



# 第九届中国—亚欧博览会

The 9<sup>th</sup> China-Eurasia Expo

## 招展手册

Expo Brochure

主办单位：商务部 外交部 中国贸促会 新疆维吾尔自治区人民政府

Hosts: Ministry of Commerce of the People's Republic of China  
Ministry of Foreign Affairs of the People's Republic of China  
China Council for the Promotion of International Trade  
People's Government of Xinjiang Uygur Autonomous Region of China

2026年6月25日-29日 中国·新疆·乌鲁木齐  
June 25-29, 2026 Urumqi, Xinjiang, China

## 国家主席习近平 向第七届中国—亚欧博览会致贺信

President Xi Jinping's congratulatory letter to the 7th China-Eurasia Expo

“亚欧大陆充满发展活力和潜力，是共建“一带一路”国际合作重点区域。近年来，中国新疆充分发挥区位优势，积极推进丝绸之路经济带核心区建设，促进中国和亚欧地区国家互联互通、互利合作、共同发展，取得积极成效。

中国愿同各国一道，以中国—亚欧博览会为平台，弘扬和平合作、开放包容、互学互鉴、互利共赢的丝路精神，坚持高标准、可持续、惠民生，不断拓展亚欧合作领域，提高亚欧合作水平，促进共同发展繁荣。

Full of vitality and potential for development, the Eurasian continent is a key region for international cooperation on jointly building the Belt and Road. In recent years, China's Xinjiang has given full play to its location advantages to actively advance the construction of the core area of the Silk Road Economic Belt and promote the interconnectivity, mutually beneficial cooperation and common development between China and Eurasian countries, with positive results being achieved.

China is willing to work with other countries to promote the Silk Road spirit that incorporates peace and cooperation, openness and inclusiveness, mutual learning as well as shared benefits, with China-Eurasia Expo being a platform. Meanwhile, China is ready to work with other countries to pursue high-standard and sustainable development that benefits the people, and explore new spheres for Eurasian cooperation, elevate the cooperation to new levels, and promote common development and prosperity.



## 关于亚欧博览会 ABOUT CHINA-EURASIA EXPO

亚欧博览会由商务部、外交部、中国贸促会、新疆维吾尔自治区人民政府主办，是面向亚欧地区的国家级、国际性综合展会，已成为中国与亚欧国家开展高层外交的重要平台、与周边国家合作的重要渠道、建设丝绸之路经济带核心区的重要平台、展示新疆形象的重要窗口。

China-Eurasia Expo is co-hosted by Ministry of Commerce of the People's Republic of China, Ministry of Foreign Affairs of the People's Republic of China, China Council for the Promotion of International Trade, and People's Government of Xinjiang Uygur Autonomous Region of China. As a state-level and international comprehensive exhibition oriented towards the Eurasian region, it has evolved into a major platform for high-level diplomacy between China and Eurasian countries, a strategic driver in establishing the core area of the Silk Road Economic Belt, a key channel for strengthening cooperation with its neighboring countries, and an essential window for showcasing Xinjiang's development and openness.

### 深耕中亚 辐射亚欧 核心特色 愈发鲜明

Deepening Roots in Central Asia, Extending Reach Across Eurasia  
Distinctive Features, Increasingly Prominent

#### 国际“朋友圈”持续扩大

中外政要、国际组织负责人、境外部长级嘉宾参会规格与境外企业参展规模屡创新高

##### **An Expanding Global Network**

The Expo continues to break records in both the caliber of participants including Chinese and foreign dignitaries, heads of international organizations, and ministerial-level officials from abroad and the scale of overseas exhibitors.

#### 展览展示迭代升级

全链条呈现亚欧地区优势产业布局与合作热点领域

##### **Upgraded Exhibition Showcase**

The Expo showcases the strengths of Eurasian industrial ecosystems and their key areas for cooperation across the entire industrial value chain.

#### 贸促成效持续凸显

双向开放成果丰硕

##### **Growing Impact in Trade and Investment Promotion**

Substantial achievements have been made in two-way opening-up.

