### 海南中晟文体集团网站规划

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（一）首页

P1：

LOGO

致力于打造中国最专业的文化 + 体育 + 旅游 + 数字产业的“超级 IP”。

Zhongsheng Group aims to build China’s most professional culture + sports + tourism + digital industry “super IP”.

P2：

发展历程：

Development milestones

2001年：举办羽泉首场演唱会大获成功，演唱会后羽泉发行专辑《冷酷到底》， 斩获亚洲最佳组合。

Hosted Yu-Quan’s first concert successfully, and published the album “Leng Ku Dao Di”, which won the honor of Asian Best Duo

2005年：成为第十届运动会（南京十运会）供应商，参与执行运动会闭幕式。

Was a supplier to the 10th National Games in Nanjing, and participated in the execution of the closing ceremony。

2008年：成为北京奥运会供应商，参与开闭幕式大型演出执行工作。

Was a supplier to Beijing Olympic Games, and participated in the execution of large-scale performances on the opening and closing ceremonies。

2010年：成立海南分公司，进驻海南市场

Incorporated Hainan branch company, and entered Hainan market。

2011年：命名“微电影”，被誉为中国微电影之父

Created the name of “Micro Film”, and was known as Father of China’s Micro Films。

2012年：举办中国第一个国际微电影节（金微奖），大获成功。

Hosted China’s first international micro-film festival (Golden Micro Award) successfully。

2013年：亚洲青年运动会（南京亚青会）闭幕式执行团队。

Executed the closing ceremony of Asian Youth Games in Nanjing。

2014年：世界青年奥运会（南京青奥会）开、闭幕式执行团队。

Executed the opening and closing ceremonies of Summer Youth Olympic Games in Nanjing。

2015年：首届国家公祭日大典执行团队

Executed the ceremony of the First National Memorial Day。

2016年：中国国际低碳灯光节承办及执行团队。

Undertook and executed China International Low-Carbon Light Show。

2017年：中国最大的广场舞大赛创造吉尼斯纪录。

Made a Guiness World Record of China’s largest square dance contest。

2018年：热气球嘉年华空中集体婚礼创吉尼斯纪录。

Made a Guiness World Record of mid-air collective wedding ceremony on hot air balloon carnival。

2019年：中国农工民主党中央委员会授予全国精准扶贫先进企业。

Won the honor of National Advanced Enterprise in Targeted Poverty Alleviation awarded by the Central Committee of China Peasants and Workers Democratic Party。

2020年：集团总部正式从南京搬迁至海南。

Moved the Group headquarters from Nanjing to Hainan officially。

2021年：举办首届元宇宙音乐节，酷狗国潮音乐节，元宇宙国风音乐节，三场大型音乐节成为疫情期间国内演出行业现象级活动。

Hosted the First Metauniverse Music Festival, Kugou Chinese-Style Music Jump, and Metaverse Chinese Music Festival, making a hit in the performance industry during the covid years。

2023年：在海口成功举办 : 元宵换花音乐会、消博会期间唯一配套大型演出“人生大梦赵传巡回演唱会海口首站”、TMELive 腾讯音乐节、时代少年团海口演唱会、天后之夜演唱会、2023 世界元宇宙大会，并在全国成功举办了近 50 场演唱会及音乐节，全年完成总产值 3.7亿元。

Hosted in Haikou the Flower Exchange Music Festival during the Lantern Festival, the only large-scale performance, Zhaochuan Concert 2023 Haikou during China International Consumer Products Expo, TMELive Music Festival, TNT Concert 2023 Haikou, DWA Night Concert, and 2023 Metaverse Congress, organized nearly 50 concerts and music festivals nationwide, and generated a gross output of 370,000,000 yuan.

P3：

大型演出：

Large-scale performance:

海南中晟文体集团作为中国演出行业头部企业，主要致力于演唱会、音乐节投资出品及运营，海外文化演出项目引进以及演出项目落地执行等服务。

了解更多：

As a leading enterprise in China's performance industry, Hainan Zhongsheng Cultures and Sports Group is mainly committed to the investment, production and operation of concerts and music festivals, the introduction of overseas cultural performance projects and the implementation of performance projects.

Learn more:

2023 赵传“人生大梦”世界巡演海口站

Zhaochuan Concert 2023 Haikou

2023年4月14日 , 赵传“人生大梦”世界巡回演唱会在海口五源河体育场顺利举办，作为第三届中国国际消费品博览会期间唯一的个人专场演出，赵传将他的传世经典，完美地呈现在了广大市民和游客面前。本次世界巡演以海口作为首站，由海南中晟文体集团主办，旨在丰富消博会期间海口文化艺术氛围，聚焦“消博会+文旅”新业态，促进文旅产业消费创新。

On April 14, 2023, Zhaochuan Concert 2023 kicked off in Haikou Wuyuanhe Stadium, the only concert by an individual artist during the Third China International Consumer Products Expo, where Zhao Chuan presented his classic works in the most perfect manner before the local citizens and tourists. This first stop in Haikou of the concert tour was sponsored by Hainan Zhongsheng Culture and Sports Group to create a cultural and artistic climate in Haikou during the Expo, focus on the new business of “Expo + Cultural Tourism”, and promote innovation in cultural and tourist consumption.

时代少年团《理想之途》演唱会

TNT Concert 2023 Haikou

时代少年团《理想之途演唱会》是近4年来五源河体育场最大的演唱会活动，票房30658张票全部售罄；省外人群岛外购票占比91%，全网收看人数高达 6200 万，吸引省外粉丝到琼50000人以上，为海口五一期间旅游创造8.4亿+的收入。

时间：2023 年 5 月 2 日

地点：海口五源河体育场

TNT Concert 2023 Haikou boasts of the largest concert event in the recent four years, and all 30,658 tickets were sold out. 91% of the tickets were purchased by audiences outside the island, 62,000,000 viewers were recorded across the internet, and more than 50,000 fans were drawn to Hainan, creating over 840,000,000 yuan in tourism revenues for Haikou during the International Workers’ Day.

