举办地点:
国家会展中心(上海)

主办单位:
中华人民共和国商务部
上海市人民政府

承办单位:
中国国际进口博览局
国家会展中心(上海)

合作单位:
世界贸易组织
联合国粮农组织
联合国开发计划署
联合国工业发展组织
联合国贸易和发展会议
国际贸易中心

Venue:
National Exhibition and Convention Center (Shanghai)

Hosts:
Ministry of Commerce of the People's Republic of China
Shanghai Municipal People's Government

Organizers:
China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai) Co., Ltd.

Partners:
World Trade Organization
Food and Agriculture Organization of the United Nations
United Nations Development Programme
United Nations Industrial Development Organization
United Nations Conference on Trade and Development
International Trade Center

专业观众报名方式
在中国国际进口博览会官方网站(www.ciie.org)上进行报名
Register on the CIIE official website (www.ciie.org)

联系我们
中国国际进口博览局
国家会展中心(上海)
地址: 中国上海市崧泽大道333号
电话: +86-21-968888
网址: www.ciie.org

China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai)
Address: 333 Songze Avenue, Shanghai, China
Tel: +86-21-968888
Website: www.ciie.org

官方微信公众号 Official WeChat Account of CIIE

企业微信客服 Customer Service WeCom of CIIE

官方小红书账号 Official Rednote Account of CIIE

中国国际进口博览会
CHINA INTERNATIONAL IMPORT EXPO

第九届中国国际进口博览会
企业商业展
观展邀请宣传册

Exhibition Invitation Brochure of Business Exhibition of the 9th China International Import Expo

2026



程喜春20260810

中国国际进口博览会
CHINA INTERNATIONAL IMPORT EXPO

概述
Overview

2017年5月，中国国家主席习近平在首届“一带一路”国际合作高峰论坛上宣布，中国将从2018年起举办中国国际进口博览会。

举办中国国际进口博览会，是中国着眼于推动新一轮高水平对外开放作出的重大决策，是中国主动向世界开放市场的重大举措。

中国国际进口博览会连续成功举办八届，已经成为中国构建新发展格局的窗口、推动高水平开放的平台、全球共享的国际公共产品。

第九届中国国际进口博览会将于2026年11月5日至10日在国家会展中心（上海）举办，各项筹办工作正在有序展开，众多新产品、新技术、新服务将精彩呈现。

诚邀您到第九届中国国际进口博览会观展洽谈。

In May 2017, Chinese President Xi Jinping announced at the First Belt and Road Forum for International Cooperation that China will hold China International Import Expo (CIIE) starting from 2018.

Hosting the CIIE is a significant decision for China to advance high-level opening up in the new era, and a major initiative for China to proactively open its market to the world.

Eight editions of the CIIE have been successfully held, making the event a showcase for China's new development paradigm, a platform for high-standard opening up, and a public good for the whole world.

The 9th CIIE is scheduled from November 5 to 10, 2026 at the National Exhibition and Convention Center (Shanghai). At present, the preparation work is going well in an orderly manner for a perfect presentation of new products, new technologies, and new services later.

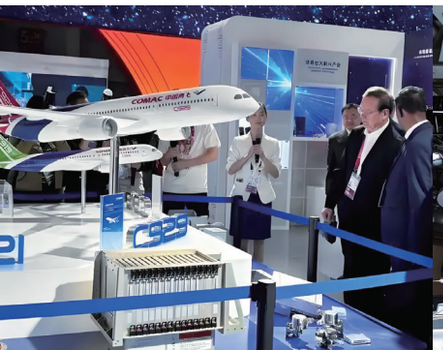
We sincerely invite you to the 9th CIIE.



