

VR让世界更精彩 虚实融合 智兴百业

**VR Adorns the World: Integrating the Real and
the Virtual Worlds to Boost All Industries**

中国·南昌 Nanchang·China

2023年10月19-20日 / October 19-20·2023

会务指南

CONFERENCE GUIDE



官方公众号



官方门户网站

主办单位: 工业和信息化部
Sponsored by: Ministry of Industry and Information Technology

江西省人民政府
People's Government of Jiangxi Province

承办单位: 中国电子信息产业发展研究院
Organized by: China Center for Information Industry Development
南昌市人民政府
Nanchang Municipal People's Government

江西省工业和信息化厅
Department of Industry and Information Technology of Jiangxi Province
虚拟现实产业联盟
Industry of Virtual Reality Alliance

欢迎致辞

尊敬的嘉宾:

金秋洪都，胜友如云；千年豫章，高朋满座。在2023世界VR产业大会隆重召开之际，我们谨对阁下的光临致以最衷心的感谢和最热烈的欢迎!

本次大会由工业和信息化部、江西省人民政府共同主办，中国电子信息产业发展研究院、江西省工业和信息化厅、南昌市人民政府、虚拟现实产业联盟联合承办，来自国内外VR/AR/MR领域专家学者和企业家等代表应邀参会，是一次全球VR产业领域群英荟萃的顶级盛会。

大会以“VR让世界更精彩—虚实融合，智兴百业”为主题，旨在聚焦产业前沿技术、最新成果、热点应用，搭建国际交流合作平台，汇聚产学研用各方力量，共同推进虚拟现实的技术发展、应用推广和生态建设。

我们诚挚希望阁下在2023世界VR产业大会期间，与全球嘉宾深化交流、凝聚共识，共享新一轮科技革命和产业变革的创新成果与发展机遇。

“天下英雄城”南昌，是底蕴深厚的历史文化名城，更是充满活力的现代动感都会，诚邀阁下同心谋发展、携手奏华章!

2023世界VR产业大会组委会
2023年10月

WELCOME ADDRESS

Distinguished guests:

In this scenic golden fall, friends and guests from afar have gathered here in Nanchang, Jiangxi. On the occasion of the grand opening of the 2023 World Conference on VR Industry, we extend our sincere gratitude and warm welcome to your presence.

Sponsored by the Ministry of Industry and Information Technology and the People's Government of Jiangxi, organized jointly by the China Center for Information Industry Development (CCID), Department of Industry and Information Technology of Jiangxi Province, Nanchang Municipal People's Government and Alliance of VR Industry, the 2023 Conference attracts the attendance of many experts, scholars and entrepreneurs in the field of VR/AR/MR at home and abroad, making it a top summit for elites in the VR industry.

With the theme of “VR Adorns the World: Integrating the Real and Virtual Worlds to Boost All Industries”, the conference this year aims to focus on cutting-edge technologies, up-to-date achievements and popular applications in the VR industry, to build a platform for international exchanges and cooperation, and to gather the strengths of stakeholders in manufacturing, education, research and application to jointly facilitate the development, application and eco-system building of the VR technology.

We sincerely hope that you will have in-depth exchanges and reach consensus with guests from around the world during the conference, and will share the innovative achievements and development opportunities brought about by the new round of sci-tech revolution and industrial transformation.

Nanchang, known as “the city of heroes”, is not only a city of profound history and culture, but also a modern dynamic metropolis with vitality. Join us now to build a prosperous Nanchang with a brighter future!

Organizing Committee of the 2023 World Conference on VR Industry
October 2023

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实用信息 Practical Information

会议时间和地点

会议时间: 2023年10月19日-20日

会议地点: 江西·南昌

主会场: 南昌国际博览城绿地铂瑞酒店

主会场地址: 江西省南昌市红谷滩新区
上饶大街1100号

酒店电话: (86)79186198888

参会代表证

参会代表证是您参加此次大会各项会议和主题活动的重要通行凭证, 请务必全程佩戴。

Date and Place of the Conference

Time: October 19 to 20, 2023

Place: Nanchang · Jiangxi

Main Venue: Primus Hotel| Nanchang
International Expo City

Address: No.1100 Shangrao Avenue,
Honggutan District,
Nanchang, Jiangxi
Province, China

Telephone: (86)79186198888

Conference Badge

The conference badge is the only pass document for all conferences and theme events, please wear conference badge at all time during the conference.

大会着装

请穿正装出席。

语言

汉语普通话为中国大陆地区唯一官方语言。如果您在会议期间遇到语言交流障碍，可向大会现场工作人员及志愿者寻求帮助。

同传翻译设备

您可在会议开始前，前往位于会议厅门口前厅区域的同传设备服务台领取同传翻译设备，会议结束后请当天将设备归还。您需要凭身份证件借用同传设备。（设备已消毒，请放心使用）。

Dress

Please be present by dressing up.

Language

Chinese Mandarin (Putonghua) is the only official language in mainland China. During the conference, you can get helps from conference staff and volunteers for language assistance if necessary.

Simultaneous Interpretation (SI) Equipment

SI headsets can be picked up at the SI counters at the foyer of the conference room before conference, and need to be returned to the counter after conference. Please remember to bring identity cards when asking for SI headsets.(Disinfected, please rest assured.)

天气

南昌10月份气温适宜，降雨概率较低，大会期间天气预报情况如：

2023年10月19日 晴 16-24℃

2023年10月20日 晴 18-26℃

当地时间

南昌所在时区：东八区

南昌当地时间：GMT + 8小时

电话区号

中国大陆国际区号：+86

南昌电话区号：+0791

Weather

Nanchang has a favorable climate in October, with a low probability of rain. Weather forecast during the conference is as follows:

Oct. 19, 2023 Sunny 16-24°C

Oct. 20, 2023 Sunny 18-26°C

Local Time

Time Zone:CST (China Standard Time)

Nanchang Time:GMT+8 hours

Telephone Calling Codes

Mainland China International Code:+86

Nanchang Telephone Area Code:+0791

货币、银行及自动取款机

中国的货币：人民币，英文缩写为：
CNY或RMB，符号：¥
自动提款机：中国工商银行
(九龙湖分理处)
附近的银行：江西银行（南昌九龙湖支行）
营业时间：09:00-17:00

饮用水

在中国，自来水不能直接饮用，宾馆客房内均免费或以较低收费提供瓶装饮用水，并提供电热水壶。会议期间，会议室内均提供瓶装饮用水。

Banks, ATM & Currency in China

The Currency of China is RMB , which is abbreviated as "CNY" or "RMB" . Symbol: ¥
ATM : ICBC (Jiulong Lake Branch)
Nearby Bank : Jiangxi Bank (Nanchang Jiulonghu Branch)
Opening Time : 9:00--17:00

Drinking Water

Tap water in China is undrinkable before it is boiled , Hotel rooms offer bottled water for free or for a minimal charge, water heaters are equipped at the same time. Bottled water is supplied at the conference center during the conference.