#### 配套活动丰富多元

为亚欧地区凝聚合作共识、拓展合作空间发挥了重要作用

##### **Diverse and Rich Supporting Activities**

These activities have played a significant role in building consensus and expanding cooperation space within the Eurasia region.

# CAE EXPO

## 博览会已成功举办八届 Cumulative Figures from Eight Sessions



120+

国家和地区  
Countries and Regions



70+

中外领导人和国际组织负责人  
Chinese and Foreign Leaders and  
Heads of International Organizations



1000+

中外部长级嘉宾  
Ministerial-Level  
Guests from China and Abroad



2,000,000+

现场观展  
On-site visitors



140,000

参展参会、洽商合作  
Exhibitors and Visitors  
for Participation, Exhibition,  
and Business Negotiation



15000+

境内外企业  
Domestic and  
International Enterprises

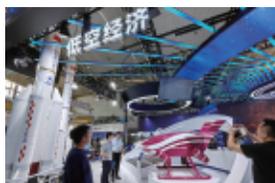
8万平方米拓展至14万平方米

EXPANSION OF  
EXHIBITION AREA FROM  
80,000 m<sup>2</sup>  
TO  
140,000 m<sup>2</sup>

## 第八届亚欧博览会回顾 REVIEW OF THE PREVIOUS SESSION

2024年6月26日至30日,以“丝路新机遇 亚欧新活力”为主题的第八届亚欧博览会成功举办,在规模、层次、影响力等方面实现了新提升,在发挥开放平台作用、深化中外交流合作、展示新疆良好形象等方面取得了积极成效。

The 8th China-Eurasia Expo, themed "New Opportunities Of Silk Road, New Vitality For Eurasian Cooperation", was successfully held from June 26 to 30, 2024. The Expo achieved new improvements in scale, level and influence, and delivered positive outcomes in serving as an opening-up platform, deepening exchanges and cooperation between China and foreign countries, and showcasing Xinjiang's sound image.



## 第九届亚欧博览会概况 THE 9<sup>TH</sup> CHINA-EURASIA EXPO



### 展览设置 Exhibition Layout

第九届亚欧博览会规划展览面积14万平方米, 设置投资合作、丝路合作、新质生产力、特色优势产业、绿色发展和文旅融合六大专区。

With a total area of 140,000 square meters, the 9th China-Eurasia Expo features six exhibition areas: Investment Cooperation, New Quality Productive Forces, Featured and leading industries, Green Development, Cultural and Tourism Integration, and Silk Road Cooperation.



### 投资合作 Investment Cooperation

1、各省区市展区: 包括主宾省市、各省区市及港澳地区优势产业、投资项目和发展机遇等。

Provincial, Regional and Municipal Section features leading industries, investment projects, and development opportunities of guest of honor provinces/cities, other provinces and autonomous regions, as well as Hong Kong and Macao.

2、新疆展区: 包括新疆生产建设兵团、新疆各地州市优势产业、投资项目和发展机遇等。

Xinjiang Section features the leading industries, investment projects and development opportunities of Xinjiang Production and Construction Corps, as well as prefectures and cities of Xinjiang.



### 丝路合作 Silk Road Cooperation

1、国家展区: 包括主宾国、中亚国家、共建“一带一路”国家投资合作优势产业、发展机遇等。

National Pavilions feature investment cooperation of leading industries and development opportunities of Guest of Honor countries, Central Asian countries, and other Belt and Road partner countries.

2、国际特色商品展区: 包括共建“一带一路”国家及相关国家和地区的特色商品等。

Overseas Featured Products Section features specialty products of Belt and Road partner countries.



## 新质生产力 New Quality Productive Forces

1、人工智能及央国企展区：包括人工智能新技术及应用场景，央国企投资项目和发展机遇等。

Artificial Intelligence and Central State-Owned Enterprises Section features new technologies and application scenarios of artificial intelligence, as well as investment projects and development opportunities of central state-owned enterprises.

2、先进智造展区：包括先进制造方面高端装备制造新产品、新技术、智能制造整体解决方案等。

Advanced Manufacturing Section features products and technologies of advanced manufacturing as well as Integrated Intelligent Manufacturing Solutions.

