



中国国际消费品博览会

CHINA INTERNATIONAL
CONSUMER PRODUCTS EXPO

第五届中国国际消费品博览会 参展宣传册

Exhibition Brochure of
the 5th China International Consumer Products Expo

2025

4月13日-18日
13th-18th, April

中国，海南，海口，海南国际会展中心

Hainan International Exhibition and Convention Center,
Haikou, Hainan, China



举办地点: 海南国际会展中心
主办单位: 中华人民共和国商务部
海南省人民政府
承办单位: 商务部外贸发展事务局
海南国际经济发展局

Venue:

Hainan National Exhibition and Convention Center

Hosts:

Ministry of Commerce of the People's Republic of China
Hainan Municipal People's Government

Organizers:

Trade Development Bureau of the Ministry of Commerce
Hainan International Economic Development Bureau

中国国际消费品博览会官方网站:

<https://www.hainanexpo.org.cn>

China International Consumer Products Expo Official Website:

<https://www.hainanexpo.org.cn>

联系我们:

海南国际经济发展局

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投资海南官方网站: <http://www.investhainan.cn/cn/>

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Hainan International Economic Development Bureau

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Meilan District, Haikou, Hainan

Exhibitor Service Email: hainanexpo@investhainan.cn Exhibitor Service

Hotline: 4008413413

Invest Hainan Official Website: <http://www.investhainan.cn/cn/>



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概览

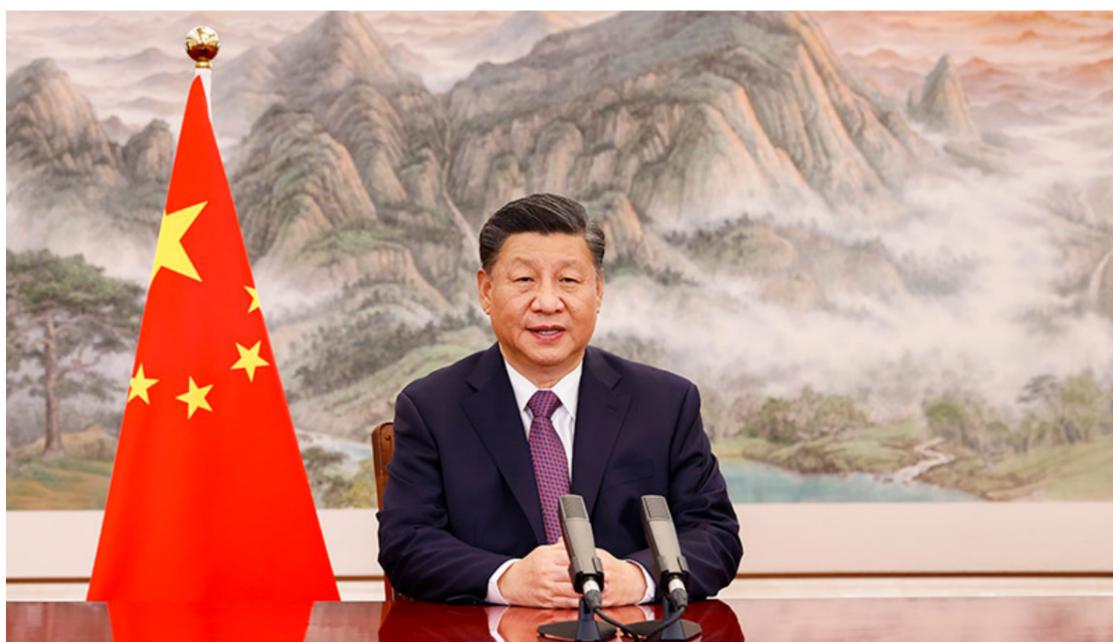
Overview of the Exhibition

举办中国国际消费品博览会，是落实习近平总书记系列重要指示和中央推进海南全面深化改革开放精神的重要行动，是落实《海南自由贸易港建设总体方案》的重要举措，是建设国际旅游消费中心和汇聚优质消费品资源、优化国内市场供给、打造对外开放新高地、提升海南自贸港国际影响力的重要抓手，对服务构建新发展格局，推动海南自贸港成为国内国际双循环相互促进重要节点具有重要意义。

