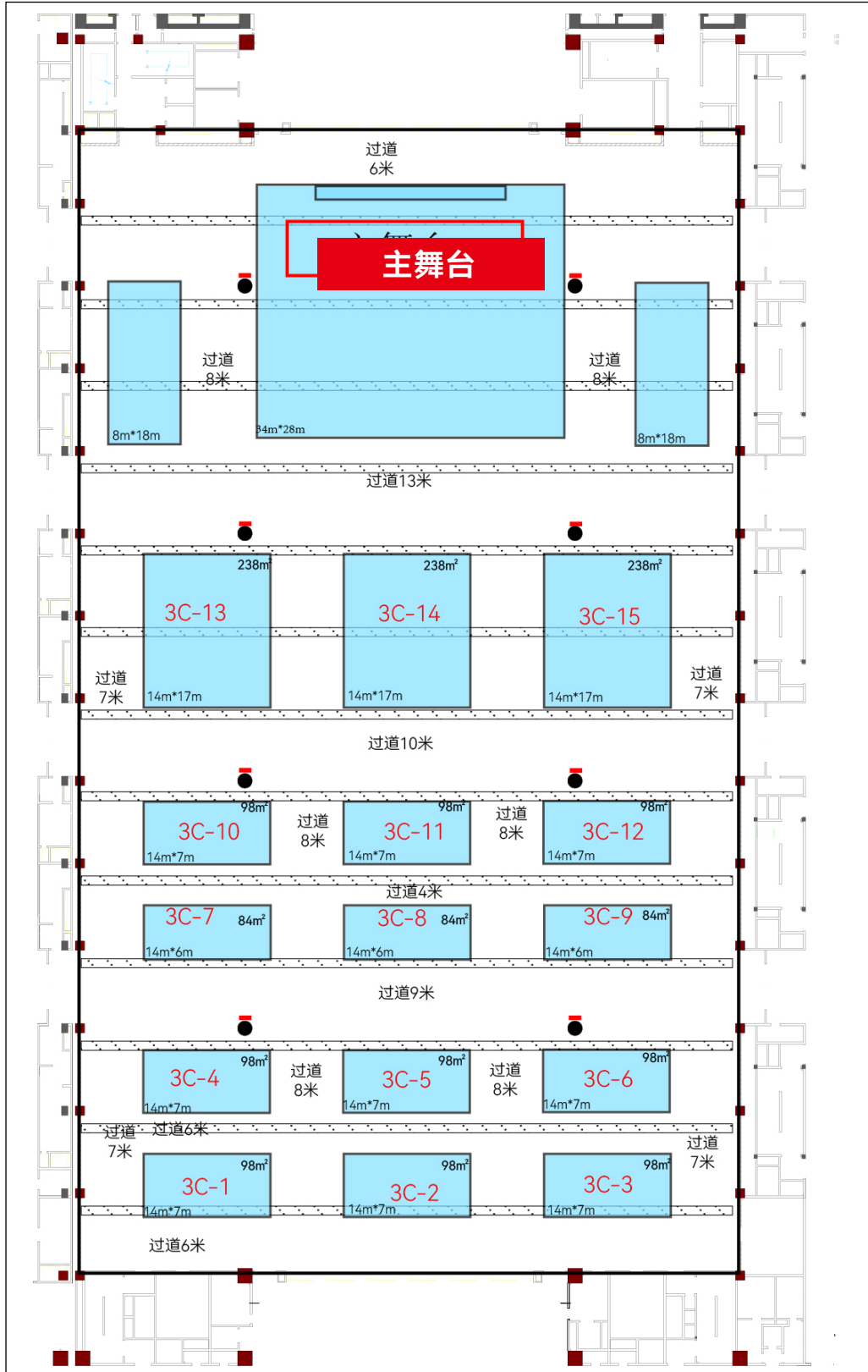
境内外知名动漫企业、国内头部平台、国际名企、城市 / 基地 / 协会组团等



楼面设计荷载值：1.5t/m²

3C / 招商范围

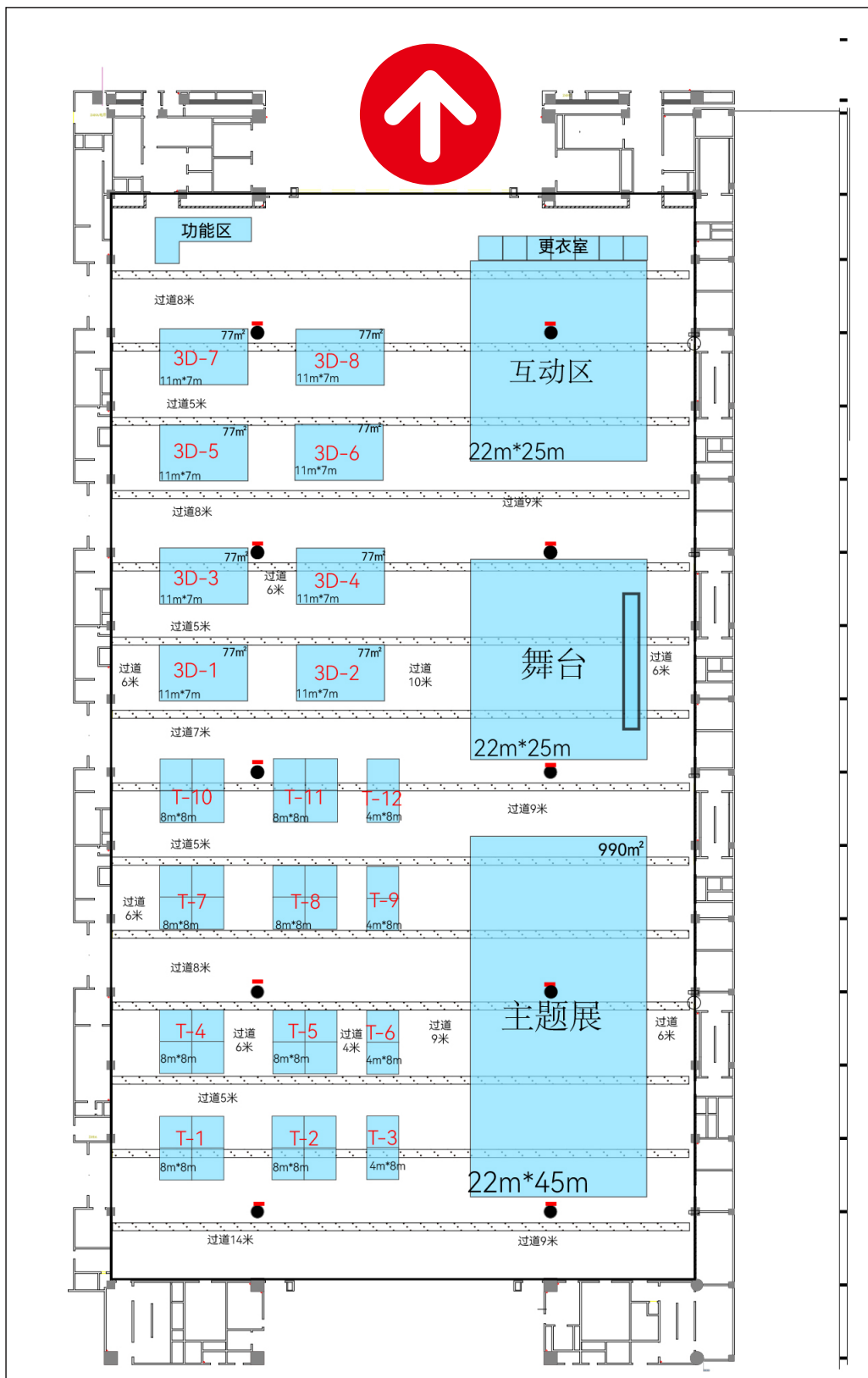
境内外知名动漫游戏品牌企业、知名二次元互动平台、知名境外动漫游戏品牌(代理)及本土(含杭州)原创动漫游戏企业等



楼面设计荷载值: 1.5t/m²

3D / 招商范围

动漫游戏企业、模玩手办、知名潮玩、国潮文创、国风产品或产业链跨界合作平台等



楼面设计荷载值：1.5t/m²

展馆示意图

Venue Map



价格及优惠政策

Price and Preferential Policies

展馆		价格	联系人	招商电话	招商微信
展位价格 / 联系方式	3B	900 元 /m ²	方诗莹 王红梅	0571-85081913 18258239759	18258239759
	3C	900 元 /m ²	王红梅 诸葛晓舟	18258239759 18605719826	18258239759 18605719826
3D	光地特装	900 元 /m ²	邵柯	13600530811	13600530811
	特色店铺	16000 元 / 个 /16m ²			

优惠政策
<p>2022 年 9 月 20 日前缴纳展位费全款,享受原展位价格八折优惠; 2022 年 10 月 20 日前缴纳展位费全款,享受原展位价格九折优惠。</p> <p>*杭州本地企业特装展位可申请杭州市动漫游戏产业政策补贴,不能同时享受其他优惠政策。 *特色店铺由组委会提供搭建,购买特色店铺的杭州企业可参照以上优惠政策,不享受杭州市相关补贴。</p> <p>*特装展位价格计算公式 总价 = 订购面积 × 单价 *特装展位 36 平方米 起租 *特色店铺 16 平米 (1 个) 起租</p>