3、数字经济、低空经济、生物制造展区：包括数字经济、低空经济、生物制造等新技术、新产品及应用场景等。

Digital Economy, Low-altitude Economy, Biomanufacturing Section features new technologies, new products, and application scenarios of these areas.



## 特色优势产业 Featured and Leading Industries

1、棉花纺织服装展区：包括家用纺织品、产业用纺织品、智能化生产设备及新技术等。

Cotton, Textile and Apparel features home textiles, industrial textiles, intelligent production equipment and new technologies.

2、粮食产业展区：包括粮食生产加工新技术、新产品、新设备等。

Grain Industry Section features new technologies, products, and equipment for grain production and processing.

3、农产品食品展区：包括优质农牧产品、有机绿色食品等新技术、新产品，乡村全面振兴成果。

Agricultural Products and Food Section features:

New technologies and products of quality agricultural and livestock products, organic and green food;

Achievements in rural revitalization



## 绿色发展 Green Development



1、绿色发展展区: 包括节能降碳方面新能源新材料、绿色建材、绿色矿业、高效节能装备制造等技术、产品、标准, 环境保护方面先进环保装备、资源循环利用、生态修复等新成果。

Green Development Section features:

Technologies, products and standards of new energy and new materials, green building materials, green mining and efficient energy-saving equipment manufacturing with respect to energy efficiency and carbon emissions reduction;

New achievements in advanced environmental protection equipment, resource recycling and ecological restoration regarding environmental protection

2、绿色服务展区: 包括智慧物流、金融、跨境电商等新产品、新技术, “外贸优品中华行” 新疆站等。

Green Services Section features:

New products and technologies of smart logistics, finance and cross-border e-commerce;

Premium Chinese Exports ( Xinjiang Session)



## 文旅融合 Cultural and Tourism Integration

1、文旅融合展区: 包括文旅装备、旅游资源及旅游目的地形象、文旅创新发展、新产品及新技术应用等内容, 旅游与科技、文化、数字经济、体育等融合的新商机等。

Cultural and Tourism Integration Section features:

Cultural and tourism equipment, tourism resources and destination branding, innovative development in culture and tourism, new products and technologies application;

New business opportunities in the integration of tourism with technology, culture, digital economy and sports

2、品质消费展区: 包括新疆优品、老字号联合展、智能家居、美妆日化、时尚潮流等。

Quality Consumer Products Section features premium products of Xinjiang, the time-honored brands, smart home solutions, beauty and cosmetics, and trendy lifestyle.





## 展区布局 Exhibition Area Layout



**1** 特色优势产业棉花纺织服装展区

**2** 绿色发展展区

**3** 绿色服务展区

**4** 丝路合作国家展区

**5** 新质生产力人工智能及央企展区

**6** 投资合作各省区市展区

**7** 文旅融合展区

**9** 品质消费展区

**10** 先进智造展区

**11** 数字经济、低空经济、生物制造展区

**12** 投资合作新疆展区

**13** 丝路合作国际特色商品展区

**14** 特色优势产业粮食产业展区

**15** 特色优势产业农产品食品展区

**1** Featured and Leading Industries: Cotton, Textile and Apparel Section

**2** Green Development Section

**3** Green Services Section

**4** Silk Road Cooperation: National Pavilions

**5** New Quality Productive Forces: Artificial Intelligence and Central and State-owned Enterprises Section

**6** Investment Cooperation: Provincial Regions and Municipalities Section

**7** Cultural and Tourism Integration Section

**9** Quality Consumer Products Section

**10** Advanced Manufacturing Section

**11** Digital Economy, Low-Altitude Economy and Bio-Manufacturing Section

**12** Investment Cooperation: Xinjiang Section

**13** Silk Road Cooperation: Overseas Featured Commodities Section

**14** Featured and Leading Industries: Grain Industry Section

**15** Featured and Leading Industries: Agricultural Products and Food Section

## 贸易投资促进活动 TRADE AND INVESTMENT PROMOTION EVENTS

着眼加强中国与亚欧国家，新疆与各省区市的经贸合作，围绕六大展览展示专区，聚焦贸易、投资、消费、合作四大领域，举办贸易配对、投资撮合、行业交流、专家对话等活动，为亚欧各国携手合作、共赢发展带来无限商机。

With the aim of strengthening economic and trade cooperation between China and Eurasian countries as well as between Xinjiang and other provinces and municipalities, activities including trade and investment match-makings, industry exchanges, and expert dialogues centered on trade, investment, consumption, and cooperation will be held during the expo, which generates significant business opportunities for win-win cooperation and shared development across Eurasia.



