

# 四川农业博览会组委会秘书处

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## 四川农业博览会组委会秘书处 关于邀请参加第十一届四川农业博览会的函

尊敬的土耳其共和国驻华大使馆：

四川农业博览会（以下简称“农博会”）组委会秘书处向贵单位致意，感谢贵单位长期以来对四川农业博览会的大力支持！

自 2013 年以来，由四川省人民政府创办培育的四川农业博览会已成功举办 10 届，吸引了超过 17000 家企业参展，专业采购商累计超 15 万人次。四川农业博览会已成为中国西部地区农业开放合作、农业投资促进和农产品交易的重要平台。

去年第十届四川农博会展览面积 10 万平方米，共吸引全球 22 个国家（地区）的 2000 余家企业参展，80000 人次到场参观。匈牙利担任主宾国，智利、意大利、乌拉圭等 11 个国家设立国家馆。举办各类活动 30 余场，累计现场销售金额 5200 万元，线上成交金额超 3700 万元，贸易签约金额超 60 亿元，宣传曝光次数超 2000 万人次。

第十一届四川农博会将于 2025 年 9 月 4 日—7 日在成都世纪城新国际会展中心举办。由四川国际博览集团有限公司主办，四川省农业农村厅作为指导单位，规划展览面积 10 万平方米，设置市（州）农业精品展区、国际展区、省际合作展区和农业

新质生产力展区等，国际展区主要展示境外国家及国际组织现代农业高新技术、特色农产品和农业合作项目等。

活动方面，第十一届中德农业周将与本届农博会同期举办，还将举办第十一届四川农业博览会开幕式、精品品鉴暨采供对接专场活动、农业产业新品发布暨千人采购系列活动等主体活动和各类配套活动。

此外，将邀请知名电商平台、大型商超及连锁机构、大型经销商和批发商、大型餐饮或酒店、行业协会等各类采购商数百家到会采购洽谈。还将大力邀请国际组织和境外采购商参会，探讨跨国合作机遇，推动农业国际合作的深入发展。

我们诚邀贵单位组织企业参展，在国际展区进行展览展示，开展经贸、投资、农业、文化等方面交流合作，并热忱邀请贵单位负责人拨冗出席大会相关活动，我们将全力做好在川服务工作。

特此邀请，请予支持。

四川农业博览会组委会秘书处

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*Translation:*

**Secretariat of the Organizing Committee  
of the Sichuan Agricultural Expo  
Invitation to the 11th Sichuan Agricultural Expo**

July 11, 2025

Dear Embassy of the Republic of Türkiye in Beijing,

The Secretariat of the Organizing Committee of the Sichuan Agricultural Expo (SAE) extends its sincere gratitude for your long-standing support to SAE!

Founded and developed by the People's Government of Sichuan Province, the Sichuan Agricultural Expo has been successfully held for 10 sessions since 2013, attracting over 170,000 enterprises and 150,000 professional purchasers cumulatively. It has become a significant platform for agricultural opening-up, cooperation, investment promotion, and agricultural product trade in western China.

The 10th SAE (held last year) covered an exhibition area of 100,000 square meters, welcoming over 2,000 enterprises from 22 countries (regions) and 80,000 visitors. Hungary served as the Guest of Honor, while 11 countries including Chile, Italy and Uruguay set up national pavilions. With over 30 events held, the expo achieved on-site sales of 52 million RMB, online transactions exceeding 37 million RMB, trade signing amount of over 6 billion RMB, and publicity exposure of over 20 million impressions.

The 11th SAE will take place from September 4 to 7, 2025, at Chengdu Century City New International Convention and Exhibition Center. Hosted by Sichuan International Expo Group and guided by the Sichuan Provincial Department of Agriculture and Rural Affairs, the expo covers 100,000 square meters and features sections including: Municipal (Prefecture) Agricultural Exhibition Area, International Cooperation Exhibition Area,



Inter-Provincial Cooperation Exhibition Area, and Agricultural New Quality Productive Forces Exhibition Area. The International Cooperation Exhibition Area will showcase modern agricultural high-tech, characteristic agricultural products, and agricultural cooperation projects from foreign countries and international organizations.

In terms of events, the 11th Sino-German Agricultural Week will be held concurrently with the 11th SAE. Additionally, there will be main events such as the opening ceremony of the 11th SAE, Premium Product Tasting & Sourcing Matchmaking Session, New Agri-Product Launch & Thousand-Buyer Procurement Series, and various supporting activities.

We will invite hundreds of purchasers, including renowned e-commerce platforms, large supermarkets, chain retailers, distributors, wholesalers, catering/hotel groups, and industry associations for sourcing negotiations. Furthermore, international organizations and overseas buyers will be specially invited to explore transnational cooperation opportunities and deepen global agricultural partnerships.

We cordially invite your organization to:

- 1) Organize enterprises to exhibit at the International Exhibition area for economic, trade, investment, agricultural and cultural exchanges;
- 2) Have head of your organization to attend the events of the SAE. We will fully support your participation in Sichuan.

Yours sincerely,

Secretariat of the Organizing Committee of  
the Sichuan Agricultural Expo

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