Date: May 2, 2023

Venue: Wuyuanhe Stadium, Haikou

天后之夜演唱会

DWA Night Concert

本次演出汇聚孙燕姿、梁静茹、蔡健雅、周慧敏、许美静、郑秀妍 6 大天后艺人，重温经典回忆，是国内唯一一个将多位天后汇聚在一起同台演出的演唱会，每一位天后都代表着一个时代，都用不同的音乐风格和个人魅力承载着我们的青春和热爱，带着情怀和期待，用实力去呈现多年来的青春回忆。

时间：2023年8月26日

地点：海口五源河体育场

Six Heavenly Queens, i.e., Stefanie Sun, Fish Leong, Tanya Chua, Vivian Chow, Mavis Hee and Jessica Jung, met on this DWA Night Concert to review classics, for the first time in China. Each of the celebrated singers represents an era. By their unique styles and personal charms, they transmit our youth, passion, nostalgia and expectation, and bring back our memory of the youthful years.

Date: August 26, 2023

Venue: Wuyuanhe Stadium, Haikou

逐梦飞行音乐节

Flying Dream Music Carnival

自2017年起，已成功举办四届逐梦飞行音乐节；音乐狂欢、热气球空中飞行；夜空动力伞、舞台焰火震撼燃放；炫酷无人机空中造型；超级大月亮营造酷炫浪漫立体空间；众多明星大咖倾情助阵；吃到投降的美食、玩到虚脱的游戏；音乐不停，欢唱不停！

Since 2017, four sessions of Flying Dream Music Carnival have taken place, offering music carnivals, hot air balloon flights, paramotors at night, fireworks show, stunning drone show, cool and romantic space in super moon, presence of numerous super stars, satisfying delicacies, wonderful games, endless music and songs.

CMJ酷狗国潮音乐节

CMJ Kugou Chinese-Style Music Jump

作为首届元宇宙音乐节里的第一场音乐节，是以音乐为媒介，融文化于潮流，集国潮品牌、国潮美食、国潮音乐、互动社交为一体的全新音乐娱乐盛事。旨在推广国潮文化，用音乐传递中国态度。这是一场国潮 IP 的盛会，一次国潮音乐的狂欢。CMJ 借力中华文化底蕴，积蓄国潮力量 , 打造国潮市集。同时，还邀请大量国潮属性艺人，为大家带来国潮音乐的盛宴。

时间：2021 年 12 月 25-26 日

地点：海南陵水富力欢乐海洋世界

CMJ Kugou Chinese-Style Music Jump, the first concert on the First Metaverse Music Festival, is a brand-new music and entertainment event that integrates Chinse brands, food, music and social exchange in music and culture. A grand convention of Chinse IPs and a carnival of Chinese music, it aims to promote Chinese culture and pass a Chinse attitude by music. On the basis of the Chinese culture, CMJ draws Chinese power to build a Chinese bazaar, and invites large number of artists dedicated to the Chinese style to bring us a feast of Chinese-style music.

Date: December 25-26, 2021

Venue: Hainan R&F Ocean Paradise, Lingshui, Hainan

国风音乐盛典之新元之夜

Chinese Music Ceremony – Night of New Start

国风音乐盛典之新元之夜，作为国风圈一年一度的盛大活动，于2022年1月1日在海南陵水富力欢乐海洋世界举办，不一样的主题, 不一样的演出地,旨给广大乐迷打造一场豪华的国风音乐饕餮之宴。近年来,随着国风文化的盛行,国风音乐从“小众”开始走向“大众”, 并逐渐展露势头获得更多乐迷们的喜爱。从 2015开始举办至今,国风音乐盛典一路见证了国风文化的崛起,也逐渐发展为目前“国风圈”规模最大的活动之一。

时间：2022年1月1日

地点：海南陵水富力欢乐海洋世界

Chinese Music Ceremony – Night of New Start, the second concert on the First Metaverse Music Festival, is an annual event in the Chinse-style circle. Staged on January 1, 2022, at Hainan R&F Ocean Paradise in Lingshui, Hainan, it created for music fans a grand Chinese-style feast of music under a unique theme and in an original venue. In recent years, as the Chinese-style culture gains popularity, and the Chinese-style music is also becoming popular, claiming the heart of more and more music enthusiasts. Since its commencement in 2015, the Chinese-style music event has witnessed the rise of Chinse-style culture, and has developed into one of the largest activities in the Chinese-style circle.

Date: January 1, 2022

Venue: Hainan R&F Ocean Paradise, Lingshui, Hainan

现在国风特别企划

Chinese Now Special Project

现在国风特别企划作为首届元宇宙音乐节压轴内容，主题明确、标签鲜明、人群靶向；聚焦 16 岁—45 岁之间的市场人群；以时空性、真实性、独立性、连接性四个方面去交叉定义，研发全球首个将现场打造成一维空间、二维空间、三维空间、N 维空间的沉浸式音乐节场景模式； 同时以“爱主题”为内核（寻爱人群、葬爱人群、恋爱人群），打造海南本音乐节超级 IP。

时间：2022 年 1 月 2-3 日

地点：海南陵水富力欢乐海洋世界

Chinese Now Special Project is the finale of the First Metauniverse Music Festival, with a clear theme, distinct label and targeted groups; it focuses on the market population between 16 and 45 years old; it cross-defines the four aspects of time & space, authenticity, independence and connectivity, and develops the world's first immersive music festival scene mode that transforms the scene into one-dimensional space, two-dimensional space, three-dimensional space and N-dimensional space; at the same time, with the "love theme" as the core (people looking for love, people burying love, and people in love), create this super IP among Hainan music festivals.