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第八届进博会回顾
Overview of the 8th CIIE

- 国务院总理李强出席开幕式并发表主旨演讲。
  Premier Li Qiang attended the opening ceremony and delivered a keynote speech.
- 虹桥论坛举办25场分论坛、5场闭门会和推介会等活动，发布《世界开放报告2025》等20项成果。
  Hongqiao Forum included 25 parallel sessions, 5 closed meetings and promotional activities, releasing 20 achievements including the World Openness Report 2025.
- 共有67个国家、地区和国际组织参加国家展，展览面积3万平方米，会期举办了上百场活动。
  A total of 67 countries, regions and international organizations participated in the Country Pavilion, covering 30,000 square meters and featuring more than 100 events.
- 共有138个国家和地区的4108家企业参加企业商业展，展示461项代表性首发新产品、新技术、新服务。
  A total of 4,108 enterprises from 138 countries and regions took part in the Corporate Pavilion, showcasing 461 representative new products, technologies and services.
- 组建43个交易团和700多个交易分团，注册观众超过46万人，按一年计意向成交额达834.9亿美元，同比增长4.4%。
  A total of 43 trade missions and over 700 sub-missions were organized, with registered visitors exceeding 460,000. The intended transactions reached USD 83.49 billion on a one-year basis, up 4.4% from the previous edition.
- 举办83场配套活动，涵盖政策解读、行业研讨、投资促进、对接签约、产品发布等多个类别。
  A total of 83 supporting events were conducted, covering fields such as policy interpretation, industry seminars, investment promotion, business matchmaking, contract signing and product launches.
- 贸易投资对接会达成超300项合作意向。
  Over 300 cooperation intentions were reached at the Trade and Investment Matchmaking Conference.
- 开展137场新品发布活动，展示229项前沿科技产品。
  A total of 137 new product launch events were convened to showcase 229 cutting-edge tech products.
- 组织近80场集中签约活动，达成意向合作近600项。
  Nearly 80 collective signing events were organized, leading to nearly 600 cooperation intentions.
- 组织近200个观展团组，打通展客商精准对接的“最后一公里”。
  Nearly 200 visiting groups were organized to bridge the “last mile” for precise engagement between exhibitors and buyers.







精彩活动邀您参与 Exciting Events Await at the CIIE

作为采购商在选品会精准对接
To achieve precision matchmaking as buyers at VIP Buyers Selection Event



重要采购商选品会邀请商超便利店、电商平台、新零售渠道商等采购商与参展商开展专场对接活动，根据意向采购需求匹配参展商，提高对接洽谈精准性。欢迎您带着采购需求报名参与选品会，来到现场洽谈对接。

The VIP Buyers Selection Event invites representatives from supermarket and convenience store chains, e-commerce platforms, new retail channel providers, and other purchasing entities to engage in dedicated matchmaking sessions with exhibitors. Exhibitors will be matched according to their intended procurement needs, so as to improve the accuracy of negotiations and matchmaking. You are welcome to register for the selection event with your procurement requirements and conduct on-site negotiations and matchmaking.

在重要采购商长廊展示采购需求
To present procurement needs in Buyers' Zone



为服务展客商精准撮合和对接洽谈需求，搭建国内广大进口采购企业拓展全球合作网络的平台，进博会第七届起开始设立采购商长廊。入驻采购企业可围绕采购需求发布、进口业务及与进博会参展商的合作成果、创新案例等进行集中展示对接。第九届进博会将继续面向技术装备、农食产品、消费品等展区设立采购商长廊，将邀请一批实力强、规模大、影响力广、采购需求旺盛的采购商集中入驻对接，欢迎您参与。

To meet exhibitors' and buyers' needs for precise matchmaking and face-to-face negotiation, and build a platform for procurement enterprises to expand global cooperation networks, the CIIE Buyers' Zone has been launched since the 7th edition. Settled procurement enterprises can conduct profile display and business matching, focusing on releasing procurement demands, introducing import business layout, as well as showcasing cooperation achievements and innovative cases with CIIE exhibitors. We will continue to set up the Buyers' Zone at the 9th CIIE, covering exhibition areas such as Technology and Equipment, Food and Agricultural Products, and Consumer Goods. A group of large-scale and influential buyers with robust procurement demands will be invited to settle in for centralized business docking. Your participation is warmly welcomed.

主办或参加各类配套活动
To organize or participate in various supporting events



聚焦“新时代，共享未来”主题，进博会打造了一批高层次、高标准、高质量的品牌活动，在促进政企对接、拓宽合作领域、推动采购成交、共享发展机遇等方面取得显著成效。欢迎您主办或参加第九届配套活动。

Centered on the theme of “New Era, Shared Future”, the expo hosts a number of high-level, high-standard and high-quality signature events, achieving remarkable outcomes in facilitating government-business dialogue, expanding cooperation areas, promoting procurement and contract signing, and sharing development opportunities. You are sincerely invited to host or participate in supporting events for the 9th CIIE.