聚焦贸易促进，策划重点采购商或大型生产企业选品会、专场供销对接会，举办大型专场采购、行业采购、外贸优品产销、“老字号”供销等对接活动、新品首发首秀活动等。

With the aim of promoting trade, a variety of activities will be planned and organized, including product selection meetings for key purchasers and large manufacturing companies, specialized supply and marketing match-making conferences, large-scale procurement events, industry-specific procurement events, production and marketing matchmaking for premium export-oriented products, supply and marketing events for time-honored brands, as well as new product launches and debuts.



聚焦投资合作，举办主宾国系列配套活动、中亚国家经贸合作洽谈会，邀请主宾省市、援疆省市等到会举办推介活动，促成更多国别、地区间产业投资项目落地。

With a focus on investment cooperation, a series of supporting events for the Guest of Honor Countries will be held, along with economic and trade cooperation symposiums with Central Asian countries. Guest of Honor provinces/cities and provinces/cities aiding Xinjiang will be invited to hold promotional activities at the expo, facilitating the implementation of more cross-border and cross-regional industrial investment projects.





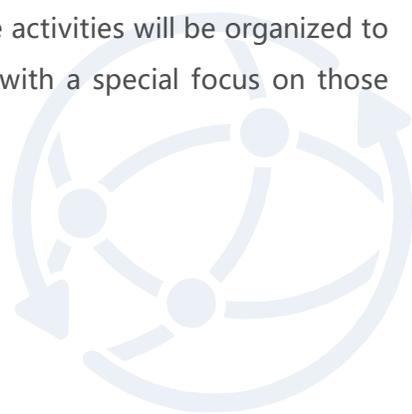
聚焦扩大消费，策划新消费场景，促进消费电子、智能家居、智能穿戴设备等消费，促进国货潮品、国内特色优质产品、首发首秀商品、老字号产品等消费，促进新疆名优特产品及文旅娱乐等消费。

With a focus on expanding consumption, a series of innovative consumption scenarios will be introduced at the Expo to stimulate consumption of consumer electronics, smart home solutions, smart wearable devices, Chinese trendy products, quality domestic specialties, debut collections, time-honored brand and Xinjiang's renowned specialty products, along with its cultural, tourism and entertainment products.



聚焦创新合作，在数字经济、绿色经济、产供应链、科技金融等新兴领域举办系列活动，推动与亚欧国家特别是新疆周边国家的交流与合作举办人文交流活动。

With the aim of innovation-driven cooperation, a series of events will be held in emerging sectors such as the digital economy, green economy, industrial and supply chains, and fintech. Meanwhile, cultural and people-to-people exchange activities will be organized to strengthen ties and collaboration with Eurasian countries, with a special focus on those neighboring Xinjiang.





## 品牌合作 BRAND COLLABORATION

为充分释放亚欧博览会的品牌影响力与平台价值, 助力境内外企业拓展市场、提升国际知名度和行业话语权, 本届博览会现面向全球公开征集优质企业与机构成为品牌合作单位, 共享国际盛会资源, 共筑品牌传播高地。

To fully leverage the brand influence and platform value of China-Eurasia Expo, empower domestic and foreign exhibitors to expand markets, and enhance international reputation and industry influence, leading enterprises and organizations worldwide are now invited to join as official brand partners, gaining access to the exclusive resources of the Expo and jointly elevating global brand influence.

### 合作层级 Collaboration Levels



### 优享权益 Premium Benefits

#### 特殊礼遇 Privilege

授予“合作伙伴”称号, 企业负责人受邀参加重要活动。

Brand collaborators will be honored as Designated Expo Partner and invited to attend major events of the Expo .

2

### 核心区域展位 Preferred Stand Location

优先安排巡馆路线上重点特装展位。

Brand collaborators will be granted priority to arranging preferred stand locations along the tour route.