Date: January 2-3, 2022

Venue: Hainan R&F Ocean Paradise, Lingshui, Hainan

P4

演出服务（Performance service）：

为演出项目提供全方位的专业服务，从艺人经纪、音乐版权、录音棚、票务渠道、硬件保障五个方面全方位解决演出项目的落地执行服务。

了解更多：

1.艺人经纪

提出“直播公会 + 艺人经纪”运营模式，提供一站式经纪服务 , 充分利用直播矩阵 + 明星效应 + 大型演出场次背书 , 打造集团旗下百余位签约艺人的演出圈层，助力艺人的艺术生命力及厂牌塑造 ! 为顺应瞬息万变的信息和媒体、网络传播环境，应对文娱产业的消费升级，打破中国个体经纪人的单一操作模式和“保姆式”的服务格局，建立起一套资源整合的平台化创新模式。

秉承合作、共赢、诚信的原则，海南中晟文体集团艺人经纪业务不仅为艺人的发现、培养、推广、宣传、经纪代理等工作，并致力为明星打造全面、专业、系统的服务平台。

海南中晟文体集团利用自身的资源优势，整合汇集经纪人、策划、宣传、公关、音乐创作、 演出策划、法律各方面专业人士，势必成为娱乐和传统商业的跨界发展桥梁。

The Group proposed the operation model of "Livestreamers Guilds + Artists brokerage", providing one-stop brokerage services,making full use of the endorsement of the live streaming matrix + star effect + large-scale performances, creating a performance circle for more than 100 contracted artists under the Group, and helping artists shape their own artistic vitality and labels! In order to adapt to the rapidly changing environment in the fields of information, media and network communication, and to cope with the consumption upgrade of the entertainment industry, the Group has broken the single operation mode and "nanny-style" service pattern of individual Chinese brokers and established a platform-based innovation model for resource integration. Adhering to the principles of cooperation, win-win and integrity, Hainan Hainan Zhongsheng Culture and Sports Group not only undertakes the discovery, training, promotion, publicity, agency and other tasks of artists in the artist brokerage business, but is also committed to creating a comprehensive, professional and systematic service platform for celebrities. Hainan Zhongsheng Culture and Sports Group takes advantage of its own resources and integrates professionals in brokers, planners, publicity, public relations, music creation, performance planning, and legal fields. It is bound to become a cross-border development bridge between entertainment and traditional business.

2.音乐版权

公司拥有 10 万 + 海量曲库，满足多样音乐需求。我们依托北京、南京、海口三地录影棚及制作团队优势，通过对 QQ 音乐、酷狗音乐、酷我音乐、网易云音乐等音乐平台及抖音短视频平台强势资源的整合，娱乐产品及商业模式上的创新，立志于成为华人音乐、具影响力与创造力的娱乐势力。致力于：音乐品牌、音乐制作、版权发行、音乐企划宣传、艺人经纪演唱会筹办、词曲版权经营、数字音乐平台、产品整合营销等业务。

The Group has a massive music library of more than 100,000 songs to meet diverse music needs. Relying on the advantages of recording studios and production teams in Beijing, Nanjing and Haikou, we are determined to become the most influential and creative entertainment force in the field of Chinese music by integrating the strong resources of music platforms such as QQ Music, Kugou Music, Kuwo Music, NetEase Cloud Music and short video platforms such as Tik Tok, and innovating entertainment products and business models. We are committed to: music brand, music production, copyright distribution, music planning and promotion, artist brokerage and concert planning, lyrics and music copyright management, digital music platform, product integrated marketing and other businesses.

3.录音棚

录音棚业务主要包括，演出策划执行、音乐制作、MV拍摄、企业形象歌曲制作、影视音乐制作、音乐发行等。

The recording studio's business mainly includes: performance planning and execution, music production, MV shooting, corporate image song production, film and television music production, music distribution, etc.

4.直播工会

公司拥有主播打造、直播运营、短视频制作、直播内容商业化、电商供应链、直播代运营等媒介矩阵，形成从个性化标签——传播——吸粉——黏贴——复制的一站式服务，助力品牌“降本增效”。

The Group has a media matrix including anchor creation, live streaming operation, short video production, commercialization of live streaming contents, e-commerce supply chain, live streaming operation, etc., forming a one-stop service of personalized labeling - dissemination - fan attraction - pasting - copying, helping brands "reduce costs and increase efficiency".

5.票务渠道

以海南投创娱乐科技有限公司为主体，构建中晟自己的票务营销体系，分别在抖音、微信构建购票小程序，依托中晟优质的演出资源，上架音乐节、演唱会、剧院等票务。通过线上线下联动的形式，为每一场演出提供精准的运营分析，制定票务营销方案，布局全网推宣矩阵，现场实时解析演出盛况，全方位的服务乐迷及粉丝，已达到一站式购票营销服务。

We build Zhongsheng's own ticket marketing system with Hainan Touchuang Entertainment Technologies Co., Ltd. as the main body. We build ticket purchase applets on Douyin and WeChat, and rely on Zhongsheng's high-quality performance resources to sell tickets for music festivals, concerts, theaters, etc. Through the online and offline linkage, we provide accurate operational analysis for each performance, formulate ticket marketing plans, layout the entire network promotion matrix, analyze the performances in real time on site, and provide music fans and followers with all-round services, achieving one-stop ticket purchasing and marketing services.