会议期间医疗服务

会议期间，南昌国际博览城绿地铂瑞酒店822设立医务室；江西前湖迎宾馆1102设立医务室。

绿地铂瑞酒店电话号码：0791-86198888
转房间分机
江西前湖迎宾馆电话号码：0791-86758888
转房间分机

电压

在中国电压通常为220V, 50HZ。多数宾馆、酒店在卫生间内提供110V及220V两种电源插座，客房区域插座通常是220V。

常用紧急电话

警察110，救护车120，火警119

Medical Service during the Conference

During the meeting , Primus Hotel Nanchang International Expo City sets up Infirmary In Room 822 ; Jiangxi Qianhu Guesthouse sets up Infirmary In Room 1102.

Primus Hotel Nanchang International Expo City TEL : 0791-86198888 EXT Room Numbers

Jiangxi Qianhu Guesthouse TEL : 0791-86758888 EXT Room Numbers

Voltage

Voltage in China is generally 220v , 50HZ. Most of hotels in China have both 110V and 220V electrical outlets in the bathrooms, 220V sockets are usually available in guest rooms.

Emergency Numbers

Police : 110 , Ambulance : 120 , Fire : 119

B

用餐安排

会议期间用餐安排如下，如您有特殊饮食需求（如素食，清真等），请提前向工作人员提出。

日期	时间	餐饮安排	地点	备注			
10月18日	11:30 - 13:30	午餐	南昌国际博览城绿地铂瑞酒店 卓越西餐厅	凭餐券用餐			
	18:00 - 20:00	晚餐	江西前湖迎宾馆 湖水轩				
10月19日	07:00 - 09:00	早餐	南昌国际博览城绿地铂瑞酒店		凭餐券用餐		
	11:30 - 13:30	午餐	卓越西餐厅				
	18:00 - 20:00	晚餐	江西前湖迎宾馆 湖水轩				
10月20日	07:00 - 09:00	早餐	南昌国际博览城绿地铂瑞酒店			凭餐券用餐	
	11:30 - 13:30	午餐	卓越西餐厅				
	18:00 - 20:00	晚餐	江西前湖迎宾馆 湖水轩				
10月21日	07:00 - 09:00	早餐	江西前湖迎宾馆 湖水轩				凭餐券用餐

Meals

Meals during the conference are arranged as follows. If you have special dietary needs (such as vegetarian food , halal food, etc.), please inform us in advance.

Date	Time	Meals	Location	Remarks			
Oct.18	11:30 - 13:30	Lunch	Primus Hotel Nanchang International Café Central	Meal Voucher only			
	18:00 - 20:00	Dinner	Lakeside Coffee , Jiangxi Qianhu Guesthouse				
Oct.19	07:00 - 09:00	Breakfast	Primus Hotel Nanchang International		Meal Voucher only		
	11:30 - 13:30	Lunch	Café Central				
	18:00 - 20:00	Dinner	Lakeside Coffee , Jiangxi Qianhu Guesthouse				
Oct.20	07:00 - 09:00	Breakfast	Primus Hotel Nanchang International			Meal Voucher only	
	11:30 - 13:30	Lunch	Café Central				
	18:00 - 20:00	Dinner	Lakeside Coffee , Jiangxi Qianhu Guesthouse				
Oct.21	07:00 - 09:00	Breakfast	Lakeside Coffee , Jiangxi Qianhu Guesthouse				Meal Voucher only

会场信息
About the Conference Venue

南昌国际博览城 绿地铂瑞酒店简介

南昌国际博览城绿地铂瑞酒店

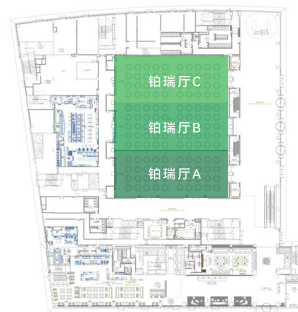
南昌国际博览城绿地铂瑞酒店是南昌高端会议会展酒店，属南昌绿地国际博览中心重要组成部分，由世界500强绿地控股集团兴建，区位优势明显，交通便捷。

Introduction of Primus Hotel Nanchang International Expo City

Primus Hotel Nanchang International Expo City

Primus Hotel Nanchang International Expo City is high-end convention hotel in Nanchang. The hotel is built by the world's top 500 Greenland Group. The location advantage of hotel is obvious and the transportation is convenient.

会场平面图



南昌国际博览城绿地铂瑞酒店会议中心一层

南昌国际博览城绿地铂瑞酒店会议中心一层

2023年10月19日

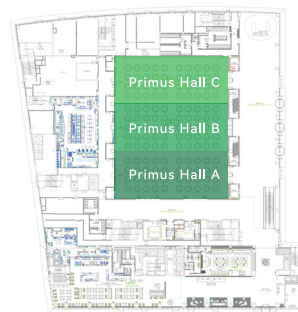
铂瑞厅C
虚拟直播厅

2023年10月20日

铂瑞厅A
元宇宙主题论坛
超高清主题论坛

铂瑞厅C
产业链供应链主题论坛
江西省第五批VR产业创新创业优秀人才
团队授牌仪式

Floor Plans



Primus Hotel Nanchang International Expo City
Conference Centre 1F

Primus Hotel Nanchang International Expo City Conference Centre 1F

October 19, 2023

Primus Hall C
Virtual Broadcasting

October 20, 2023

Primus Hall A
Forum on Metaverse
Forum on UHD

Primus Hall C
Forum on Industrial Chain

Awarding Ceremony of the Fifth Batch of
Outstanding VR Innovation and Startup
Teams in Jiangxi Province