Hosting the China International Consumer Products Expo is an important action to implement the series of instructions of General Secretary Xi Jinping and the spirit of the Central Government to promote the comprehensive deepening of reform and opening up of Hainan, an important measure to implement the Overall Plan for the Construction of Hainan Free Trade Port, an important measure to build an international tourism and consumer goods center and to pool high-quality consumer goods resources, optimize the supply of the domestic market, create a new highland of opening up to the outside world, and to enhance the international influence of the FTP. The Fair is an important hand that serves the construction of a new development pattern and promotes Hainan FTP as an important node in the domestic and international double cycle of mutual promotion.

消博会是海南自贸港建设的重要任务，是更好满足人民需要的重要举措，是全球消费精品展示交易的重要平台。海南自贸港不只是海南的自贸港，更是全国和全球的自贸港。消博会不只是海南的消博会，更是全国和全球的消博会。我们诚邀国内外工商界2025年4月13至18日赴海口参加第五届中国国际消费品博览会，共享消博会和自贸港新机遇，共享中国进一步对外开放的红利，共享海南的椰风海韵、碧海蓝天。

The Consumer Products Expo is an important task for the construction of the Hainan FTP, an important initiative to better meet the needs of the people, and an important platform for the display and trading of global consumer goods. Hainan FTP is not just a free trade port in Hainan, but also a free trade port in the whole country and even the world. The Consumer Products Expo is not just for Hainan, but for the whole country and the world. We cordially invite the business community at home and abroad to attend the 5th China International Consumer Products Expo in Haikou from April 13 to 18, 2025, to share the new opportunities of the expo and FTP.



展会回顾

Exhibition Review

首届回顾

1st expo review

第二届回顾

2nd expo review

第三届回顾

3rd expo review

第四届回顾

4th expo review

展览面积 Exhibition Area	8万m ²	10万m ²	12万m ²	12.8万m ²
观众 Visitor	24万+人次	28万+人次	32万+人次	48万+人次
国家/地区 Country/Region	70个	61个	65个	71个
参展品牌 Brand	2600+个	2800+个	3300+个	4019个
主流媒体 Media	160+家	160+家	200+家	250+家
配套活动 Activity	130+场	300+场	600+场	600+场

消博机遇

Opportunities at the Consumer Products Expo

· 中国的大市场 世界的新机遇

China's Large Market: A New Opportunity for the World

中国拥有超大规模市场和内需潜力,对世界各国具有“磁吸力”。尤其在全球经济复苏乏力的当下,消博会联通中国国内与国际两个市场,为全球企业共享中国市场和中国企业走向世界创造庞大机遇,消博会已成为推动全球商品和服务对接的桥梁。

China boasts a vast market and potential for domestic demand, exerting a "magnetic attraction" to countries around the globe. Particularly in the current context where global economic recovery is weak, the Consumer Product Expo connects China's domestic and international markets. It creates immense opportunities for global enterprises to share in the Chinese market and for Chinese companies to expand globally. The Consumer Product Expo has become a bridge that facilitates the alignment of global goods and services.

· 享自贸港政策红利 消博效应扩大

Enjoying the Benefits of Free Trade Port Policies: Expanding the Effects of the Consumer Product Expo

从“消博大卖场”到“自贸港大市场”,消博效应,正让更多“流量”成“留量”。依托自贸港的优惠政策,从税收减免到贸易便利,从金融支持到市场准入,自贸港政策红利助力企业在全全球市场中快速成长,实现跨越式发展。

From the "Consumer Product Expo Marketplace" to the "Free Trade Port Market," the effects of the Consumer Product Expo are turning more "traffic" into "retention." Leveraging the preferential policies of the free trade port, from tax reductions to trade facilitation, from financial support to market access, the benefits of free trade port policies help enterprises grow rapidly in the global market and achieve leapfrog development.