P5

大型活动（Performance service）：

集团拥有丰富的大型活动执行经验，深耕文化创意领域，为客户提供内容创意、营销策划、活动执行、文旅推介、体育赛事、会议展览等服务，专注打造与引进创意IP，致力于做好每一场活动。

了解更多：

1.大型活动Major Events

金微奖·国际微电影节

Golden Micro Award International Micro Film Festival

集团在中国微电影界一直占据着“微电影之父”的美誉。第一个在中国大陆将“电影”短片命名为“微电影”。

第一个将“微电影”定义为“三微两整”：微成本投入、微周期制作、微时长播放；具有完整的制作体系、具有完整的故事情节。

第一个在中国大陆举办国际微电影节即“金微奖·国际微电影节”。

The group has always enjoyed the reputation of "Father of China’s Micro Films" in the Chinese micro-film industry. We were the first in mainland China to name “short films” as “micro films”. We were the first to define "micro-film" as "three micros and two completeness": Micro-cost investment, micro-cycle production, and micro-duration broadcast; with a complete production system and a complete storyline. We are the first to host an international micro film festival in mainland China, namely the “Golden Micro Award·International Micro Film Festival”.

金喆奖·国际电影节

Golden Micro Award International Micro Film Festival

集团在国际电影界享有盛誉，当国际各大电影节动辄百年历史、中国各大电影节日趋商业泛滥之际，以弘扬“中国梦”为指导思想，以弘扬社会主义核心价值观为推广理念，成功创立并举办全球第一、更是全球唯一的，旨在评选全球“功夫、动作；特技、特效”类电影的颁奖盛典即“金尊奖·国际电影节”。

The Group enjoys a high reputation in the international film industry. At a time when major international film festivals have a history of hundreds of years and major Chinese film festivals are becoming more commercialized, the Group has taken the promotion of the "Chinese Dream" as its guiding ideology and the promotion of the core socialist values as its promotion concept, and has successfully established and hosted the world's first and only award ceremony for selecting global films in the categories of "Kung Fu, Action, Stunts, and Special Effects", namely the "Golden Honor Award International Film Festival".

第十届全运会开幕式

Opening Ceremony of the 10th National Games

中华人民共和国第十届运动会于 2005 年 10 月 12 日至 2005 年 10 月 23 日在南京举行，这次全运会是中国第一次采用申办形式确定承办单位的综合性大型运动会。

The 10th National Games of the People's Republic of China was held in Nanjing from October 12, 2005 to October 23, 2005. This was the first large-scale comprehensive sports event in China that adopted the bidding form to determine the host unit.

2014年南京青奥会开闭幕式

Opening and closing ceremonies of Summer Youth Olympic Games in Nanjing in 2014。

2014年南京青年奥林匹克运动会，于2014年8月16日20时在中国南京开幕。是继2008年北京奥运会后中国的又一个重大奥运赛事，是中国首次举办青年奥林匹克运动会，也是中国第二次举办的奥运赛事，是参赛国家和地区最多的体育大赛之一。

The 2014 Nanjing Youth Olympic Games opened at 20:00 on August 16, 2014 in Nanjing, China. It is another major Olympic event in China after the 2008 Beijing Olympics. It is the first time that China has hosted the Youth Olympic Games and the second time that China has hosted an Olympic event. It is one of the sports competitions with the most participating countries and regions.

首届国家公祭日

The ceremony of the First National Memorial Day

南京大屠杀死难者国家公祭日是中国政府设立的纪念日，以国家公祭的方式，

祭奠在南京大屠杀中死亡的30多万同胞。根据国务院批复， 自2014年起，每年12月13日在南京大屠杀死难者国家公祭仪式主会场下半旗。

The National Memorial Day for the Victims of the Nanjing Massacre is a memorial day established by the Chinese government as a national memorial to commemorate the more than 300,000 compatriots who died in the Nanjing Massacre. According to the approval of the State Council, starting from 2014, the national flag will be flown at half-mast at the main venue of the Ceremony of the National Memorial Day for the Victims of the Nanjing Massacre on December 13 every year.

2020海南艺术之旅郎朗新年音乐盛典

2020 Hainan Art Tour Lang Lang New Year Music Festival

2020 海南艺术之旅·郎朗新年音乐盛典于2020年1月11日在海口体育馆华丽启幕，世界顶级的优雅琴声将回荡于椰城上方。郎朗大师与海南省海韵交响乐团合作演出，这是郎朗大师与交响乐团在海南合作演出的首秀，海口人民大饱耳福。郎朗大师还现场现场演绎《红旗颂》、《雷电波尔卡》、《加勒比海盗》、

《莫扎特 G 大调作品 467 第二乐章》、《黄河第二乐章》 等传颂广泛的经典曲目。同时，百名海南琴童代表海南与郎朗大师同台演出。

The 2020 Hainan Art Tour·Lang Lang New Year Music Festival was grandly opened at the Haikou Gymnasium on January 11, 2020. The world's top elegant piano sounds echoed over the Coconut City. Maestro Lang Lang performed in collaboration with the Hainan Haiyun Symphony Orchestra. This was Maestro Lang Lang's first collaboration with the orchestra in Hainan, and the people of Haikou were treated to a great auditory feast. Maestro Lang Lang also performed widely acclaimed classic pieces on the spot, including “Ode to the Red Flag”, “Thunder and Lightning Polka”, “Pirates of the Caribbean”, “Mozart, Op. 467 in G major, 2nd movement” and “Yellow River, Second Movement”. At the same time, hundreds of Hainan piano children represented Hainan and performed on the same stage with Maestro Lang Lang.