会场平面图



南昌国际博览城绿地铂瑞酒店会议中心二层

南昌国际博览城绿地铂瑞酒店会议中心二层

2023年10月19日

203会议室
VR50强企业路演暨VR/AR年度创新奖发布

2023年10月20日

205会议室
近眼显示主题论坛
国际对接交流会

会场平面图



南昌国际博览城绿地铂瑞酒店会议中心三层

南昌国际博览城绿地铂瑞酒店会议中心三层

2023年10月19日

国际厅
大会开幕式及开幕演讲
主论坛

2023年10月20日

国际厅
2023中国(南昌)电子信息产业发展大会暨
移动智能终端产业供需对接会

国际厅A+B
智慧平安校园主题论坛

308会议室
工业制造主题论坛
AI大模型主题论坛

Floor Plans



Primus Hotel Nanchang International Expo City
Conference Centre 2F

Primus Hotel Nanchang International Expo City Conference Centre 2F

October 19, 2023

Conference Room 203
Top 50 VR Enterprises Roadshow &
Annual VR/AR Innovation Awards

October 20, 2023

Conference Room 205
Forum on Near-Eye Display
International Business Matchmaking and
Exchange Conference

Floor Plans



Primus Hotel Nanchang International Expo City
Conference Centre 3F

Primus Hotel Nanchang International Expo City Conference Centre 3F

October 19, 2023

International Hall
Opening Ceremony and Speech
Main Forum

October 20, 2023

International Hall
Nanchang Electronic Information
Industry & Mobile Smart Terminal
Supply- Demand Matchmaking
Conference

International Hall A+B
Forum on Smart and Safe Campus

Conference Room 308
Forum on Industrial Manufacturing
Forum on AI Models

江西前湖迎宾馆简介

江西前湖迎宾馆

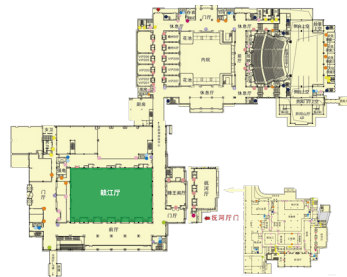
江西前湖迎宾馆是一家临前湖而建的生态园林迎宾馆。整个迎宾馆建筑呈具现代中国风，主体风格上充分体现庭院式、亲水型、安全性的特点。在功能上能够满足各类大型活动和高端会议。总建筑面积为16万平方米，宾馆由东区、西区两部分组成：东区设有13栋别墅楼。西区分为宴会会议中心及6栋商务客房。宾馆内部设施齐全，住宿、餐饮、娱乐、健身、网球场、游泳馆等应有尽有。

Introduction of Jiangxi Qianhu Guesthouse

Jiangxi Qianhu Guesthouse

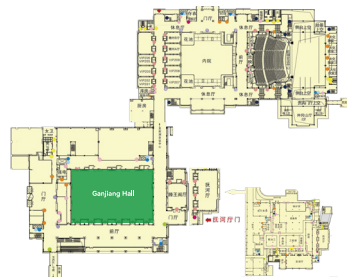
Jiangxi Qianhu Guesthouse is a garden-style guesthouse nestling in the natural landscape near the Qianhu Lake. Informed by a genuine modern Chinese tinge, the whole building is courtyard-inspired, rich in water views yet private. Functionally, it can meet various needs of large-scale events and high-end conferences. With a total construction area of 160,000 square meters, the Guesthouse outspreads in the east and in the west. The east zone gathers 13 villa buildings, and the west zone has a banquet conference center and 6 business room buildings. Also, the Guesthouse is equipped with complete facilities for accommodation, catering, entertainment, and fitness, etc. aside from a tennis hall and a swimming pool.