· “新”风拂面 全球新品首发平台

A New Breeze Blowing, A Global Platform for Product Launches

“全球新品计划”平台举办新品发布活动,全球行业龙头企业集中展示新产品、新技术、新服务,上千种产品实现全球首发、亚洲首秀、中国首展。

The "Global New Product Plan" platform hosts new product launch events, where leading enterprises in the industry showcase new products, technologies, and services. Thousands of products make their global-debut, Asian-debut, and China-debut.

· 传播百花齐放 提升品牌影响力

Diverse Communication, Enhancing Brand Influence

活动吸引境内外2000余名记者参加,提升品牌曝光率,扩大企业影响力。对接专业垂类媒体,融合电视、广播、新媒体等宣传资源,扩大品牌声量,增强品牌认知度,让品牌故事深入人心。

The event attracts more than 2,000 journalists from home and abroad, increasing brand exposure and expanding enterprise influence. By engaging with professional media, integrating television, radio, and new media resources, the brand's voice is amplified, enhancing brand awareness and making brand stories resonate deeply.

· 精准对接 聚焦高净值专业买家

Precise Matching, Focusing on High-Net-Worth Professional Buyers

邀请高净值专业观众参加头部品牌私享会活动、珠宝品鉴会、VIP订购会等活动,为品牌提供核心价值客户资源。

定向邀请行业采购商,强化撮合对接服务。邀请境内外大型企业、各省市代表团参加专场供需对接会,促成交易精准对接。

展馆内设置采购商专区,供采购商对接洽谈。

Inviting high-net-worth professional audiences to participate in exclusive brand events, jewelry tastings, VIP order meetings, and other activities, provides brands with core value customer resources.

Targeted invitations to industry purchasers strengthen matchmaking services. Invitations to large enterprises and government delegations from various provinces and cities to participate in special supply and demand matching meetings facilitate precise transaction matching.

A dedicated area for purchasers is set up within the exhibition hall for negotiation.

· 创新消费场景 行业活动精彩纷呈

Innovative Consumption Scenarios, Exciting Industry Activities

采用“1+N”全岛办展模式,创新消费场景,举办旅游零售、珠宝、高端酒饮、美妆护肤等消费品垂直细分领域行业活动。

Adopting the "1+N" island-wide exhibition model, innovative consumption scenarios are created, hosting industry activities in vertical and segmented fields such as tourism retail, jewelry, high-end beverages, beauty and skincare, etc.

展区分布

Exhibition Area Distribution

1号馆 新消费科技展区

新能源汽车、智慧交通、低空飞行、人工智能、消费电子、健康护理、体育用品、户外运动装备、智能家居、电子竞技、文化旅游、跨境电商、金融服务、咨询服务、物流服务、信息技术服务等。

2号馆 腕表珠宝服饰展区

黄金、珍珠、彩色宝石、翡翠、玉石、琥珀、钻石、培育钻石、水晶等。

3号馆 高端食品保健品酒饮展区

酒类、乳制品、肉制品、饮品、保健品、休闲食品、宠物食品、有机食品等。

4号馆 全球特色消费展区

国别展团、地区展团、综合食品、饮料和酒类、乳制品、营养保健食品、家居及家饰、时尚服饰及配饰、个人护理、日化用品等。

5号馆 国际时尚精品展区

奢侈品、时尚服饰及配饰、香水化妆品、腕表、珠宝、高端出行。

6号馆、7号馆、8号馆 国货潮品展区

全国各省区市及新疆生产建设兵团展团、地方代表性品牌企业、境内大型企业、中华老字号产品、中国原创潮流品牌等。

Hall 1 New Consumer Technology

New Energy Vehicles, Smart Transportation, Low-altitude Flight, Artificial Intelligence, Consumer Electronics, Health Care, Sports Equipment, Outdoor Sports Gear, Smart Home, E-sports, Cultural Tourism, Cross-border E-commerce, Financial Services, Consultancy Services, Logistics Services, Information Technology Services, etc.