2022年海口城市推介会-成都站

2022 Haikou City Promotion Conference - Chengdu Station

2022 年 11 月 19 日“2022 年海口城市推介会（成都站）”活动在成都拉开帷幕，海口也成为了全国首个运用“元宇宙”概念及技术开展城市推介活动的旅游目的地城市。 本次推介会一改以往传统模式，以数字虚拟技术、中之人技术（真人操控动捕设备现场驱动 AI 人物），并辅以全息裸眼呈现方式、真人演员与数字虚拟人相结合的表现形式，从发展潜力、开放活力、创新动力、城市魅力等方面介绍海口作为海南自贸港省会城市的风貌， 开辟了政府城市推介会在数字虚拟领域及元宇宙领域探索的先河。 贡舜海口 超越未来——以大熊猫搭建起琼蓉文化旅游交融共通的桥梁

On November 19, 2022, the "2022 Haikou City Promotion Conference (Chengdu Station)" event kicked off in Chengdu. Haikou also became the first tourist destination city in China to use the "metaverse" concept and technology to carry out city promotion activities. This promotion conference has changed the traditional model. It utilized digital virtual technology, VTuber technology (real people controlling motion capture equipment to drive AI characters on the spot), supplemented by holographic naked-eye presentation and the combination of real actor and meta human. It introduced Haikou as the capital city of Hainan Free Trade Port in terms of development potential, open vitality, innovative power, and urban charm, and has opened up a precedent for government city promotion conferences to explore the digital virtual field and the metaverse field. Haikou Gong-Shun AI, Beyond the Future - Building a Bridge for the Integration of Hainan and Chengdu Culture and Tourism with Giant Pandas 。

2023 年海口城市推介会 - 绵阳站

2023 Haikou City Promotion Conference - Mianyang Station

2023 年海口城市推介会以“浪漫海口 山海连绵”为主题，涵盖“发现海口”“山海连绵”“夸下海口”三大篇章，集旅文推介、文化展演、户外体验以及 AI 全息投影展示为一体，全方面、多角度展示海口的美景、美食等。此次活动的举办将让绵阳市民游客深入了解海口的特色文化与城市魅力，为海口的旅游文化发展注入新的动力和活力，推动两地文化旅游共同繁荣。

With the theme of "Romantic Haikou, Mountains and Seas", the 2023 Haikou City Promotion Conference covered three chapters: "Discover Haikou", "Mountains and Seas", and "Boasting about Haikou". It integrated tourism and cultural promotion with cultural performances, outdoor experiences, and AI holographic projection displays, showcasing Haikou's beautiful scenery, food, etc. from all aspects and angles. The holding of this event has enabled Mianyang citizens and tourists to better understand Haikou's unique culture and urban charm, inject new impetus and vitality into Haikou's tourism and cultural development, and promote the common prosperity of cultural tourism in the two places.

2023 年海口城市推介会 - 南京站

2023 Haikou City Promotion Conference - Nanjing

2023 年海口城市推介会南京站以“活力海口 与宁相约”为主题，在南京太阳宫广场顺利举办。推介会将“文艺 + 旅游”方式，向南京市民深度展示了海口独特的历史人文、优美的自然风光和新时代下海口鲜明的城市风采，让南京的市民全面地认识海口，爱上海口。本次推介会以城市推介 + 互动活动 + 市集展销的形式进行，并分别从寻迹海口、机遇海口、活力海口、欢游海口四个篇章，充分展示了海口这座活力之城的全新风貌。

The 2023 Haikou City Promotion Conference Nanjing Station was successfully held at Nanjing Sun Palace Square with the theme of "Vibrant Haikou, Meet Nanjing". The promotion conference used the "art + tourism" approach to deeply showcase Haikou's unique history and culture, beautiful natural scenery, and distinctive urban style in the new era to Nanjing citizens, making them to fully understand Haikou and fall in love with Haikou. This promotion conference was conducted in the form of city promotion + interactive activities + market exhibitions, and fully demonstrated the new look of Haikou, the vibrant city, from four chapters: Exploring Haikou, Opportunities in Haikou, Vibrant Haikou, and Joyful Travel in Haikou.

2.体育赛事

文武中国·东方擂台赛

Civil and Martial China · Oriental Arena Competition

由集团联合中国文体旅游产业投资集团共同在澳门发起，同中国六大体院签约，吸收最优秀的具备散打、搏击基础的运动员，经过层层赛事选拔后、由中国八大门派掌门人做为导师，收徒受艺，传授本门派的独门必杀技能，最终在澳门举办中外七国巅峰对决，与世界最顶尖的武林高手同台竞技。该项目是目前中国境内唯一一个具备澳门赌场牌照的国际联赛。

The competition was jointly initiated in Macau by the Group and China Cultural Tourism Industry Investment Group Co., Limited, and signed with China's six major sports academies. It recruited the most outstanding athletes with a basic knowledge of Sanda and fighting. After layers of competitions, the heads of China's eight major martial arts schools served as mentors, accepting them as disciples and teaching them the unique skills of their schools. Finally, a peak showdown between seven Chinese and foreign countries was held in Macau, where the athletes would compete with the world's top martial arts masters. This project is currently the only international league in China that has a Macau casino license.

中国MBA海岸赛

China MBA Coastal Competition

第四届中国 MBA 海岸赛（简称海4赛）于2019年11月30日至12月1日在海南省文昌市举办。 来自西南财经大学，北京第二外国语学院，江西财经大学、浙江工商大学，海南大学，华南师范大学等三十余所院校代表队，以及昭呈机械工业股份有限公司、北京快帮科技有限公司、绿地集团、海南汉斯迈企业管理咨询有限公司、海南铭投实业有限公司、海南莺歌海盐场有限公司等十余支企业代表队，嘉宾、媒体和亲友团共计三百余名队员参与本次赛事。

The 4th China MBA Coastal Competition (Hai 4 Competition for short) was held in Wenchang City, Hainan Province from November 30 to December 1, 2019.The competition included more than 300 guests, media and friends and relatives. The team members came from more than 30 universities and colleges, including Southwestern University of Finance and Economics, Beijing International Studies University, Jiangxi University of Finance and Economics, Zhejiang Gongshang University, Hainan University, South China Normal University, as well as from more than ten companies, including Zhaocheng Machinery Industry Co., Ltd., Beijing Kuaibang Technology Co., Ltd., Greenland Group, Hainan Huntsmen Management Consulting Co., Ltd., Hainan Mingtou Industrial Co., Ltd., and Hainan Yinggehai Salt Field Co., Ltd.