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精彩活动邀您参与 Exciting Events Await at the CIIE

参与观展团高效观展
To participate in group visits to enhance the efficiency of exhibitor-buyer matchmaking



作为致力于提升展客商对接精准性和高效率的观展服务，组团观展足迹遍及企业商业展六大展区、创新孵化专区、国家展。第八届进博会累计服务近200个观展团，服务观众近3000人次，参访参展商近1800家次。欢迎您预约使用组团观展服务。

As a service dedicated to enhancing the precision and efficiency of exhibitor-buyer matchmaking, group visits to the CIIE have covered the entire Corporate Pavilion and added a dedicated tour route for the Country Pavilion. Nearly 200 visiting groups were served, with 3,000 visits made, and approximately 1,800 exhibitor visits facilitated during the 8th CIIE. You are welcome to book the group visit service.

在集中签约活动扩大宣传
To expand media coverage at Collective Signing Events



自首届起，进博会提供免费的集中签约台，并邀请媒体对集中签约情况进行报道。这一举措在促进进博会展期成交、展现参展商与采购商参会成果方面发挥了积极作用。第九届进博会，我们将持续升级组团观展服务，诚邀您预约使用集中签约服务。

From the first edition, the CIIE has provided a free signing platform and invited media to cover the signing events, boosting on-site transactions at the CIIE and showcasing the outcomes achieved by exhibitors and buyers. We will continue to upgrade the service at the 9th CIIE, and sincerely invite you to make an appointment for the signing service.

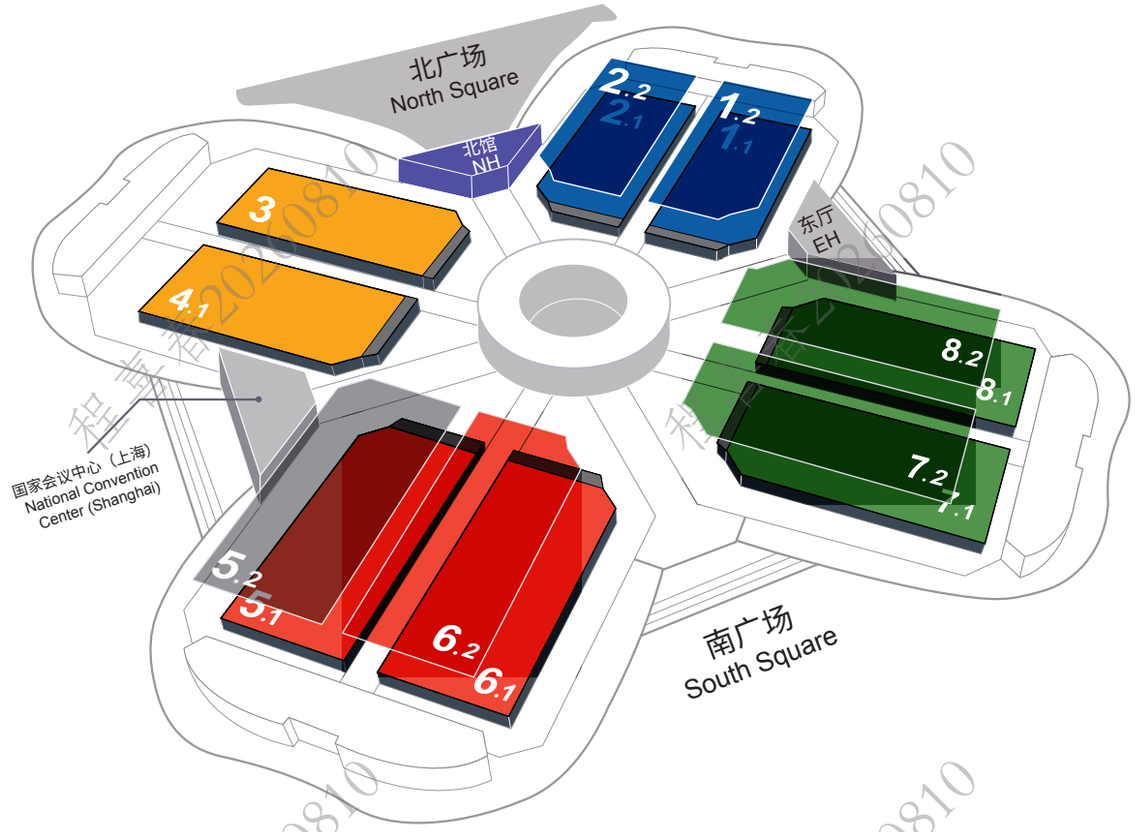
在贸易投资对接会上洽谈合作
To discuss cooperation at the Trade and Investment Matchmaking Conference



