

嘉峪关丝绸之路美食文化节

Jiayuguan Silk Road Food Cultural Festival

一、 简述

Brief Introduction

嘉峪关是万里长城最西端关口，其地势险要，建筑雄伟，有天下第一雄关之称，是古代丝绸之路的交通枢纽，也是丝绸之路经济带上的重要一环。嘉峪关人均 GDP 居全国前列，城镇化比率达 93.44%。

Jiayuguan is the westernmost strategic pass of the Great Wall. It is also called "The first and greatest pass under the heaven" because of its steep and daunting architectural style. Jiayuguan is also the name of a city in Gansu Province. The city is both an important transportation junction of the ancient Silk Road and a hub along the Silk Road Economic Belt. Jiayuguan's GDP per capita ranks high among Chinese cities. Until 2016, its urbanization rate has surpassed 93%.

新一代嘉峪关人力图全面提升嘉峪关综合实力和发展水平，使之成为新丝绸之路经济带上一颗耀眼的明珠。举办丝绸之路美食文化节，将为嘉峪关市带来新繁荣，赢来新机遇，实现新发展。

The new generation of Jiayuguan's citizens is making great efforts to make the city better, making it a shiny star along the New Silk Road Economic Belt. In view of this, holding Food Cultural Festival is a good way to bring Jiayuguan new prosperity, new chance and new development.

二、 三大功能

Three Advantages

1、 丰富旅游内容，促进旅游业的发展。

It will contribute to the development of tourism

嘉峪关城墙横穿沙漠戈壁，北连黑山悬壁长城，南接天下第一墩。其雄关戈壁给人以强烈的视觉冲击，但是真正留住旅客的更有舌尖上的美味。丝路城市美食文化大荟萃，将吸引更多游客，品味天下美味。

In Jiayuguan, the Great Wall crosses Gobi and dessert, giving people a strong visual impact. Tasty food is also of great attraction to tourists. Through this activity, plenty of tasty food will be gathered, to attract more people.

2、 推进丝路文化交流，使嘉峪关成为一带一路文化城市交流先锋。

It will promote cultural exchanges, making Jiayuguan a champion in cultural city exchanges under the Belt and Road Initiative.

美食节期间可举办“丝路城市美食展”、“丝路美食文化发展论坛”、“国际烹饪交流赛”、“乌克兰城市小姐总决赛”、“国际电影短片展播”、“国际名酒品鉴会”、“丝路美食厨房”

等活动，探究丝绸之路对东西方饮食文化的影响。使人们在品尝美味的同时，感受丝路文化的交流。

During the festival, Food Exhibition, Food Cultural Forum, Food Cultural Forum, International Cooking Competition, Silk Road Gastronomic Kitchen Activity, Silk Road Lady Competition, Silk Road International Filmlet Exhibition, International Wine Tasting Activity and "Lucky Tourist" Activity will be held. People can have the chance of tasting food from different countries, discussing the impact of Silk Road on food culture of the West and the East, and experiencing the cultural exchanges.

3、打造嘉峪关的新名片。

It will create a new image for Jiayuguan.

通过“美食、美酒、美人”等要素的引进，突出“美”的嘉峪关，与原有的“雄”字品牌结合，形成“雄美嘉峪关”新名片。阴阳互补，刚柔相济，是为“大美”，可体现嘉峪关市经济社会、人与自然统筹均衡发展。追求“雄”与“美”的完整结合，可以成为嘉峪关文化气质的内核。

Through introducing the beautiful food, beautiful wine and beautiful people, Jiayuguan's image of mighty beauty and tender beauty are combined together, forming a new image of harmony between soft and hard elements, which corresponds to the Chinese ancient philosophy of Taoism, believing that Yin and Yang are soft and strong power made into one. The combination of might and beauty will become the echo of Jiayuguan's cultural core, demonstrating the balanced development of the human and nature.

三、主要活动

Main Activities

- 1、开幕式：主办方、承办方及嘉宾致辞，介绍举办美食节的背景、意义、参与国家及主要活动。

The opening ceremony: organizers, co-organizers and guests will deliver speeches to introduce the background, significance of this event, participating countries and major activities.

- 2、美食体验：中国、意大利、乌克兰、菲律宾、土耳其、泰国、马来西亚、伊朗、日本、哈萨克斯坦 10 国 18 个城市的美食展示体验。

There will be an exhibition presenting food from 18 cities of China, and from 10 countries: Italy, Ukraine, the Philippines, Turkey, Thailand, Malaysia, Iran, Japan and Kazakhstan, showing different background and characteristics of food.

- 3、美食文化论坛：举办“丝路美食文化发展论坛”，研讨古今丝绸之路对东西方餐饮文

化的影响及餐饮文化 4、的发展趋势。

The Food Cultural Forum will be held to discuss what influences were brought by Silk Road in the past and nowadays on food culture in the East and the West, along with the trend of food culture's development.

4、烹饪交流赛 举行“东西南北中国际烹饪交流赛”，让游客、市民与专业评审共同打分，体现互动、共享。

During the International Cooking Competition, tourists, citizens and professional judges will give the scores, interact with each other and share joy from the event.

5、丝路美食厨房：世界级大厨亲自教授各地特色美食制作方法，游客可在教学厨房中体验学习烹饪国际名菜。

During the Silk Road Gastronomic Kitchen activity, World-class chefs will teach people how to make food from different cities. Tourists and local citizens can learn how to cook international famous cuisine in the workshop from the famous chefs.

6、丝路天使选美比赛：举行丝绸之路城市小姐才艺 PK，邀请乌克兰、罗马尼亚、菲律宾、斯里兰卡及中国的城市小姐参与，展示不同文化背景下的佳丽形象和所代表的城市。

During the Silk Road Angels Beauty Contest, a talent competition will be held. Miss City from Ukraine, Romania, the Philippines, Sri Lanka and China will be invited, too, to show the beautiful image of their cities under different cultural contexts.

7、丝路短片展：举行丝绸之路国际电影短片展，露天播放。

During the Silk Road International Short Film Exhibition, films introducing Silk Road culture will be played outdoors.

8、国际名酒品鉴会：组织“国际名酒品鉴会”，感受酒文化的魅力。

Also, International Wine Tasting activity will be held for people to experience different wine culture from different countries.

四、时间安排

Time

2018年6月19日至6月25日，为期一周。

The Silk Road Food Cultural Festival will be held from June 19th to 25th, 2018.

五、主办方和承办方

Hosts and Organizers

主办：丝绸之路城市联盟，嘉峪关市政府

承办：环球丝盟资讯有限公司，嘉峪关市政府有关部门

Hosts: SRCA and the municipal government of Jiayuguan.

Organizers: Silk Road Global Information Limited and the municipal government departments of Jiayuguan.

六、 分工

Responsibilities

丝绸之路城市联盟 :总体策划、品牌管理、国际嘉宾邀请、海外推广、国际合作伙伴推荐、中外方协调。

Silk Road Cities Alliance: general planning, brand management, inviting international guests, overseas promotion, recommending international cooperation partners, coordination between Chinese and foreign parties.

嘉峪关市政府 :立项、报批、政治安全保障、资金支持、国内推介、场地搭建、场馆、酒店、交通、活动组织、协调

The municipal government of Jiayuguan: project initiation, project approval, political and security safeguard, financial support, domestic promotion, construction of venue, pavilion, hotel, transportation, organization of events, coordination.

环球丝盟资讯有限公司 :外交接待、翻译、资料、论坛、烹饪赛及选美比赛组织

Silk Road Global Information Limited: diplomatic reception, interpretation and translation, information, forum, cooking competition and beauty pageant.