会场平面图



江西前湖迎宾馆平面图

Floor Plans



Jiangxi Qianhu Guesthouse

江西前湖迎宾馆一层

2023年10月19日

赣江厅A

2023年虚拟现实教学应用创新大赛决赛

2023年10月20日

赣江厅A

数字化教育发展主题论坛

算力新生态主题论坛

赣江厅B

中国联通生态论坛

赣江厅C

华为生态论坛

中国电信生态论坛

Jiangxi Qianhu Guesthouse 1F

October 19, 2023

Ganjiang A

2023 VR Teaching Practice & Innovation Competition-Final

October 20, 2023

Ganjiang A

Forum on Digital Education Development

Forum on New Computility Eco-system

Ganjiang B

Forum on China Unicom Ecosystem

Ganjiang C

Forum on Huawei Ecosystem

Forum on China Telecom Ecosystem



大会日程 Agenda

开幕式及开幕演讲

10月19日
09:00-12:00
绿地铂瑞酒店三楼 国际厅

主论坛

10月19日
14:00-17:00
绿地铂瑞酒店三楼 国际厅

主题论坛

10月20日

产业链供应链主题论坛

09:00-12:00
绿地铂瑞酒店一楼 铂瑞厅C

工业制造主题论坛

09:00-12:00
绿地铂瑞酒店三楼 308会议室

元宇宙主题论坛

09:00-12:00
绿地铂瑞酒店一楼 铂瑞厅A

近眼显示主题论坛

09:00-12:00
绿地铂瑞酒店二楼 205会议室

AI大模型主题论坛

14:00-17:00
绿地铂瑞酒店三楼 308会议室

超高清主题论坛

14:00-17:00
绿地铂瑞酒店一楼 铂瑞厅A

智慧平安校园主题论坛

14:00-17:00
绿地铂瑞酒店三楼 国际厅A+B

数字化教育发展主题论坛

14:00-17:00
江西前湖迎宾馆 赣江厅A

算力新生态主题论坛

9:00-12:00
江西前湖迎宾馆 赣江厅A

企业生态论坛

10月20日

华为生态论坛

09:00-12:00
江西前湖迎宾馆 赣江厅C

中国电信生态论坛

14:00-17:00
江西前湖迎宾馆 赣江厅C

中国联通生态论坛

09:00-12:00
江西前湖迎宾馆 赣江厅B

产业对接

10月19-20日

VR50强企业路演暨VR/ AR年度创新奖发布

10月19日
14:30-17:00
绿地铂瑞酒店二楼 203会议室

2023中国(南昌)电子信息产 业发展大会暨移动智能终端 产业供需对接会

10月20日
09:30-11:50
绿地铂瑞酒店三楼 国际厅

江西省第五批VR产业创新 创业优秀人才团队授牌仪式

10月20日
14:00-15:00
绿地铂瑞酒店一楼 铂瑞厅C

国际对接交流会

10月20日
15:30-16:30
绿地铂瑞酒店二楼 205会议室

赛事体验

10月14日-22日

2023年虚拟现实教学应用 创新大赛决赛

10月19日
09:00-17:00
江西前湖迎宾馆 赣江厅A

南昌国际数字互娱嘉年华

10月14日-20日
17:00-22:00
中国南昌VR产业基地绿地
广场

2023XR(元宇宙)健竞大赛

10月19日-20日
绿地国际博览中心

2023世界VR产业暨元宇宙 博览会

10月19日-22日
绿地国际博览中心



Opening Ceremony and Speech

19 October

09:00-12:00

International Hall,
Primus Hotel

Main Forum

19 October

14:00-17:00

International Hall,
Primus Hotel

Themed Forum

20 October

Forum on Industrial Chain

09:00-12:00

Primus Grand Ballroom C,
Primus Hotel

Forum on Industrial Manufacturing

09:00-12:00

Conference Room 308,
Primus Hotel

Forum on Metaverse

09:00-12:00

Primus Grand Ballroom A,
Primus Hotel

Forum on Near-Eye Display

09:00-12:00

Conference Room 205,
Primus Hotel

Forum on AI Models

14:00-17:00

Conference Room 308,
Primus Hotel

Forum on UHD

14:00-17:00

Primus Grand Ballroom A,
Primus Hotel

Forum on Smart and Safe Campus

14:00-17:00

International Hall A+B,
Primus Hotel

Forum on Digital Education Development

14:00-17:00

Ganjiang A,
Jiangxi Qianhu Guesthouse

Forum on New Computility Eco-system

09:00-12:00

Ganjiang A,
Jiangxi Qianhu Guesthouse

Corporate Ecosystem Forums

20 October

Forum on Huawei Ecosystem

09:00-12:00

Ganjiang C,
Jiangxi Qianhu Guesthouse

Forum on China Telecom Ecosystem

14:00-17:00

Ganjiang C,
Jiangxi Qianhu Guesthouse

Forum on China Unicom Ecosystem

09:00-12:00

Ganjiang B,
Jiangxi Qianhu Guesthouse

Industrial Exchange

19-20 October

Top 50 VR Enterprises Roadshow & Annual VR/AR Innovation Awards

19 October

14:30-17:00
Function Room 203,
Primus Hotel

Nanchang Electronic Information Industry & Mobile Smart Terminal Supply-Demand Matchmaking Conference

20 October

09:30-11:50
International Hall,
Primus Hotel

Awarding Ceremony of the Fifth Batch of Outstanding VR Innovation and Startup Teams in Jiangxi Province

20 October

14:00-15:00
Primus Grand Ballroom C,
Primus Hotel

International Business Matchmaking and Exchange Conference

20 October

15:30-16:30
Conference Room 205,
Primus Hotel

Event Experience

14-22 October

2023 VR Teaching Practice & Innovation Competition-Final

19 October

09:00-17:00
Ganjiang A,
Jiangxi Qianhu Guesthouse

Nanchang International Digital Interactive Entertainment Carnival

14-20 October

17:00-22:00
Greenfield Square, The VR
Industrial Base in Nanchang,
China

2023XR(Metaverse)Fitness Championship

19-20 October

Nanchang Greenland
International Expo Center

2023 World VR Industry & Metaverse Exhibition

19-22 October

Nanchang Greenland
International Expo Center

交通信息
Transportation

机场

南昌昌北国际机场距离南昌国际博览城绿地铂瑞酒店，距离36.5公里，乘出租车约45分钟。

火车站

南昌站至南昌国际博览城绿地铂瑞酒店，距离约18公里，乘出租车约35分钟。

南昌西站至南昌国际博览城绿地铂瑞酒店，距离约3公里，乘出租车约10分钟。

Airport

36.5km from Nanchang Changbei International Airport to Primus Hotel Nanchang International Expo City: approx. 45 minutes taxi ride.

Railway Station

18 km from Nanchang Station to Primus Hotel Nanchang International Expo City approx , 35 minutes taxi ride.

3 km from Nanchang West Station to Primus Hotel Nanchang International Expo City approx , 10 minutes taxi ride.

公共交通

——乘机场公交3号线转乘坐地铁2号线至国博站，出4号口即到。

——乘机场公交3号线转501路至九龙大道公交站，步行约1.1公里即到。

——南昌站步行约64米乘地铁2号线至国博站，出4号口即到。

——南昌西站乘地铁2号线至国博站，出4号口即到。

Public Transportation

——Take the airport shuttle bus line3 and transfer to subway line2 to Guobo Station , exit 4.

——Take the airport shuttle bus line3 and transfer to bus no.501 to Kowloon Avenue and walk about 1.1km.

——Walk about 64 meters from Nanchang Railway Station and take subway line2 to Guobo Station , exit 4.

——Take subway line2 from Nanchang West Railway Station to Guobo Station , exit 4.

VIP 嘉宾班车服务

服务时间：2023年10月18日至21日中午

班车路线：

1号线：南昌西站 -- 南昌绿地博览城绿地铂瑞酒店

2号线：昌北机场 -- 南昌绿地博览城绿地铂瑞酒店

3号线：南昌西站 -- 江西前湖迎宾馆

4号线：昌北机场 -- 江西前湖迎宾馆

班车时刻表：

时期	时间	车辆类型	发车间隔
平谷期	08:00-12:00	考斯特、别克GL8	30分钟
高峰期	12:00-18:00	考斯特、别克GL8	15分钟
平谷期	18:00-22:00	考斯特、别克GL8	30分钟
夜间	22:00-02:00	别克GL8	上车即走

VIP Guest Shuttle Bus Service

Service Time: October 18-21(Midday), 2023

Shuttle Routes:

Line 1: Nanchang West Railway Station-Primus Hotel Nanchang International Expo City

Line 2: Nanchang Changbei International Airport-Primus Hotel Nanchang International Expo City

Line 3: Nanchang West Railway Station-Jiangxi Qianhu Guesthouse

Line 4: Nanchang Changbei International Airport-Jiangxi Qianhu Guesthouse

Shuttle Bus Schedule:

Period	Time	Vehicle	Departure Interval
Steady	08:00-12:00	Koster , Buick GL8	30 minutes
Peak	12:00-18:00	Koster , Buick GL8	15 minutes
Steady	18:00-22:00	Koster , Buick GL8	30 minutes
Night time	22:00-02:00	Buick GL8	Ready to go

E

2023世界VR产业 暨元宇宙博览会简介

Introduction of 2023 World VR Industry & Metaverse Exhibition

2023世界VR产业 暨元宇宙博览会简介

时间:2023年10月19日-22日

地点:南昌绿地博览中心

世界VR产业暨元宇宙博览会将于10月19日至22日在绿地博览中心举行，作为世界VR产业大会同期重要活动，已成功举办五届，参展企业包括：华为、百度、HTC、微软、惠普、英伟达、影创、NOLO等行业知名企业，以及中国移动、中国联通、中国电信等行业运营商近800家，美国、法国、韩国、奥地利、德国、西班牙等国家VR企业或机构组团参展。展示内容涵盖VR/AR产业链硬件、软件、服务及应用等全产业链产品，应用领域涉及教育、影视、游戏、航空、工业、体育、医疗、文旅、数字孪生、人工智能等。