贸易投资对接会是进博会展期规模最大的配套活动之一，积极促进“展品变商品、展商变投资商”。欢迎您到贸易投资对接会洽谈对接。

The Trade and Investment Matchmaking Conference is one of the largest supporting event during the CIIE, which actively facilitates the transformation from exhibits to commodities and exhibitors to investors. You are welcome to join.

第九届展区设置
Exhibition Areas of the 9th CIIE



（展馆排布以实际为准）(The layout is subject to the actual situation)

1.1 1.2 2.1	2.2	3 4.1	5.1 6.1 6.2	7.1 8.1 8.2	7.2	NH
医疗器械及医药保健展区 Medical Equipment & Healthcare Products	服务贸易展区 Trade in Services	技术装备展区 Intelligent Industry & Information Technology	消费品展区 Consumer Goods	农食产品展区 Food and Agricultural Products	汽车及智慧出行展区 Automobile and Smart Mobility	创新孵化专区 Innovation Incubation Special Section

程嘉春20260810

医疗器械及医药保健
Medical Equipment & Healthcare Products

70000m²



医疗器械及医药保健展区以**“健康中国，美好生活（Healthy China, Healthy Life）”**为主题，设立医疗器械、药品、健康营养、健康养老四大专区，汇聚全球顶尖医疗科技力量，呈现创新药械研发、生物医药技术、跨界数字化诊疗等前沿突破，聚焦展示适老化健康产品与服务，共同推动医疗领域新质生产力发展，推进实施“健康中国2030”战略。

The Medical Equipment and Healthcare Products Exhibition Area, themed **"Healthy China, Healthy Life"**, comprises four sections: medical devices, pharmaceuticals, health and nutrition, and elderly care and wellness. It brings together the world's leading medical technology innovators, showcasing cutting-edge breakthroughs in R&D of innovative drugs and devices, biopharmaceutical technologies, and cross-sector digital diagnosis and treatment. The area focuses on presenting age-friendly health products and services, jointly driving the development of new-quality productive forces in the medical field, and advancing the implementation of the "Healthy China 2030" strategy.

领衔参展 Lead Exhibitors

Medtronic · GE HealthCare · BD · Boston Scientific · SIEMENS Healthineers · varian · PHILIPS · Abbott · Elekta · Varian · Chiesi · sonova · Edwards · STORZ · OLYMPUS · Alcon · straumann group · illumina · EssilorLuxottica · ACCURAY · TERUMO · Roche · MSD · Pfizer · AstraZeneca · sanofi · novo nordisk · BAYER · Johnson&Johnson · NOVARTIS · ORGANON · Boehringer Ingelheim · GSK · GILEAD · Lilly · AMGEN · Amway · HALEON · doTERRA · BLACKMORES 澳佳宝 · GNC · HEIDE · FPA GROUP 澳药集团 · NYO3 · reckitt · AirNutri · GORE · HCP GmbH · Herbalife

技术装备
Intelligent Industry & Information Technology

65000m²



技术装备展区以**“一起装备未来（Equipping Tomorrow Together）”**为主题，设立数字工业自动化、集成电路、人工智能、新材料、能源低碳及环保技术五大专区，重点布局精密仪器、具身智能、高端机床等前沿方向，集中展示全球高端装备和前沿技术，搭建技术交流、产业对接与跨国合作平台。

The Technology and Equipment Exhibition Area, themed **"Equipping Tomorrow Together"**, comprises five sections: digital industrial automation, integrated circuits, artificial intelligence, new materials, and low-carbon energy and environmental protection technologies. It focuses on cutting-edge fields such as precision instruments, embodied intelligence, and high-end machine tools, centrally showcasing global high-end equipment and frontier technologies, and building a platform for technology exchange, industrial matchmaking, and cross-border cooperation.