参展流程

Exhibition Process



THE 18TH
CHINA INTERNATIONAL
CARTOON & ANIMATION FESTIVAL
第十八届中国国际动漫节

→ 共富新时代 · 动漫创未来

广告合作



声优大赛广告赞助



产业博览会赞助



cosplay 超级盛典冠名



活动冠名



场馆广告



地铁广告

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，是每年一度动漫业界嘉宾云集的盛会，是国内外一流动漫专家学者智慧碰撞的舞台，是推动中国动漫产业发展，影响世界动漫画走势的“风向标”，包括主论坛、大师班、精锐班、圆桌班等一系列专业活动，汇聚了动漫和游戏领域最前沿的理念交流，旨在为中国乃至全球动漫产业发展出谋划策，引领推动中国动漫产业发展的重要平台。

Listen to the dialogues among masterminds and draw inspiration from the wits of the professionals. Experts, scholars, veteran professionals and animation fans participate in the forums with different topics where sparks of thoughts bursting. China International Cartoon & Animation Industry Summit Forums are grand annual gatherings for people in this field and Core Forum is one of the most important events! It is the “wind vane” that guides the development of Chinese animation, and leaves an impact on the trend of the world animation. To warm people with nice works, to move people with warm works, to nourish people with excellent traditional culture, and to arouse the feelings with classic folktales, the Core Forum is the platform for the exchanges and cooperation on the most influential works, most authoritative voice, most advanced ideas, and most cutting-edge explorations in the global animation sector in the year.



中国国际动漫节“金猴奖”大赛

CICAF “Golden Monkey King Awards”

“金猴奖”大赛由中央广播电视总台主办，是中国国际动漫节的重要品牌项目，是评选原创优秀动漫作品的国际性权威赛事，倡导“高品质、高品格、高品位”的理念，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。现已成为中国最专业最权威最有影响力的动漫赛事，成为国际间动漫文化交流的平台和中国动漫走向世界的桥梁、纽带。大赛分“综合奖”、“潜力奖”两大类，欢迎世界各地的优秀动漫作品参赛。

参赛者请登陆中国国际动漫节官网“金猴奖”专区(jhj.cicaf.com)了解大赛详情，并报名参赛。

咨询电话：0571-85099235 郭老师 邮箱：monkeyking@cicaf.com

Sponsored by China Media Group, “Golden Monkey King Awards” is a top brand builder for CICAF, and stands for a contest prestigious to all cartoonists, animation makers and enthusiasts worldwide. All entries and artworks to manifest a good future and destiny of human beings, as decent, orchestrated, and particularly out of original thinking, are encouraged and celebrated.

We wish the Awards to bring more people an access to the cartoon and animation world, make the business a gold mine, find more young talents, and steer the way for the whole industry in China to a transformation, upgrading and sustainable development. Entries we consider excellent will be recommended to show and play at the session for matchmaking & networking. The Awards is classified into two major categories for overseas entries: the General Award and the Promising Award.

Registration: <https://jhj.cicaf.com/en> Email: monkeyking@cicaf.com Tel: Ms. Guo, 0086-571-8509 9235



iABC 国际动漫游戏商务大会

International Animation & Game Business Conference (iABC)

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。2021 年第十七届中国国际动漫节·国际动漫游戏商务大会 iABC 开展了 16 场专业活动，679 人次进行了 1646 场“一对一商务洽谈”，不断完善云上商务系统吸引来自 47 个国家和地区专业人士关注并参与，美国、加拿大、德国、法国、芬兰、韩国等 6 个国家的海外企业专门委派驻华机构的代表到现场洽谈。基于国际动漫游戏商务大会 iABC 等专业平台，动漫节商务板块促成中南卡通、大有叔叔、中国网络作家村等企业、机构现场实现合作金额 4.8 亿元。

iABC is the B2B part of 2021CICAF. In recent years, it has gradually become an annual activity for animation and game practitioners at home and abroad. 16 professional activities had been held in 3 days, with 227 animation and game enterprises, colleges and universities, and social organizations participating. Partnership Forum attracted a total of 679 people, including 38 representatives of buyers such as publisher agents and 29 representatives of capitalists vertical to the entertainment industry, bringing about 1,646 matchmaking sessions in four half days. Six overseas enterprises from the United States, Canada, Germany, France, Finland, and South Korea sent representatives from their agencies in China to the event for business negotiation. The constantly improving Business on Cloud system attracted the attention and participation of professionals from 47 countries and regions.



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 CICAF's exclusive competition for animation enthusiasts. Obtaining the principle of fair-and-square, the Show has established a good reputation and credibility in the industry with its innovative content, professional competition mechanism and authoritative judging criteria. It is the most professional and the only national cosplay competition brand in China, and has received widespread support from animation enthusiasts at home and abroad.