国际商界峰层高尔夫球邀请赛

International Business Summit Golf Invitational

国际商界峰层高尔夫球邀请赛作为 2019 中国 ( 海南 ) 国际高尔夫旅游文化博览会主要活动之一，邀请了国内外各大 MBA 院校的精英学子、专家学者、企业高管等与海南本地企业家共 200 余人参与。邀请赛不仅有赛事，还配套了海南自贸区国际经贸交流暨文昌招商推介会、项目投融资洽谈会、商务考察、商务交流、展览展示、文昌市文旅专题座谈会等活动。并设置海口观澜湖高尔夫球场、文昌三公里国际高尔夫球场两个赛事主场，让参赛选手充分体验海南得天独厚的气候优势与区位优势，以球会友·以球促商·助力海南自贸港建设。

As one of the main events of the 2019 China (Hainan) International Golf Tourism Culture Expo, the International Business Summit Golf Invitational Tournament invited more than 200 elite students, experts and scholars, corporate executives from major MBA schools at home and abroad, and local entrepreneurs from Hainan. The invitational tournament not only had competitions, but also held supports activities such as the Hainan Free Trade Zone International Economic and Trade Exchange and Wenchang Investment Promotion Conference, project investment and financing negotiation meetings, business inspections, business exchanges, exhibitions, and Wenchang City Cultural and Tourism Seminar. The invitational tournament also had two main venues, the Mission Hills Golf Course in Haikou and the Three Kilometers International Golf Course in Wenchang, providing contestants with the opportunity to fully experience Hainan's unique climate and location advantages, make friends through golf, promote business through golf, and assist in the construction of Hainan Free Trade Port.

3.会议展览

再现毕加索——国际艺术品保税展示交易会

Reproduction of Picasso - International Art Bonded Exhibition Fair

2019 年 12 月 24 日，主题为“再现毕加索”的海口综合保税区国际艺术品保税展示交易会在海口综合保税区跨境电商产业园开幕。毕加索、达利、赵无极等国内外艺术名家的200 多件作品同时展出。

On December 24, 2019, the International Art Bonded Exhibition Fair with the theme of "Reproduction of Picasso" opened in the Haikou Comprehensive Bonded Zone Cross-border E-commerce Industrial Park. More than 200 works by famous domestic and foreign artists such as Picasso, Dali, and Zao Wou-Ki are on display at the same time.

第八届中国国际创意设计推广周

The 8th China International Creative Design Promotion Week

第八届中国国际创意设计推广周在海口开幕，来自国 ( 境 ) 内外 200 多名创意设计著名专家学者齐聚一堂，结合海南当地特色，深度挖掘海南资源和潜力，通过高端设计和商业创新模式，探索海南美丽乡村建设品牌化、整体化。

The 8th China International Creative Design Promotion Week opened in Haikou. More than 200 famous creative design experts and scholars from home and abroad gathered together to deeply dig Hainan’s resources and potential in light of Hainan’s local characteristics, and explore the branding and integration of Hainan’s beautiful rural construction through high-end design and business innovation models.

第七届南北雕塑联展·海南

The 7th North-South Sculpture Exhibition·Hainan

2020 第七届中国南北雕塑展在海南省博物馆开幕。来自全国南北多地的数十位雕塑家带来 80 件雕塑精品齐齐亮相海南省博物馆，让海南人民走近雕塑，感受艺术之美。此次展览展出的作品呈现多样化的表现形式与艺术风格，既充分展现雕塑家的艺术个性，又彰显了地域间不同文化传统、不同文化传承所呈现出雕塑语言的差异性与多样性。

The 2020 7th China North-South Sculpture Exhibition opened at the Hainan Provincial Museum. Dozens of sculptors from all over the country brought 80 exquisite sculptures to the Hainan Provincial Museum, inviting the people of Hainan to get closer to sculptures and feel the beauty of art. The works in this exhibition present a variety of forms of expression and artistic styles, which not only fully demonstrate the artistic personality of the sculptors, but also highlight the differences and diversity of sculptural language presented by different cultural traditions and cultural heritages between regions.

庆祝中华人民共和国成立 70 周年

纪念南洋华侨机工回国抗战 80 周年图片、雕塑展

Celebrating the 70th Anniversary of the Founding of the People's Republic of China

The 80th Anniversary of the War of Resistance Photo and Sculpture Exhibition

在祖国七十周年之际，海口市归国华侨联合会于 2019 年 9 月 22 日在海南省图书馆举 办“纪念南洋华侨机工回国抗战 80 周年展”，吸引了来自世界各地的华侨嘉宾、省市领导、 南侨机工眷属以及当地市民等 300 余人参与。展览生动展示了南侨机工的英勇事迹，让我们 共同铭记历史，传承爱国情怀。

On the occasion of the 70th anniversary of the founding of the People's Republic of China, the Haikou Federation of Returned Overseas Chinese held the "80th Anniversary of the War of Resistance Photo and Sculpture Exhibition" at the Hainan Provincial Library on September 22, 2019, attracting more than 300 overseas Chinese guests from all over the world, provincial and municipal leaders, relatives of overseas Chinese mechanics, and local citizens. The exhibition vividly displayed the heroic deeds of the Southeast Asia Overseas Chinese Mechanics, making us to remember history together and pass on patriotic sentiments.