领衔参展 Lead Exhibitors

OTIS · KÄRCHER · TOSHIBA · HAZEMAG · NILFISK · Rockwell Automation · Mezolen · OMRON · MITSUBISHI ELECTRIC · HIWIN 上银 · GE Aerospace · GE VERNOVA · SIEMENS · AsahiKASEI 旭化成 · Schindler · JUNGHEINRICH 永恒力 · JOHN DEERE · EBARA · NACHI · ABB · AIR WOLONG · HUGONG · Johnson Controls · ALFA LAVAL · accenture · EMERSON · Baker Hughes · BHP · Kawasaki Powering your potential · Danfoss · wilo · GRUNDFOS · ConocoPhillips · FREUDENBERG · RioTinto 力拓 · HITACHI · Hitachi Energy · MITSUBISHI HEAVY INDUSTRIES LTD. · Schneider Electric · Tenaris · 长和实业 CKPOWER · 住友电工 · ASML · Qualcomm · TPV 冠捷科技 · KEYENCE 基恩士 · micron · Nikon · SAMSUNG · AMD · ASMPT · SK · ERICSSON · ZEISS · DELL Technologies · HEXAGON · AIRBUS · NOKIA · 思爱普 SAP · SONY · synopsys 新思 · brother · intel · 3M · OGT · TEIJIN 帝人集团 · TORAY 东丽 · DUPONT · Henkel · Heraeus · Honeywell · 立邦 · suzano · DOW · SCHOTT · SHERWIN-WILLIAMS · EVONIK · AkzoNobel

服务贸易
Trade in Services

30000m²



服务贸易展区以**“连接产业，连接中国（Connect Industry, Connect China）”**为主题，聚焦专业服务、物流生态、金融创新和会展文旅四大领域，重点引入人力资源、商务旅行等优质服务资源，吸引全球优质服务提供商进驻，展示更加智能、精准、专业的服务产品，赋能中国企业连接全球市场。

The Trade in Services Exhibition Area, themed **"Connect Industry, Connect China"**, focuses on four fields: professional services, logistics ecosystem, financial innovation, and MICE and cultural tourism. It prioritizes introducing high-quality service resources such as human resources and business travel, attracts global premium service providers, and showcases smarter, more precise, and more professional service products, empowering Chinese enterprises to connect with global markets.

领衔参展 Lead Exhibitors

汇丰 · CATHAY 国泰 · messe frankfurt · FUNG GROUP · SWIRE · 太古地产 SWIRE PROPERTIES · 太古可口可乐 · HAECO · SWIRE SHIPPING · Deloitte. · 德勤 · dun & bradstreet 邓白氏 · EY 安永 · KPMG 毕马威 · NCB 南洋商业银行 · standard chartered 渣打银行 · VALE · informa markets · MESSE MÜNCHEN · GL events · PIL 太平船务 · AKKON LINES · BDO 立信 · CMA CGM · DHL · DIAMOND LINE · DSV · FedEx Express · forvis mazars · ITOCHU · msc · NX NIPPON EXPRESS · OOCL · pwc · SGS · 住友商事 · UPS · Yusen Logistics · COTECNA · IHG 洲际酒店集团 · Marriott International · Marubeni 丸红株式会社 · TOKIO MARINE GROUP To Be a Good Company · SOMPO 日本财险 · 三井住友海上 MS&AD INSURANCE GROUP · EUROGATE · MIZUHO · SMBC · 星展银行 DBS · SCAN GLOBAL LOGISTICS

消费品
Consumer Goods

80000m²



消费品展区以**“更高品质，更好生活（Better Quality, Better Life）”**为主题，设立家电家居、美妆日化、时尚潮流、体育户外四大专区，着力吸引境外特色产品参展，展示“新”生活、“酷”科技、“最”潮流，打造国际潮流引领地、世界品牌集聚地、全球新品首发地，传递品质生活方式，满足人民对美好生活的向往。

The Consumer Goods Exhibition Area, themed **"Better Quality, Better Life"**, comprises four sections: home appliances and household goods, beauty and cosmetics, fashion and lifestyle, and sports and outdoor. It strives to attract distinctive overseas products for exhibition, showcasing "new" lifestyles, "cool" technologies, and the "latest" trends. It aims to build itself into a global trendsetter, a hub for world-class brands, and a launchpad for global new product debuts, conveying a quality lifestyle and meeting people's aspirations for a better life.