Hall 2 Watches, Jewelry, and Apparel

Gold, Pearls, Colored Gemstones, Jadeite, Jade, Amber, Diamonds, Lab-grown Diamonds, Crystals, etc.

Hall 3 High-End Food, Health Supplements, and Beverages

Alcoholic Beverages, Dairy Products, Meat Products, Beverages, Health Supplements, Snacks, Pet Food, Organic Food, etc.

Hall 4 Global Characteristic Consumption

National Pavilions, Regional Delegations, Comprehensive Food, Beverages and Alcoholic Drinks, Dairy Products, Nutritional Health Foods, Home and Home Decorations, Fashion Apparel and Accessories, Personal Care, Daily Chemicals, etc.

Hall 5 International Fashion Boutiques

Luxury Goods, Fashion Apparel and Accessories, Perfumes and Cosmetics, Wristwatches, Jewelry, High-end Travel

Hall6, Hall7, Hall 8 National Trendy Products

Pavilion of Provinces, Autonomous Regions, Municipalities, Xinjiang Production and Construction Corps, Local Representative Brand Enterprises, Large Domestic Enterprises, Time-Honored Chinese Brand Products, Chinese Original Trend Brands, etc.

展馆设施及交通

Exhibition Hall Facilities and Transportation

海南国际会展中心

Hainan International Exhibition and Convention Center

海南国际会展中心位于海口市西海岸滨海大道临海一线以北。建筑面积33.8万平方米。展览面积约12万 m^2 ，最大会议厅可同时容纳10000人。

The Hainan International Convention and Exhibition Center covers an area of 338,000 square meters. The exhibition area is approximately 120,000 square meters, and the largest conference hall can accommodate up to 10,000 people simultaneously.



会展一期

Phase I of the Exhibition Center

展览中心:由1个迎宾大厅+3个标准展厅组成，室内展览面积3.7万 m^2 。

Exhibition Center: Comprises one reception hall and three standard exhibition halls, with an indoor exhibition area of 37,000 square meters.

会议中心:拥有30间不同规格的会议室，面积60 m^2 至1800 m^2 ，其中国际会议厅和东方环球大剧院是海口市最有特色、最具代表性的专业会议及演出场地。

Conference Center: Features 30 meeting rooms of various sizes, ranging from 60 square meters to 1,800 square meters. Among them, the International Conference Hall and the Oriental Global Grand Theater are the most representative venues for conferences in the city.

会展二期

Phase II of the Exhibition Center

展览中心:由1个登陆大厅+5个标准展厅组成，室内展览面积近7万 m^2 。

Exhibition Center: It consists of one main entrance hall and five standard exhibition halls, with an indoor exhibition area of nearly 70,000 square meters.