作为中国以及全球虚拟现实产业专业展会，世界VR产业暨元宇宙博览会已成为行业内首屈一指的顶尖盛会，为虚拟现实产业搭建产需对接、专业产业展示优质平台。展会集中展示了虚拟现实行业最新的产品与技术，参展观众广泛覆盖国内外领导、专家、学者、投资商、采购商等各界人士，为参展企业争取到了高层次大规模的曝光宣传。未来，世界VR产业暨元宇宙博览会将成为虚拟现实产业必不可少的重要盛事。

The Metaverse Venue

The World VR Industry & Metaverse Exhibition will be held from October 19th to 22nd at the Greenbelt International Expo Centre. Major exhibitors include widely known enterprises, such as Huawei, Baidu, HTC, Microsoft, Hewlett-Packard, NVIDIA, Shadow Creator and NOLO, approximately 800 industry operators, such as China Mobile, China Unicom and China Telecom, and group exhibitors of countries, such as the USA, France, Republic of Korea, Austria, Germany and Spain. The exhibition covers products throughout the entire VR/AR industrial chain, namely hardware, software, services and applications, and fields of application include education, film and television, gaming, aviation, industry, sports, healthcare, cultural tourism, digital twin, artificial intelligence and so on.

As a specialized exhibition of the VR industry in China and worldwide, the World VR Industry & Metaverse Exhibition has become a top event in the VR industry, and serves as a premium platform for the VR supply-demand matching and showcasing. With the display of up-to-date VR products and technologies, the exhibition attracts a wide range of visitors, such as leaders, experts, scholars, investors and buyers from home and abroad, and offers high-level sizeable exposure and publicity of the exhibitors. Moving forward, the World VR Industry & Metaverse Exhibition aims to become an indispensable fair in the VR industry.

F

线上参会指南 Online Participation Guide

元宇宙会场

2023世界VR产业大会元宇宙会场打造全新线上参会空间。观众可在登录后打造自己的数字人分身，在元宇宙会场参会、互动及逛展，更设有传送门实现元宇宙各场景的穿越。本届大会元宇宙会场通过官网即可进入元宇宙世界参与大会。

云直播

请访问大会官网或大会小程序，在大会直播栏目或大会日程页观看直播。

点播

大会提供会后点播服务。请访问大会官网或大会小程序观看点播。

The Metaverse Venue

The 2023 World Conference on VR Industry presents a brand new live streaming platform for virtual attendance. Visitors may log onto the platform, create their own avatars, attend the conference, enjoy interaction or tour the exhibition, and traverse various scenarios via a portal. Please visit the official website of the conference to access the live streaming platform.

Live Streaming Online

Please visit the official website or Mini Program to watch the live broadcast of the conference.

VOD

Click the official website or Mini Program , select the activities you want on the schedule page.We provide VOD service after the conference.

G

关于江西·南昌
About Jiangxin·Nanchang

江西省省情简介

江西地处长江中下游南岸，全省面积16.69万平方公里，人口4500万，辖11个设区市，100个县（市、区），是一方“物华天宝，人杰地灵”的土地。

General Introduction of Jiangxi Province

Jiangxi is located to the south of the middle and lower reaches of the Yangtze River. Covering a total area of 166,900 square kilometers, Jiangxi has a population of 45 million. It consists of 11 prefectural cities and 100 counties (including county-level cities and districts). It is a place reputed for endowing with abundant resources and producing outstanding people.

江西区位优势，交通便利。江西毗邻长江三角洲、珠江三角洲和海西经济区，具有承东启西、连南接北的独特区位优势，正成为中国创新经济最活跃的省份之一。江西水陆空交通便利，出省主要通道全部高速化，境内高速公路里程达6700公里。有南昌、九江、景德镇、赣州、井冈山、宜春、上饶七个机场。其中，南昌国际航空货运航线通达全球，成为欧洲第二大货运热门询价地。

江西历史悠久，文化璀璨。江西是中国革命的摇篮、人民军队的摇篮、共和国的摇篮和中国工人运动的策源地。同时，江西还是世界稻作文化发源地，是中国儒家、佛教、道教文化的重要繁衍地，拥有千年瓷都景德镇、千年名楼滕王阁、千年书院白鹿洞、千年古寺东林寺，无数个“千年”造就了江西厚重的人文底蕴，涌现了田园诗人陶渊明，唐宋八大家中的欧阳修、曾巩、王安石，“东方莎士比亚”汤显祖、“中国铁路之父”詹天佑等一批鸿儒巨匠。

Jiangxi has an advantageous geographical location and a convenient transportation network. Adjacent to the Yangtze River Delta, the Pearl River Delta, and the triangular area of the southeast of Fujian Province, Jiangxi is thus given a geographic advantage of connecting the east with the west, and linking the north with the south, which makes Jiangxi one of the most active provinces in the field of innovative economy. Jiangxi has convenient transportation by land, water and air, and all the major channels outbound are high-speed, the mileage of expressways in Jiangxi has exceeded 6,700 kilometers. Jiangxi has seven airports, namely, Nanchang airport, Jiujiang airport, Jingdezhen airport, Ganzhou airport, Jinggangshan airport, Yichun airport and Shangrao airport. Among them, Nanchang international air cargo routes are accessible to the world, making Nanchang Europe's second most popular place of inquiry for freight.

Jiangxi has a long history and a splendid culture. Jiangxi is the cradle of Chinese revolution, the cradle of the People's Liberation Army, the cradle of the Chinese Soviet Republic and the birthplace of China's Labor Movement. In addition, Jiangxi is recognized as the world's source of rice planting culture, as well as the birthplace of Confucianism, Buddhism, and Taoism. It is home to the porcelain capital Jingdezhen, the renowned Tengwang Pavilion, the White Deer Cave Academy and the ancient Donglin Temple dating back thousands of years. A number of great scholars have emerged in Jiangxi, including the idyllic poet Tao Yuanming, Ouyang Xiu, Zeng Gong and Wang Anshi from the eight most famous scholars in the Tang and Song Dynasties, the "Shakespeare of the East" Tang Xianzu, and the "Father of Chinese Railways" Zhan Tianyou, etc.