领衔参展 Lead Exhibitors

L'ORÉAL GROUPE · P&G · ESTÉE LAUDER COMPANIES · SHISEIDO · 花王 KAO · AMOREPACIFIC · KOSÉ · pigeon · LVMH · KERING · RICHEMONT · DOLCE & GABBANA · BURBERRY · tapestry · FAST RETAILING · Hästens · V MUSE · MUJI 無印良品 · APP · LAMY Design. Made in Germany. · MAYBACH ICONS OF LUXURY · CHRISTIE'S 佳士得 · SKECHERS · JOHNSON · lululemon · crocs · Marushi · asics · Panasonic · IKEA · ESTEEM · LEGO · BWT BEST WATER TECHNOLOGY · TEMPUR · Rinnai · SYR · OSIM · IQAir · Calvin Klein · TOMMY HILFIGER · CASETiFY · GEM ENCLAVE

农食产品
Food and Agricultural Products



85000m²

农食产品展区以**“从全球农场到中国餐桌(From Global Farms to Chinese Dining Tables)”**为主题，设立蔬果及农产品、乳制品、饮料及酒类、肉类水产品及冷冻食品、休闲食品及甜食、综合食品六大专区，重点关注高端健康食品、地理标志食品、稀缺特色食品、绿色有机食品等，打造全球优质农食企业进入中国市场的门户，提升优质农食产品对接中国市场的效率。

The Food and Agricultural Products Exhibition Area, themed **"From Global Farms to Chinese Dining Tables"**, features six special sections: fruits, vegetables and agricultural products; dairy products; beverages and alcoholic drinks; meat, aquatic products and frozen foods; snacks and confectionery; and general foods. This Exhibition Area mainly showcases premium healthy foods, Geographical Indication foods, rare and specialty foods, and green and organic foods. It serves as a gateway for companies that offer high-quality global agricultural and food products entering the Chinese market, and facilitates connecting premium agricultural and food products with the Chinese market.

领衔参展 Lead Exhibitors

汽车及智慧出行
Automobile and Smart Mobility



25000m²

汽车及智慧出行展区以**“出行，无限可能(Mobility ∞)”**为主题，设立汽车及零部件、汽车文化体验、智慧出行三大专区，融合经典车展示与低空经济布局，探索“空天一体”的未来出行新路径，全方位展示出行领域智慧、绿色、安全、便捷等方面的发展动向，打造全球出行产业资源集聚、协同共享的高端展示与合作平台。

The Automobile and Smart Mobility Exhibition Area, themed **"Mobility ∞"**, comprises three sections: automobiles and parts, automotive culture experience, and smart mobility. It integrates classic car displays with the layout of the low-altitude economy, exploring a new "integrated air-ground" path for future mobility. It comprehensively showcases development trends in the mobility sector regarding intelligence, greenness, safety, and convenience, aiming to build a high-end exhibition and cooperation platform where global mobility industry resources converge and collaborate.

领衔参展 Lead Exhibitors

创新孵化
Innovation Incubation Special Section



5000m²

创新孵化专区以**“在中国，切入新赛道(In China, Dive into New Arenas)”**为主题，聚焦生物医药、人工智能、绿色环保、高端制造等前沿领域的新赛道，着力吸引全球初创明星企业参展，汇聚“技术、资本、市场”创新孵化三大核心要素资源，为全球初创企业和人才开拓中国市场提供科技创新资源与合作机遇。

The Innovation Incubation Special Section, themed **"In China, Dive into New Arenas"**, focuses on new arenas in cutting-edge fields such as biopharmaceuticals, artificial intelligence, green environmental protection, and high-end manufacturing. It strives to attract global star startups to participate, bringing together the three core resources for innovation incubation: technology, capital, and market. It aims to provide global startups and talents with access to technological innovation resources and collaboration opportunities for exploring the Chinese market.