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。声优大赛成功举办十一届，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 11-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 Comics Contest (CICCC)

中国(杭州)国际少儿漫画大赛至今已成功举办了17届,已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之一,也是中国具有影响力的国际性青少年文化活动之一,更是国内外喜爱漫画艺术的少年儿童切磋交流的大平台。大赛每年面向全球各国18周岁以下的少年儿童征稿,赛事及展览贯穿全年。参赛选手跨越五大洲40多个国家和地区。每届大赛的主题都紧紧围绕在伟大祖国富强、绿色环保倡议,畅想未来、人文关怀等方面进行设定。

为进一步促进国际间交流与融合,从2014年开始大赛启动了优秀获奖作品国际巡展活动,先后在马来西亚、德国、日本、新加坡、英国、匈牙利、俄罗斯等国家巡展,为中国文化走向世界拓展了新的维度。

2021年开始又推出线上征集和评审系统,备受境内外参赛者、机构和评委的一致好评。参赛者请登陆中国国际动漫节官网“漫画大赛”专区(<https://comic.cicaf.com/>)了解大赛详情,并报名参赛。

咨询电话: 0571-87029773 杨老师

CICCC has now developed into one of the youth brand activities with the largest participation and highest international degree in China CICAF. It is also one of the most influential international youth cultural activities in China, a big platform for children and teenagers under 18, who love painting art and want to exchange ideas worldwide.

In order to further promote international exchanges and integration, and to implement the combination of talents cultivation and works recommendation, the 2022 CICCC of the 18th CICAF is now open to recruit sub-divisions worldwide.

Registration: <https://comic.cicaf.com> Contact: Ms. Yang, +86-571-87029773



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突显人民节日、最具人气的品牌活动之一,备受广大市民、游客和媒体的欢迎和关注。2022年第十八届中国国际动漫节动漫彩车巡游活动将围绕城市和动漫文化,动漫文化和大众生活结合度为创意主线,共同营造“全城动漫”的浓厚氛围,赋能城市发展,由序《杭州欢迎你》《动漫城市》《动漫生活》《共富新时代》四大篇章构成。

为更好打造全民化、国际化的动漫活动氛围,提升全民参与度和幸福感,将面向社会推出“全民乐动漫”活动,甄选具有动漫特色,符合巡游演出的节目,让热爱动漫、勇于表现的动漫爱好者和团队有机会参与到彩车巡游现场表演中,也欢迎拥有动漫卡通形象的机关企事业单位参加。

参加者请登陆中国国际动漫节官网“彩车巡游”专区(<https://www.cicaf.com/jchd/ccxy/index.htm>)了解活动详情,并报名参加。

咨询电话: 0571-87029773 杨老师

A parade of hundreds of performers forming several matrixes and riding on over 20 floats is staged during CICAF period every year. Incorporating a diversified variety of arts such as music, dance, and acrobatics to create a carnival-style atmosphere, the Floats Parade mostly reflects the theme of “People's Festival”, and draws great attention from the public and the media. The 18th CICAF Floats Parade 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. Please do not hesitate to contact us and we are looking forward to having your participation.

To sign up, please visit the Cartoon & Animation Floats Parade section on the CICAF website (<https://www.cicaf.com/jchd/ccxy/index.htm>) for details.

Registration: <https://www.cicaf.com/jchd/ccxy/index.htm>

Contact: Ms. Yang, +86-571-87029773

国际动画节杭州峰会

International Cartoon & Animation Alliance Hangzhou Summit

国际动画节杭州峰会(以下简称杭州峰会)每两年举办一次,自2006年至2018年已成功举办了七届。据不完全统计,到目前为止已累计邀请了约18个国际动画节参加中国国际动漫节,参与次数共约72节次。

多年来,国际动画节杭州峰会是中外动画业界交流的桥梁,各动画节展在学术交流、佳作展映、商务合作等方面达成了共识。

Hangzhou Summit has been successfully held for 7 editions from 2006 to 2018. According to incomplete statistics, it has invited 18 different international animation festivals, and 75 (times) visits. Hangzhou Summit has achieved five major cooperation achievements: "White Paper on International Animation Festivals in The 21st Century", "Hangzhou Mutual Proclamation of International Animation Festival", "Memorandum of Understanding", "Mutual Cooperation Agreement" and established International Animation Festival Hangzhou Club.

全球合作节展及组织

International Cartoon & 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。

CICAF has established strategic partnerships with many international animation festivals and reached consensus and put into practice in mutual visiting, speeches delivering, academic exchanges, works competitions, masterpiece screenings, business cooperation, booth exchanges, and so on. A number of Hangzhou local ACG brands and products took this advantage to go-out and gained profits.



* 以上排名不分先后 * In No Particular Order

期待您的加入

CICAF 2022

展会时间：

2022年11月24日至27日（4天）

Time:

November 24 to 27, 2022 (Four Days)

举办地点：

中国浙江省杭州市杭州国际博览中心

Venue:

Hangzhou International EXPO Center, Hangzhou, Zhejiang, China