江西资源丰富，生态良好。江西森林覆盖率达63.35%，被誉为中国“最绿的省”之一。世界第三大河—长江流经江西，滋润着这片“鱼米之乡”。中国第一大淡水湖—鄱阳湖位于江西，是世界著名的候鸟栖息湿地，全球98%的白鹤在这里越冬。境内有50座国家森林公园，5处世界遗产，4座世界地质公园。习近平主席曾赞誉：“庐山天下悠，三清天下秀，龙虎天下绝。”江西矿产资源种类多、储量大。其中，铜资源储量居全国第一，有“中国铜都”“世界钨都”“稀土王国”“有色金属之乡”的美誉。

江西发展稳中有进，量质双升。2022年，全省地区生产总值32074.7亿元，比上年增长4.7%，增速全国第一；全省规模以上工业企业实现营业收入48295.5亿元，比上年增长9.0%；全省一般公共预算收入2948.3亿元，比上年增长4.8%；全省货物进出口总值6713.0亿元，比上年增长34.9%。

Jiangxi is abundant in natural resources and has good ecological environment. Its forests coverage accounts to 63.35% of the entire province, ranking among the top in China. The Yangtze River, the third largest river in the world, flows through Jiangxi, feeding this "land of abundant fish and rice". Poyang Lake, China's largest freshwater lake, is a world-renowned wetland for migratory birds, where 98% of the world's cranes overwintering. The province takes pride in its 56 national-level forest parks, 5 world heritage and 4 world geoparks. President Xi Jinping praised by commenting that Jiangxi is a good place, endowing with charming ecological environment and many places of interests, and "Mt. Lu shows to the world its tranquility, Mt. Sanqing shows to the world its beauty, Mt. Longhu shows to the world its uniqueness". Jiangxi is endowed with abundant mineral resources. The copper reserve of Jiangxi ranks the first in China. Jiangxi is reputed as the "Copper Capital of China", the "Tungsten Capital of the World" and the "Kingdom of Rare Earths" and the "Hometown of the non-ferrous metal".

Jiangxi has developed swiftly and is full of vitality. In 2022, the GDP of Jiangxi province reached 3207.47 billion yuan, with an increase of 4.7%, ranking first in China. The added value of industries above a designated scale reached 4829.55 billion yuan with an increase of 9.0%. The general public budget revenue reached 294.83 billion yuan with an increase of 4.8%. The total volume of import and export of trade was 671.3 billion yuan with an increase of 34.9%.



南昌市市情介绍

南昌，是江西省省会，现辖三县（南昌、进贤、安义），六区（东湖、西湖、青云谱、青山湖、新建、红谷滩），三个国家级开发区（南昌国家经济技术开发区、南昌国家高新技术产业开发区、南昌小蓝经济技术开发区）以及临空经济区，面积7195平方公里，常住人口653.81万，是国家历史文化名城、国家卫生城市、国家水生态文明城市、国家森林城市、国家园林城市、全国双拥模范城。

General Introduction of Nanchang City

Nanchang, the capital city of Jiangxi Province, administers three counties (Nanchang County, Jinxian County and Anyi County), six districts (Donghu District, Xihu District, Qingyunpu District, Qingshanhu District, Xinjian District and Honggutan District), three state-level development Zones (Nanchang Economic and Technological Development Zone, Nanchang High-Tech Industrial Development Zone and Nanchang Xiaolan Economic and Technological Development Zone) and Airport Economic Development Zone. Nanchang's area totals 7,195 square kilometers, with a total population of 6,538,100. It is a nationally famous historical and cultural city, a National Water Ecological Civilized City, a National Hygienic City, a National Forest City, a National Garden-Like City and a National Double Support Model City.



南昌历史悠久。公元前202年，西汉大将灌婴在此筑城，始称灌婴城，历经2200余年，别名豫章、洪州、隆兴等，明代定名为南昌，寓“南方昌盛”、“昌大南疆”之意。南昌是历代县治、郡府、州治所在地，也是江西的政治、经济、文化中心，人文荟萃之地，以“物华天宝，人杰地灵”的美誉流传古今。南昌还是一座“英雄城”，被称为“军旗升起的地方”。

Nanchang boasts a profound history. In 202 BC, a general of West Han Dynasty named Guan Ying first built the city and named it after his own name. For over 2,200 years, the city's name had been changed for many times, such as Yuzhang, Hongzhou, Longxing and so on. It was not until Ming Dynasty that the name of Nanchang had been finally settled which means a prosperous and frontier city in the south of China. Over the past dynasties, Nanchang had been the place where the county government, the prefecture government and the provincial government were located. For now, it is the political, economic and cultural center in Jiangxi Province and enjoys the honor of a given land abundant in natural resources and outstanding in producing talented figures. Besides, Nanchang is a Heroic City and is also called as the place where the national army flag was raised.

南昌文化厚重。名人辈出，孕育了中国音乐鼻祖伶伦、汉代南州高士徐孺子，净明道派创始人晋代治水专家许逊，明末清初写意画大师八大山人（朱耷）等历史名家，王阳明、朱熹等历代大家在南昌留下了传诵千古的佳话轶事或不朽诗文。南昌文化遗存众多，拥有600余处文化遗址，千年名楼滕王阁被誉为“江南三大名楼”之一，唐代著名诗人王勃曾在此写下“落霞与孤鹜齐飞、秋水共长天一色”的千古佳句；西山万寿宫为道教净明忠孝道的发祥地；绳金塔屹立1100多年不倒，是南昌的“镇城之宝”；汉代海昏侯国遗址的考古发现震惊世界。

Nanchang boasts rich culture. There are many famous historical people here. For example, Ling Lun - the founding father of Chinese music, Xu Ruzi - a profound scholar in Nanzhou Prefecture of Han Dynasty, Xu Xun - the founding father of Pure Taoist School and an expert on water conservation, and Bada Shanren (Mr. Zhu Da) - a freehand brushwork master in early Ming and late Qing Dynasty. Besides, Wang Yangming, Zhu Xi and other talented calligraphers have left many great anecdotes and poems that spread through ages. There are over 600 cultural relics in Nanchang as well. Some of the most famous ones could be listed here. To start with, Tengwang Pavilion, the famous building which is renowned as one of the Top 3 famous pavilions in South China. Wang Bo, a famous poet in Tang Dynasty once wrote two great lines for it - The lonely bird flies with the beautiful sunset, and the autumn river shares the same color with the sky, which have been popular for over a thousand years. Besides, Wanshou Longevity Palace in West Mountain is the birthplace of Pure and Loyal School of Taoism. Also, Shengjin Pagoda, though built 1,100 years ago, is still the Treasure of the City. Last but not least, the discovery of The Mausoleum Relics of Marquis Haihun of Han Dynasty totally shock the world.