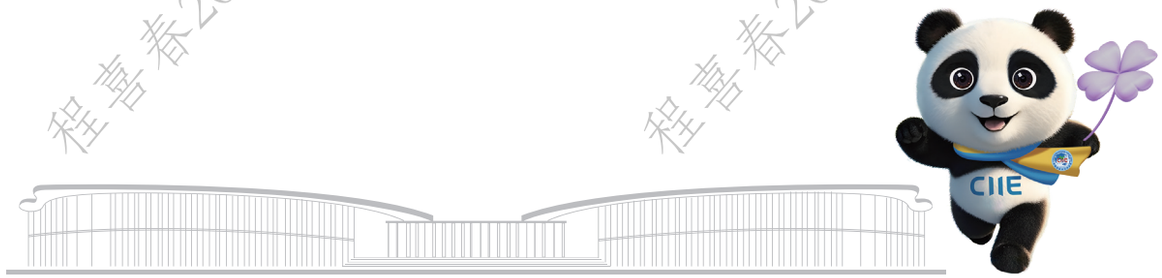
大企业创新平台
Innovation platforms of large enterprises

科创园区
Science and technology innovation parks

国企及政府机构
State-owned enterprises and government agencies

商协会及贸促机构
Business associations and trade promotion organizations

国际孵化器及创新中心 **International incubators and innovation centers**



专业观众注册流程
Online Registration Process for Buyers

单位专业观众注册流程
Registration Process for Institutional Buyers

步骤1:单位账号注册(或使用往届账号注册登记)
(进博会官网: www.ciie.org-企业商业展-参观预登记)
Step 1: Register an institutional account (or register with an account from a previous edition)
(CIIE official website: www.ciie.org- Business Exhibition- Registration)

步骤2:按要求填报单位信息(包括单位名称、地址、联系人等信息)
Step 2: Complete the institutional information as required (including the name, address and contact of the institution concerned, among other things)

步骤3:按要求填报人员证件信息(包括姓名、性别、证件号、照片等信息)
Step 3: Complete the personal information as required (including the name, gender, ID number and photo of the individual concerned, among other things)

步骤4:单位信息审核
Step 4: Review of the institutional information

步骤5:人员信息审核
Step 5: Review of the personal information

步骤6:证件制作
Step 6: Production of the certificate

步骤7:证件发放
Step 7: Issue of the certificate

注册入口
Registration Portals

路径一:“中国国际进口博览会”官方APP
Portal 1: Official APP of the CIIE

路径二:“中国国际进口博览会”官方微信小程序
Portal 2: Official WeChat mini program of the CIIE

路径三:“中国国际进口博览会”官网
Portal 3: Official website of the CIIE

网址:https://www.ciie.org
电话:+86-21-968888
Website: https://www.ciie.org
Phone: +86-21-968888

重要采购商
VIP buyers

明星企业、各地各行业重点企业、连续多届参会或往届成交额大的采购商,将有机会成为进博会重要采购商,享受展前展中多项礼遇。符合要求的采购商可通过交易团推荐或自行申请,在经过进口博览局审核后成为重要采购商。