情系故土 展望未来2020 海内外琼籍艺术家作品展开幕！

Love for the Homeland and Looking to the Future 2020 Exhibition of Works by Hainan Artists From Home and Abroad

“情系故土·展望未来——2020 海内外琼籍艺术家作品展”迎接着这一股时代浪潮，以艺术的方式展现生态健康之美，用进取的精神展示海南人民建设祖国的赤子之心。展望未来，我们相信，借助海南自贸港这个全新的平台，琼籍艺术家将立足本土地域文化，彰显社会担当和文化自信，“聚集”创造能源，发挥更大的文化影响力。

"Love for the Homeland and Look to the Future - 2020 Exhibition of Works by Hainan Artists From Home and Abroad" welcomed such a wave of the times, showing the beauty of ecological health in an artistic way, and showing the Hainan people's pure heart to build the motherland with an enterprising spirit. Looking to the future, we believe that, with the help of the new platform of Hainan Free Trade Port, Hainan artists will base themselves on local regional culture, demonstrate social responsibility and cultural confidence, "aggregate" creative energy, and exert greater

cultural influence.

庆祝中国共产党成立 100 周年红色经典美术作品展

Commemorating the 100th Anniversary of the Founding of the Communist Party of China Red Classic Art Works Exhibition

7 月 1 日在海南省图书馆内，举办中国共产党建党 100 周年红色经典美术作品展，成为一个引人注目的盛事。近 80 件来自 47 位艺术家的杰出作品，无声地述说着那段难以忘怀的岁月，诉说着令人动容的红色故事。此次画展突显了深远的艺术影响，通过高品质的美术作品生动展示了中国共产党百年历程，歌颂了百年辉煌，同时传递了思想与珍贵历史记忆。

On July 1, 2021, an exhibition of red classic art works to commemorate the 100th anniversary of the founding of the Communist Party of China was held in the Hainan Provincial Library, which became an eye-catching event. Nearly 80 outstanding works from 47 artists silently told the unforgettable years and the moving red stories. This exhibition highlighted the profound artistic influence, vividly displayed the 100-year history of the Communist Party of China through high-quality art works, eulogized the 100-year glory, and at the same time conveyed ideas and precious historical memories.

2021 国际调解高峰论坛

2021 International Mediation Summit

2021 年 9 月 29 日上午，2021 国际调解高峰论坛在海口开幕。本次论坛由中国贸促会和海南省人民政府共同主办，中国贸促会商法中心、海南省贸促会承办，中国贸促会调解中心、中国国际商会海南商会为执行单位。司法部、中国法学会、中华全国律师协会、香港律政司对论坛给予了大力支持。400 多位法学专家、律师、调解员、仲裁员、企业法务等专业人士出席论坛。

On the morning of September 29, 2021, the 2021 International Mediation Summit Forum opened in Haikou. The forum was co-organized by the China Council for the Promotion of International Trade and the People's Government of Hainan Province, hosted by the China Council for the Promotion of International Trade Commercial Legal Service Center and the Hainan Provincial Council for the Promotion of International Trade, and executed by the China Council for the Promotion of International Trade Mediation Center and the Hainan Chamber of Commerce of the China Chamber of International Commerce. The Ministry of Justice, China Law Society, All China Lawyers Association and the Hong Kong Department of Justice have given strong support to the forum. More than 400 legal experts, lawyers, mediators, arbitrators, corporate legal affairs and other professionals attended the forum.

2023 年东亚商务论坛

East Asia Business Forum 2023

10 月 19 日上午，2023 年东亚商务论坛在海口开幕，论坛以“携手共促区域经济全面复苏·共享 RCEP 新机遇”为主题，围绕“重塑产业链供应链分工协作体系，深入推进区域经济一体化”和“海南自贸港与东盟国家经济金融合作”等议题展开研讨。

On the morning of October 19, the 2023 East Asia Business Forum opened in Haikou. With the theme of "Promoting the comprehensive recovery of the regional economy together and sharing new opportunities of RCEP", the forum discussed topics such as "Reshaping the division of labor and cooperation system of the industrial chain and supply chain, and deepening regional economic integration" and "Economic and financial cooperation between Hainan Free Trade Port and ASEAN countries".

P6

国际元宇宙（海南）创新中心（Performance service）：

把握元宇宙时代的发展机遇，构筑专业化、国际化的元宇宙发展新平台。致力于打造一个多元化、开放式的元宇宙生态圈，汇聚全球资源，孵化前沿技术，加速海南自由贸易港的数字化转型。

了解更多：

国际元宇宙（海南）创新中心简介

国际元宇宙（海南）创新中心（以下简称“创新中心”）将把握元宇宙时代的发展机遇，通过向全球征集特色案例与产品，链接各个细分领域的企业，构筑专业化、国际化的元宇宙发展新平台。致力于打造一个多元化、开放式的元宇宙生态圈，汇聚全球资源，孵化前沿技术，加速海南自由贸易港的数字化转型。

Introduction

The Int’l Metauniverse (Hainan) Innovation Center (hereinafter referred to as the "Innovation Center") will seize the development opportunities in the metaverse era, collect special cases and products from around the world, connect enterprises in various segments, and build a new professional and international metaverse development platform. The Innovation Center is committed to building a diversified and open metaverse ecosystem, bringing together global resources, incubating cutting-edge technologies, and accelerating the digital transformation of the Hainan Free Trade Port.

创新中心宗旨与价值

创新中心不单是技术的创新高地，更是文化与科技交融的新时代典范。创新中心不仅追求技术的突破，更承载着为社会带来持续的创新活力与经济增长的使命。在元宇宙的广阔空间中，我们致力于解锁数字世界的潜能，为实体经济注入新动力。

Mission and Value

The Innovation Center is a highland of technological innovation, as well as a new era model of the integration of culture and technology. The Innovation Center not only pursues technological breakthroughs, but also carries the mission of bringing continuous innovative vitality and economic growth to society. In the vast space of the metaverse, we are committed to unlocking the potential of the digital world and injecting new impetus into the real economy。

产业基金

构建元宇宙产业基金，为优质企业和项目落地海南提供资金上的支持，在满足海南的政策优势与红利的同时，得到更好的孵化与培育。

Industry Fund

Build the Metaverse Industry Fund to provide financial support for high-quality enterprises and projects, help them to land in Hainan, and better incubate and cultivate them while meeting Hainan’s policy advantages and dividends.