南昌生态优美。水资源丰富，“襟三江而带五湖”，拥有“一江三河串十湖”的发达水系网络，水域面积占全市面积的29.8%。环境优美，城市绿化率达42.5%，梅岭素有“小庐山”之称；气候宜人，空气质量指数连续多年居中部省会城市第一。随着国家生态文明试验区的建设和发展，作为江西的核心城市，南昌将充分保护和利用好良好的生态环境，使之成为最大的发展优势。

Nanchang boasts a nice ecological environment. Located in the middle and lower reaches of Yangtze River and surrounded by five lakes of South China, Nanchang enjoys abundant water resources and advanced water system network. Thanks to this, the water area covers 29.8% of the whole city. On one hand, the environment here is fabulous with the urban green coverage rate reaching 42.5%. Meiling Mountain owns the nickname of Small Mount Lu, a famous mountain in China. On the other hand, the weather here is also pleasant and delightful, as the air quality index ranks top among provincial capitals in Mid-China for many consecutive years. With the construction and development of the National Demonstration Pilot for Ecological Civilization, Nanchang, the core capital of Jiangxi Province, will fully preserve and take good use of the sound ecological environment in order to transform those advantages into development competitiveness.

南昌区位独特。地处长江中下游，濒临鄱阳湖西南岸，自古就有“粤户闽庭，吴头楚尾”之称，是唯一一个和我国经济发展最具活力的长三角、珠三角和闽东南毗邻的省会城市，是京九、浙赣铁路的交汇点，也是京九线上唯一的省会城市。近年来，随着轨道交通、快速路网等加快建设，航线发展、港口建设加快推进，立体交通网络正加速形成。特别是随着沪昆高铁的开通，南昌快速迈进“高铁时代”，正与周边城市互联构建一小时高铁经济圈。

Nanchang boasts unique regional advantages. Located in the middle and lower reaches of Yangtze River, being adjacent to the southwestern bank of Poyang Lake, Nanchang was originally the gateway and courtyard of Guangdong and Fujian, and was on the borders between the two ancient kingdoms Wu and Chu. Nowadays, Nanchang is the only capital city in China that is close to the three most economically developed agglomerations, namely Yangtze River Delta, Pearl River Delta and Southeastern Fujian. Besides, it is the intersection of the Beijing-Kowloon Rail Line and Zhejiang-Jiangxi Rail Line. In recent years, with the speedy development of rail lines, fast road networks, airlines and ports, the three-dimensional transportation network is under quick construction. Especially with the operation of the Shanghai-Kunming high-speed rail line, Nanchang is fast entering the Age of the High-Speed Rail Line, and is establishing an one-hour economic circle with nearby cities.



南昌前景广阔。当前，随着“一带一路”倡议的深入推进，以及长江经济带、长江中游城市群、赣江新区等国家战略的深入实施，随着江西着力打造“一圈引领、两轴驱动、三区协同”的区域发展新格局，迈步“思想大解放、改革再出发”新征程，南昌迎来了加快发展的又一历史机遇。

Nanchang boasts a bright future. At present, with the in-depth implementation of the Belt and Road Initiative and other national strategies such as Yangtze River Economic Belt, urban city agglomeration in middle and lower reaches of Yangtze River and Ganjiang New Area, and with Jiangxi focusing on establishing a new pattern of regional development which is A Circle Leading, Two Shafts Driving, and Three Zones Coordinating and stepping onto the new journey of ideological emancipation and restarting after the reform, Nanchang is embracing another historical opportunity of fast development.



城市名片

东方水城·中国水都·赣鄱明珠 南昌自古就是一座水城，城市因水而发，缘水而兴，在古籍中，南昌城又被称为“洪都”、“洪州”、“章江城”，南昌古民谚就有“七门九州十八坡，三湖九津通赣鄱”之称。“城在湖中，湖在城中，‘水城共生’是南昌独特的城市形态”全市水域总面积占比29.8%，在全国省会城市中名列第一，是一座“水灵灵”的城市。

天下英雄城“八一起义”这段光辉的历史是南昌的独有资源，“军旗升起的地方”是南昌市独有的红色文化品牌，并形成了以“八一精神”为主要核心的红色文化，除了八一起义纪念馆、“小平小道”外，还有江西革命烈士纪念馆、方志敏烈士陵园、朱德军官教育团旧址、贺龙指挥部旧址、新四军军部旧址陈列馆等一大批红色旅游景点。“小平小道”孕育了改革开放的思想，为南昌注入了更富有时代性的红色基因。

City Card

Oriental Water City·China'S Water Capital·Sparkling Pearl on Poyang Lake. Nanchang has been a water city since ancient times, for it was built and developed because of water at the first place. In history, the city of Nanchang had been once called as Hongdu, Hongzhou and Zhangjiang River City. Nanchang used to be a prosperous city with 7 gates, 9 divisions, 18 slopes, 3 lakes and 9 ferries. The city is uniquely surrounded by lakes as lakes are inside the city as well, hence a symbiosis relationship is formed between the city and the water. The water area covers 29.8% area of the whole city which ranks the first among China'S provincial Capitals, Nanchang is indeed a city of water.

Heroic City in China. The historically famous Bayi Uprising Revolution is an unique memory of Nanchang, AS a place where the national army flag was raised, Nanchang boasts a particular brand of red culture and thus has formed a red culture as Bayi Spirit being the core value. There are a series of red culture tourist attractions such as the Bayi Revolution Memorial Hall, Xiaoping Trail, Jiangxi Memorial Hall of Revolutionary Martyrs, Cemetery of Revolutionary Martyr Fang Zhimin, Former Site of the Group led by Military Officer Zhu De, Former Site of the Headquarters led by Military Officer He Long, Exhibition Hall for Former Site of the Headquarters of New Fourth Army. Among the above-mentioned attractions, Xiaoping Trail gave birth to the ideology of China's reform and opening-up and has infused the red gene of the time into the city of Nanchang.