3

### 全周期媒体推广服务 Throughout-the-Event Media Promotion Services

展前预热造势、展中实时曝光、展后长尾传播，依托博览会中央媒体、本地媒体、新媒体和专业媒体等全媒体矩阵定制传播方案，打造专属品牌声量场。

Brand collaborators will benefit from a customized promotional solution integrating multi-platform media network of the Expo, including national, local, digital, and professional media, which is to amplify brand identity by creating pre-event build-up, ensuring real-time exposure during the event, and expanding sustained impact afterwards.

4

### 场景化广告整合服务 Integrated Services for Scenario-based Advertising

配置博览会印刷品、场馆、新媒体等全品类核心广告资源。

Offering advertising resources of various categories including printed materials, venues, and new media for the Expo.

5

### 精准客户对接服务 Client Matching Services

定向匹配采购决策人，组建专业参观采购团，提供“1对1”供需对接会，配套定制化参观路线，同时，为企业举办贸促活动提供相关保障服务。

Offering services for procurement pre-matching, organizing trade delegations, one-on-one supply-demand matchmaking meetings, customized visiting routes and trade promotion activities.

## 展位费用 BOOTH FEES

### 室内标准展位 Indoor standard booth

规格 Specification : 3米\*3米 (3m\*3m)

价格 Price: 11000元/个 (11,000 CNY/Each)

包括中英文楣板、洽谈桌1张、洽谈椅2把、220V电源插座1个、射灯2盏。

Including lintel board (with both Chinese and English), one negotiation table, two chairs, one 220V power board, two spotlights.

### 室内光地 Indoor raw space

规格 Specification : 36平方米起订 (Minimum Order Space of 36m<sup>2</sup>)

价格 Price: 1100元/平方米 (1,100 CNY/m<sup>2</sup>)

光地区域, 不提供展架及设施。

Display racks and facilities are not provided.

### 室外光地 Outdoor raw space

规格 Specification : 20平方米/个 (20m<sup>2</sup>/each)

价格 Price: 600元/平方米 (600CNY/m<sup>2</sup>)

光地区域, 不提供展架及设施。

Display racks and facilities are not provided.



## 专业观众构成 PROFESSIONAL VISITORS

重点邀请上海合作组织、阿拉伯国家联盟、非洲联盟等区域合作组织, 以及 RCEP 成员国、共建 “一带一路” 国家和地区的经贸主管部门、投资促进机构、驻华使领馆、工商会、行业协会、产业园区等;  
Economic and trade authorities, investment promotion agencies, foreign embassies and consulates in China, business chambers, industry associations, and industrial parks from Shanghai Cooperation Organization, the League of Arab States, and the African Union, RCEP member countries and other Belt and Road partner countries

国家相关部委、地方政府、产业集群地、全国性商协会及产业联盟等;  
Relevant national ministries, local governments, industrial clusters, national business associations and industry alliances

中央企业、世界 500 强、行业领军企业及与博览会展览题材高度契合的境内外产业链供应链上下游企业等;  
Relevant national ministries, local governments, industrial clusters, national business associations and industry alliances. Central state-owned enterprises, Fortune Global 500 companies, industry leaders, and upstream and downstream enterprises within domestic and international industrial and supply chains that closely align with the Expo's exhibition themes

科研院所、金融法律、物流通关、商贸服务等专业服务机构等;  
Research institutes, financial and legal firms, logistics and customs clearance service providers, commercial service organizations

各类贸易商、渠道商、批发商、零售商等。  
Traders, distributors, wholesalers, and retailers



国际组织  
International Organizations



政府主管部门  
Government Authorities



商协会及行业组织  
Business and Industry Associations



产业集群地及产区  
Industrial Clusters and Industrial Parks



产业链及供应链相关企业  
Industrial and Supply Chain Enterprises

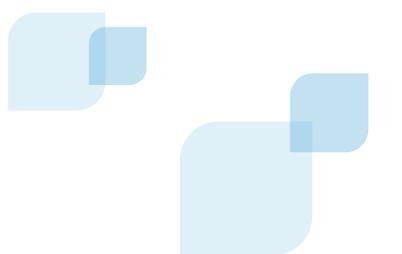
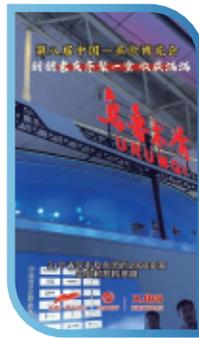