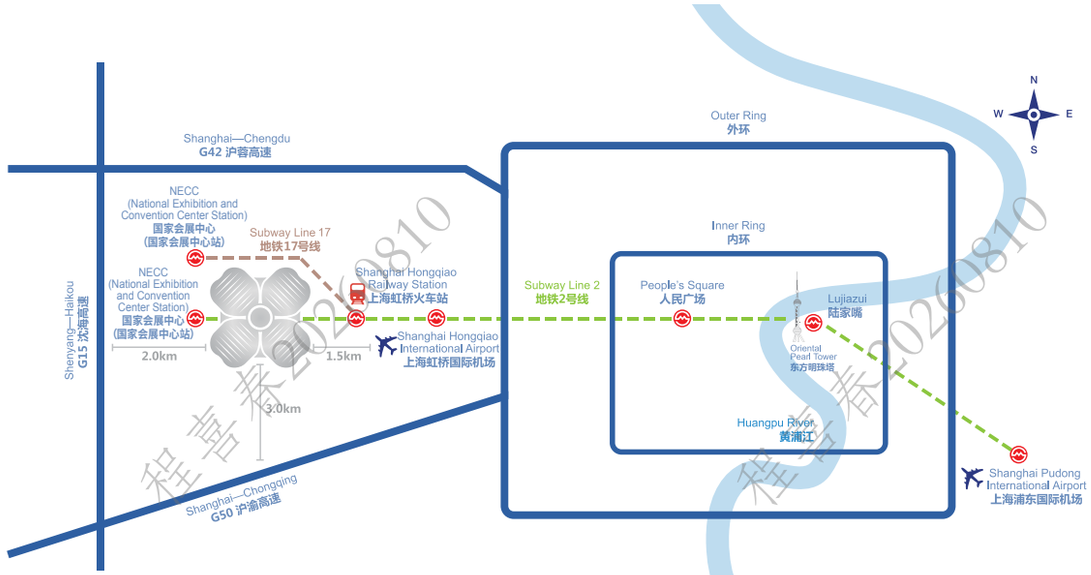
咨询电话:+86-021-67008506

Star enterprises, key enterprises from various regions and industries, as well as buyers that have participated in consecutive sessions or achieved large transaction volumes in previous expos, are all recognized as potential VIP buyers of the CIIE and are entitled to various benefits before and during the expo. Eligible buyers may apply through recommendation by trade missions or on an individual basis, and will become CIIE VIP buyers after review and approval by the CIIE Bureau.

Contact: +86-021-67008506

部分重要采购商 Some VIP Buyers

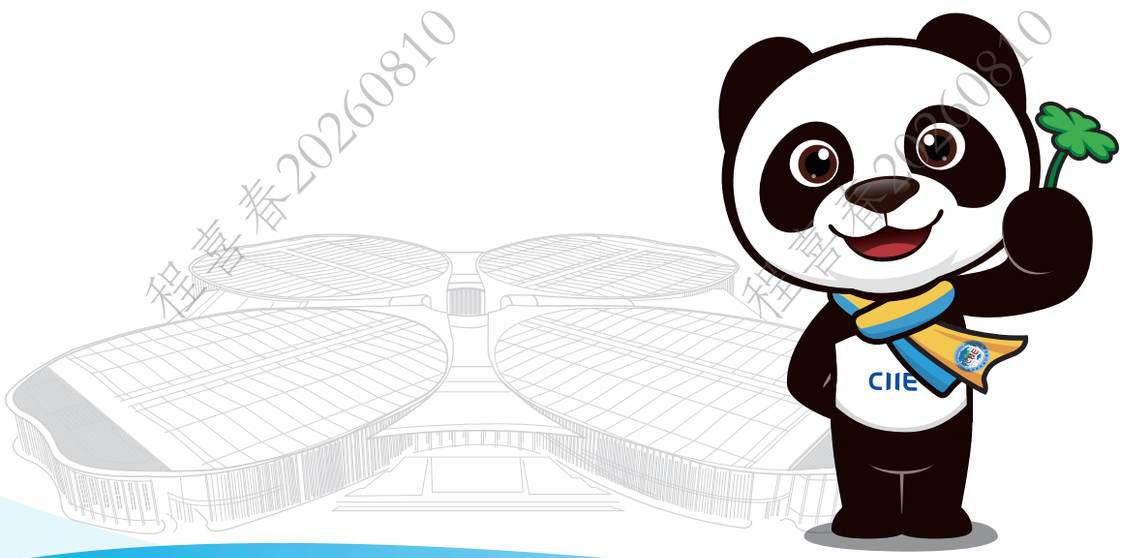
交通路线图
Route Map



航空2-3小时
直达亚太主要城市
Non-stop flights to major cities in Asia-Pacific Region within 2-3 hours

高铁1小时
辐射7600万长三角人群
One-hour high speed train covers 76 million people in the Yangtze River Delta

地铁半小时
联动上海各大商圈
Half hour subway ride from all CBDs in Shanghai



期待2026年11月，
在中国上海，与您相见！

See you in Shanghai, China this November 2026!

程喜春20260810