滕王阁

滕王阁，与黄鹤楼、岳阳楼并称江南三大名楼。唐永徽四年(公元653年)，唐太宗之弟“滕王”李元婴任洪州都督时所创建，因初唐诗人王勃所作《滕王阁序》而名传千古。滕王阁建筑群座落在南昌市沿江路赣江与抚河故道交汇处，占地4.16公顷。是一座大型仿宋式古建筑，主体建筑共9层，重檐歇山式大屋顶，净高57.5米，保有唐阁“层台耸翠、上出重霄、飞阁流丹、下临无地”的雄伟气势。2004年被评为国家重点风景名胜区，2018年被评为国家5A级旅游景区。

Tengwang Pavilion

Tengwang Pavilion is reputed as one of three famous towers in regions south of the Yangtze River, the other two towers are Yellow Crane Tower and Yueyang Tower. It was established by “Tengwang (Prince Teng)” Li Yuanying while he served as Hongzhou Governor, who was the younger brother of Emperor Taizong of Tang in Yonghui 4th year of Tang Dynasty (AD653). It is famous for generations due to the Foreword of Tengwang Pavilion composed by poet Wang Bo in the early Tang Dynasty. Tengwang Pavilion is situated at the intersection of Ganjiang River of Nanchang City and the old path of Fuhe River, covering a land area of 4.16 hectares, standing along the river. The whole buildings are reinforced concrete wood-like structure, and the main pavilion maintains the magnificence the Tang pavilion with green tile, double eaves, colorful pillars and carved doors and windows. It was rated as national key tourist attraction in 2004 and national 5A-level scenic area in 2018.

南昌汉代海昏侯国遗址

遗址地处新建区东北部，北临鄱阳湖，东滨赣江。距南昌昌北国际机场20公里，距南昌市区约45公里。遗址区由3.6平方公里的紫金城城址、历代海昏侯墓园、贵族和平民墓地为核心的一系列重要遗存构成。是我国目前发现的面积最大、保存最好、内涵最丰富的汉代侯国都城聚落遗址。为研究西汉侯国建城制度、人文历史、社会经济等提供了全面的历史资料，是研究西汉侯国历史最独特的大遗址。

Relics of Haihun Principality of Han Dynasty in Nanchang

It is situated at the northeast of Xinjian District, with Poyang Lake in the north and Ganjiang River in the east. It is 20km to Nanchang Changbei International Airport and about 45km to downtown Nanchang. The historic site consists of a series of important remains, taking the site of the Forbidden City with an area of 3.6 square kilometers, cemetery of Haihun Duke for generations and burial area for the noble and the civilian in the Han Dynasty as core. It is the largest marquis settlement historic site in the Han Dynasty with the largest area, the best preservation and the most connotations found in our country up till now. It provides comprehensive historical materials for the research of establishment system, humanistic history and social economy of the countries in the western Han dynasty, and it is the most unique large site for the research of the history of the countries in the western Han dynasty.

汉代海昏侯国历史与文化展
THE EXHIBITION OF THE HISTORY AND CULTURE OF HAIHUN PRINCIPALITY IN THE HAN DYNASTY

一江两岸灯光秀

南昌“一江两岸”灯光秀的光源，主要采用了南昌拥有自主技术产权的硅衬底LED灯。这项技术打破了西方国家的技术垄断，获得了2015年度唯一一个国家技术发明奖一等奖。“南昌光谷”点亮南昌，点亮世界。“一江两岸”灯光秀在城市景观照明项目上获得“一个世界之最”、“七个国内之最”和“四个国内首创”。

One-river Two-bank Light Show


The light source of “one-river two-bank light show” mainly adopts the silicon-substrate LED light for which Nanchang owns proprietary technology property rights. The technology broke through the technology monopoly of western countries, having obtained the only first prize for national technological invention award in 2015. “Nanchang Optical Valley” lightens Nanchang and the world. The “one-river two-bank light show” won “one world’s greatest”, “seven domestic greatest” and “four domestic pioneering” in terms of urban landscape lighting project.

南昌融创主题乐园

坐落于江西省南昌市红谷滩九龙湖新区，4A级旅游景区。总投资30亿元，占地80公顷，于2016年5月正式开园。拥有6大主题区域，60余项游乐项目，16个特色商店，18个主题餐厅。

Nanchang Rongchuang Theme Park

Located at Jiulonghu New Area of Honggutan, it is a 4A-level scenic area with total investment of 3 billion yuan and land area of 80 hectares. It was opened to public in May 2016, and it has 6 thematic areas, more than 60 entertainment facilities, 16 specialty shops, and 18 theme restaurants.




凤凰沟景区

国家4A级旅游景区，位于南昌县黄马乡，占地面积8平方公里。因明朝江南四大才子唐伯虎在“装疯卖傻，骑于凤凰，逃离宁王朱宸濠篡权谋反”的故事而得名——凤凰沟。景区历经10年时间的打造、升级，建成了集“科技集成示范、良种展示、技术培训、生态模式、农业体验和休闲观光”为一体的国家级现代生态农业示范园。

Phoenix Grove Scenic Area

It is a national 4A-level scenic area, located at Huangma Township of Nanchang County, covering a land area of 8 square kilometers. It is named for the story of one of four scholars in Jiangnan in the Ming Dynasty Tang Bohu in “playing the fool, riding on a phoenix to escape from usurper Zhu Chenhao”. After ten-year building and upgrading, the scenic area has been built into a state-level modern ecological agricultural demonstration park integrating “demonstration of scientific and technological integration, exhibition of fine breed, technology training, ecological model, agricultural experience and leisure sightseeing”.

An aerial photograph of the Anyi Ancient Villages, showing a dense cluster of traditional Chinese buildings with dark tiled roofs. The village is surrounded by lush green trees and fields. The sky is overcast with soft, diffused light.

安义古村群

国家4A级旅游景区，地处安义县石鼻镇境内，面积约464公顷。古村群至今保存有明清宅院120余幢，是一处保存完好的传统文化遗产。经过多年建设初步形成吃、住、行、游、购、娱较为齐全的旅游服务要素体系，是一个集休闲度假、避暑疗养、观光娱乐、传统文化研究、明清建筑为一体的多功能旅游区域。

Anyi Ancient Villages

It is a national 4A-level scenic area, and located in Shibi Town of Anyi County, with an area of about 464 hectares. More than 120 residences in the Ming and Qing Dynasties are well preserved in the Village, which makes it a well-preserved traditional cultural heritage. After years of construction, it has preliminarily formed tourism service element system complete in eating, living, traveling, touring, shopping and entertaining, and it is a multifunctional tourism area integrating leisure resort, summer resort, sightseeing, entertainment, study on traditional culture and buildings in the Ming and Qing Dynasties.