科研院校及专业机构  
Research Institutes and Professional Institutions

# 宣传推广 PUBLICITY AND PROMOTIONS

中国—亚欧博览会秘书处将整合优势媒体资源，发挥融媒体矩阵效应，为合作伙伴提供覆盖面广、影响力大、效应轰动的宣传服务，助力企业快速建立品牌，形成品牌效应。

China-Eurasia Expo Secretariat will integrate its premium media resources and harness its multi-platform media network to offer comprehensive promotional services with extensive coverage, high-profile exposure and far-reaching impact, empowering businesses to rapidly build and amplify their brand identities.



## 模块化搭建 MODULAR CONSTRUCTION

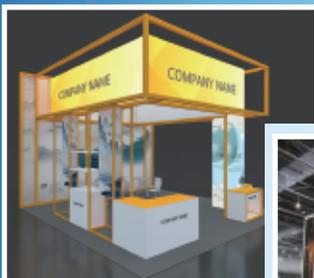
为大力推广“低碳办会、绿色办展”理念，进一步降低中小企业参展成本，本届博览会特别推出一站式模块化特装搭建服务，覆盖72平方米、54平方米、36平方米、27平方米、18平方米等规格展台，展台采用环保可循环材料搭建，兼具绿色低碳与实用美观。展商可根据自身需求与预算灵活选择专属套餐，以更优成本实现更佳展示效果，助力企业轻松亮相博览会。

To greatly promote the vision of low-carbon and green exhibition practices and further reduce participation costs for SMEs, this edition of the Expo introduces a one-stop stand construction service. With a variety of sizes ranging from 18m<sup>2</sup>, 27m<sup>2</sup>, 36m<sup>2</sup>, 54m<sup>2</sup> to 72m<sup>2</sup>, custom-built stands are constructed with eco-friendly, recyclable materials, combining green and low-carbon features with practicality and aesthetics. Exhibitors may select a package tailored to their needs and budgets to achieve better display effects at the Expo at a lower cost.

### 展位效果 Examples of Stand Design and Construction



72m<sup>2</sup>



36m<sup>2</sup>



27m<sup>2</sup>



54m<sup>2</sup>



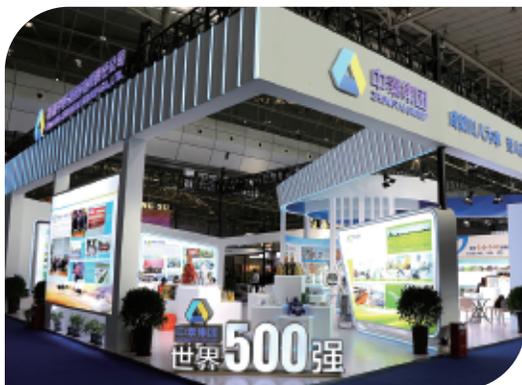
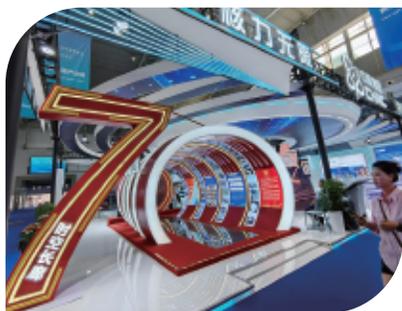
18m<sup>2</sup>



## 特装搭建 CUSTOM STAND CONSTRUCTION

资深专业团队全程护航，提供从创意设计、方案深化到现场搭建的一体化定制服务，精准匹配企业品牌形象，量身打造专属特色展台，全方位助力企业形象展示，成为博览会瞩目焦点。

Our experienced and professional team will guide you through every step of the process, offering integrated custom services from creative design, further design development to on-site construction. Each stand is precisely tailored to your brand identity, creating a unique exhibition space that spotlights your brand at the Expo.



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