政策优势

依托海南自贸港的政策红利，创新中心为企业提供极具吸引力的税收优惠、招商落地和资金扶持，为创新创业提供了广阔的空间和可能性。

Policy advantages

Provide enterprises with extremely attractive tax incentives, investment promotion and financial support by relying on the policy dividends of Hainan Free Trade Port, and offer broad space and possibilities for innovation and entrepreneurship.

生态构建

致力于搭建一个包容性的创新生态系统，连接开发者、创业者、

研究机构与投资人，促进资源共享与合作共赢。

Ecosystem Construction

Build an inclusive innovation ecosystem that connects developers, entrepreneurs, research institutions and investors to promote resource sharing and win-win cooperation.

交流平台

中心作为国际交流的平台，定期举办高峰论坛、研讨会和技术 展览，带来全球视野，拓宽合作网络。

Exchange platform

Regularly host summit forums, seminars and technology exhibitions as a platform for international exchanges to bring in global perspectives and broaden the cooperation network.

创新引领

聚焦新技术、案例实践应用，追踪全球趋势，致力于成为国内外元宇宙领域的领跑者和新技术的试验场。

Innovationdriven

Focus on the practical application of new technologies and cases, track global trends, and make all efforts to become a leader in the field of metaverse at home and abroad and a testing ground for new technologies.

海南省元宇宙产业协会

为抢抓自贸港建设机遇期，整合海南省内元宇宙产业资源，推动海南自贸港数字化高质量发展，由海南中晟文体集团、海南龙泰体育文化有限责任公司、海南来画科技文化有限公司、 海南元宇宙生态俱乐部有限公司、圆圈科技 ( 海南 ) 有限公司、海南创图文化科技有限公司、海南码萨数据服务有限公司共同发起成立海南省元宇宙产业协会协会将致力于加强行业内外的交流合作，促进元宇宙技术在多领域的应用和产业升级，成为推动海南乃至国际元宇宙产业发展的重要力量，为建设数字化、网络化、智能化的现代化经济体系作出积极贡献。

Hainan Province Metaverse Industry Association

In order to seize the opportunity of the construction of the free trade port, integrate the metaverse industry resources in Hainan Province, and promote the high-quality digital development of Hainan Free Trade Port, Hainan Zhongsheng Culture and Sports Group, Hainan Longtai Sports Culture Co., Ltd., Hainan Laihua Technology Culture Co., Ltd., Hainan Metaverse Ecological Club Co., Ltd., Circles Technology (Hainan) Co., Ltd., Hainan Chuangtu Culture Technology Co., Ltd., and Hainan Masa Data Service Co., Ltd. jointly initiated the establishment of the Hainan Province Metaverse Industry Association. The Association will be committed to strengthening exchanges and cooperation within and outside the industry, promoting the application of metaverse technology in multiple fields and industrial upgrading, becoming an important force in promoting the development of the metaverse industry in Hainan and even the international industry, and making positive contributions to the construction of a digital, networked, and intelligent modern economic system.

2023 元宇宙大会

“2023 元宇宙大会”作为海南省重点会展项目，大会以海南自贸港封关在即为时代风口，将聚焦培育元宇宙细分产业链，促进内容创作数实共生，通过推动示范，技术引领，文旅特色，智慧教育，产业聚集等元宇宙产业生态形成，未来将打造元宇宙 + 自贸港的产业研究院、 元宇宙示范区。为充分发挥孵化资源交流平台优势，构建海南元宇宙产业集群，在助力企业落地海南的同时，构建企业 + 政府 + 企业的生态模式，现面向全球征集特色案例与产品，以链接各个细分领域的企业，打造国际元宇宙（海南）创新中心。

2023 Metaverse Congress

As a key conference and exhibition project in Hainan Province, the "2023 Metaverse Congress" will focus on cultivating the Metaverse's subdivided industrial chain and promoting the symbiosis of digital and real content creation, and will promote the formation of a Metaverse industrial ecosystem led by technology and featuring cultural tourism, which covers smart education and industrial agglomeration. In the future, it will create an industrial research institute and a Metaverse Demonstration Zone of Metaverse + Free Trade Port. In order to give full play to the advantages of the incubation resource exchange platform, build the Hainan Metaverse Industrial Cluster, and build an ecological model of enterprise + government + enterprise while helping enterprises to settle in Hainan, we are now soliciting special cases and products from around the world to connect enterprises in

various segments and create the International Metaverse (Hainan) Innovation Center.

2023 元宇宙大会是海南“元宇宙 +”时代下的方向与机遇

The 2023 Metaverse Congress is the direction and opportunity for Hainan in the "Metaverse+" era

元宇宙+文旅

将元宇宙技术引入文化旅游领域，创造沉浸式的旅游体验，打造数字文旅新模式，赋能海南省丰富的自然和文化资源。

Metaverse + Culture and Tourism

Introduce metaverse technology into the field of cultural tourism, create an immersive tourism experience, build a new model of digital cultural tourism, and empower Hainan Province's rich natural and cultural resources.

元宇宙 + 体育

通过虚拟现实等技术，为体育赛事和健身提供全新平台，提升观赛体验和运动参与度，探索体育产业的创新发展路径。

Metaverse + Sports

Provide a new platform for sports events and fitness through technologies such as virtual reality, improve the game-viewing experience and sports participation, and explore innovative development paths for the sports industry.

元宇宙 + 赋能海南自贸港

充分利用海南自贸港的政策优势，通过元宇宙技术推动贸易、金融、物流等领域的创新发展，构建数字经济新生态。

Metaverse+ empowering Hainan Free Trade Port

Fully utilize the policy advantages of Hainan Free Trade Port, promote innovative development in trade, finance, logistics and other fields through metaverse technology, and build a new digital economy ecosystem.