会议中心:拥有15间不同规格的会议室，面积从50 m^2 至1.3万 m^2 不等，其中大型会场可容纳1万人会议。

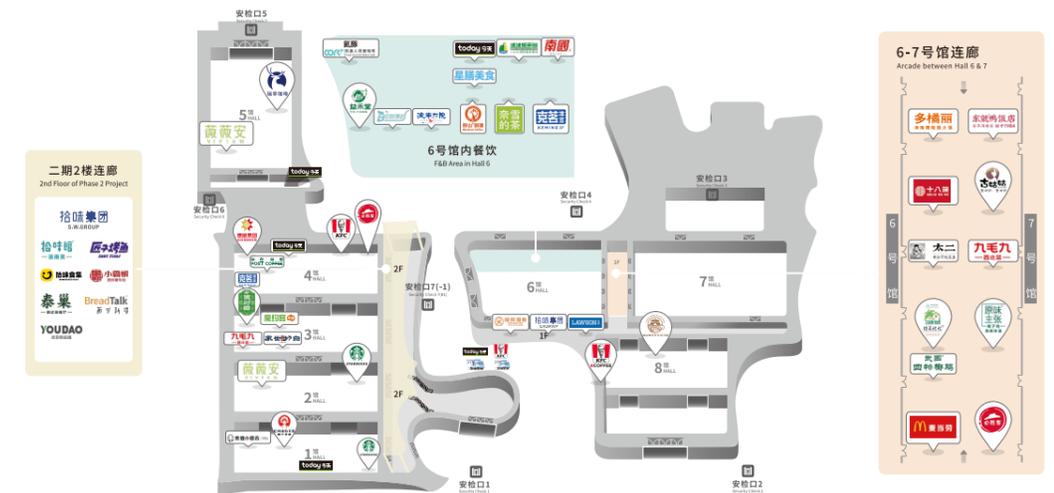
Conference Center: It has 15 meeting rooms of various sizes, ranging from 50 square meters to 13,000 square meters. Among them, the large venue is capable of accommodating a conference of 10,000 people.

餐饮服务

Catering Services

消博会将在各个展馆内设置餐饮供应商，餐饮品牌数量达到36个，餐饮种类丰富，为参展人员带来更好的展会餐饮保障服务。

The Consumer Products Expo will feature food and beverage vendors within each exhibition hall, with a total of 36 different brands, offering a rich variety of food options.

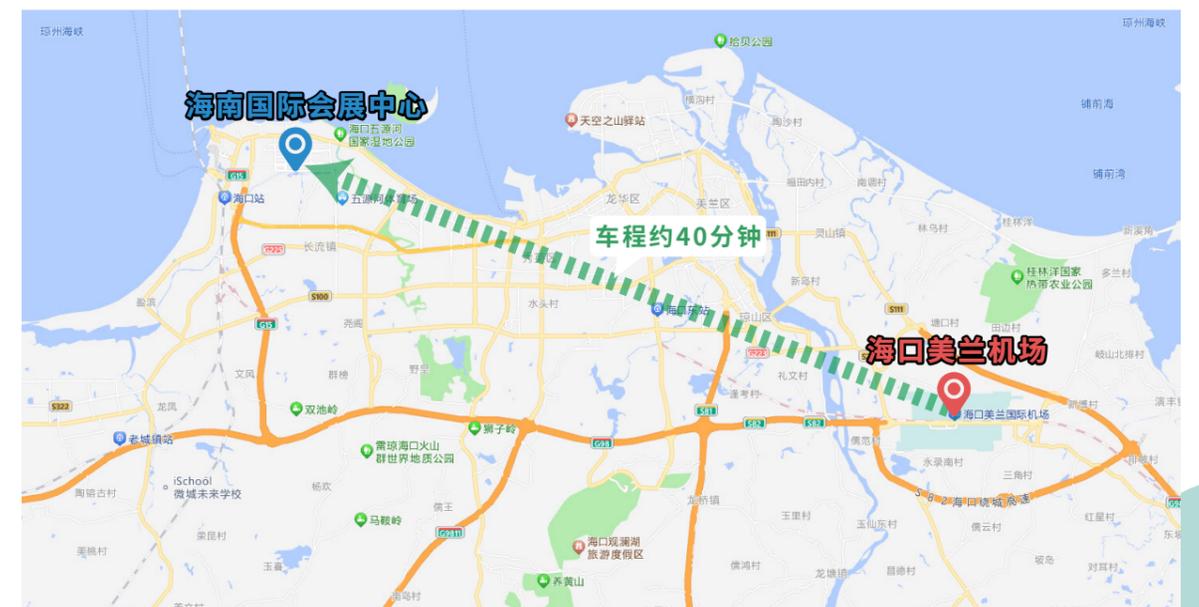


交通便利

Transportation

海南国际会展中心位于海口市秀英区滨海大道258号，距离机场开车43公里，周边路网四通八达，约40分钟可从海口美兰机场到达海南国际会展中心。

The Exhibition Center is located at No. 258 Binhai Avenue, Xiuying District, Haikou. It is approximately 43 kilometers away from the airport, which takes about 40 minutes to travel from Meilan International Airport to the Exhibition Center.



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CONSUMER PRODUCTS EXPO 2025

▶ 参展费用 Exhibition Fee

室内光地 Indoor Raw Space	人民币 CNY	美金 USD
	¥1800/m ²	\$252/m ²

室外光地 Outdoor Raw Space	人民币 CNY	美金 USD
	¥1400/m ²	\$196/m ²

- 光地最低36 m²起租
Raw space rental starts from a minimum of 36 m²
- 价格均为含税价格
The prices are inclusive of tax

▶ 优惠折扣 Discounts

面积折扣: Booth Space Discount:

1. 给予展位面积超过200 m²的参展单位9折优惠。
10% discount is offered to exhibitors with booth space exceeding 200m²
2. 给予展位面积超过300 m²的参展单位8.5折优惠。
15% discount is offered to exhibitors with booth space exceeding 300m²
3. 给予展位面积超过500 m²的参展单位8折优惠。
20% discount is offered to exhibitors with booth space exceeding 500m²

早鸟折扣: Early Bird Discount:

给予**2024年10月31日**前提交参展申请的单位展位费9折优惠。
10% discount will be applied to the exhibitors that submit exhibition applications before October 31, 2024.

参展流程 Exhibition Process

● **提交参展申请:** 参展单位填写申请表并加盖公章, 发送申请邮件至 hainanexpo@investhainan.cn 或联系热线4008-413-413进行报名。

Submit the exhibition application: The exhibiting unit fills out the application form, affixes the official seal, and sends the application email to hainanexpo@investhainan.cn or contacts the hotline 4008-413-413 to register.

● **提交参展资质材料:** 参展单位需于报名后5天内按要求提交参展主体及展品相关资质材料, 大会审核组将对完整的资质材料进行审核以确认参展资格。

Submit exhibition qualification materials: The exhibiting unit must submit the qualification materials related to the exhibiting entity and exhibits within 5 days after registration as required. The organizing committee's review team will review the complete qualification materials to confirm the exhibition qualification.

· 注册证书复印件(营业执照), 非中、英文需提供中、英文译件;

A copy of the registration certificate (business license), with Chinese and English translations.

· 参展单位及产品简介;

An introduction to the exhibiting unit and products;

· 原产地证明/境外品牌方关联关系证明/参展授权书等材料。

Certificate of origin / proof of association with foreign brands / exhibition authorization letter, etc.

· 其他大会要求补充的材料。

Other materials required by the organizing committee.

● **签署参展合同并缴纳参展费用。** 审核通过的参展单位将签订参展合同, 参展单位按合同规定缴纳全额参展费用, 视为最终获得参展资格。

Sign the exhibition contract and pay the exhibition fee. The exhibiting unit that passes the review will sign the exhibition contract, and the exhibiting unit pays the full exhibition fee as stipulated in the contract, which is considered to have finally obtained the exhibition qualification.

● **展位安排。** 参展单位展位安排根据“先申请、先审核、先落实”原则执行, 最终展位确认由大会统筹安排。

Booth arrangement. The booth arrangement for the exhibiting unit is implemented according to the principle of "first application, first review, first implementation," and the final booth confirmation is arranged by the organizing committee.

海南国际经济发展局
**Hainan International Economic
Development Bureau**

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参展联系邮箱

Exhibitor Service Email

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参展联系热线

Exhibitor Service Hotline

 (86)4008-413-413





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