



2025

(中国)亚欧商品贸易博览会
(China) Eurasia Commodity and Trade Expo

招商手册

Expo Brochure

2025年6月26-30日
June 26 - 30, 2025
新疆 · 乌鲁木齐
Urumqi · Xinjiang

■ 关于博览会 About the Expo

(中国)亚欧商品贸易博览会作为中国—亚欧博览会的重要组成部分，已在新疆乌鲁木齐成功举办四届并取得丰硕成果，是高层外交的重要平台，中国与亚欧地区开展经贸合作的重要平台，推进丝绸之路经济带核心区建设重要平台，展示企业产品、技术和服务的重要平台，推动产业和投资合作的重要平台，为进一步深化与亚欧特别是周边国家经贸合作，服务经济高质量发展、高水平对外开放提供有效的平台支撑。

2023 商博会吸引了来自哈萨克斯坦、吉尔吉斯斯坦、塔吉克斯坦、乌兹别克斯坦、巴基斯坦、俄罗斯、蒙古、阿富汗等 **40 个**国家和地区、**7 个**国际组织及 **26 个**省区市参展参会，参展企业 1300 余家(包括世界 500 强、中国 500 强及行业龙头企业 120 余家)，举办国内外推介、产销对接、撮合配对等贸易促进活动 64 场，共签订经贸合作项目 **360 个**。

The (China) Eurasia Commodity and Trade Expo, an integral part of China-Eurasia Expo, has been successfully held four sessions in Xinjiang Urumqi, yielding positive results. It serves as a high-level diplomatic platform, a crucial platform for China to engage in economic cooperation with the Eurasian region, and a vital platform for advancing the construction of the core area of the Silk Road Economic Belt, an important platform for showcasing enterprises' products, technologies, and services, a key driver for promoting industrial and investment collaborations as well as an effective support for strengthening business cooperation, high-quality economic development and high-level opening up.

2023 (China) Eurasia Commodity and Trade Expo attracted the attendance of 40 countries and regions such as Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, Pakistan, Russia, Mongolia, Afghanistan, 7 international organizations and 26 provinces, autonomous regions and cities with more than 1,300 exhibitors including 120 exhibitors of Fortune 500 Companies, China's top 500 Companies and industry-leading companies. 64 trade and investment promotion activities were held including promotion conferences, production and match-making conferences, resulting in the signing of 360 economic and trade cooperation projects .

2025商博会 2025 EACT

时间：2025年6月26日至30日

地点：新疆·乌鲁木齐·新疆国际会展中心

主题：共商亚欧合作 共享丝路繁荣

Time: June 26th to 30th, 2025

Location: Xinjiang International Convention and Exhibition Center, Urumqi, Xinjiang

Theme: Extensive Consultation of Eurasia Cooperation, Shared Prosperity of Silk Road

展览设置 Scope of Exhibition

2025商博会规划展览面积10万平方米，按照“1+10+N”的模式设计展区布局（“1”是突出高水平对外开放形象展示一个主题，“10”是聚焦新疆“十大产业集群”及产业链发展，“N”是拓展特色商品、服务贸易、未来产业、机械装备等若干特色优势领域），突出国际化和专业化，分为国际展区和国内展区。国际展区设国际交流合作馆和国际特色商品馆2个专题馆。国内展区设投资合作馆、特色产业馆、商品贸易馆、服务贸易馆、大型装备及机械馆（含室外）5个专题馆。

The planned exhibition area of 2025 (China) Eurasia Commodity and Trade Expo is 100,000 square meters. The layout of the exhibition area is designed according to the "1+10+N" model. ("1" represents the one theme of showcasing the image of high-level opening up to the outside world; "10" focuses on the development of ten industrial clusters and industrial chains; "N" refers to expanding industries with local characteristics and advantages such as featured commodities, trade in services, future industries, and mechanical equipment.). In order to stress the level of internationalization and specialization it is divided into international exhibition area and domestic exhibition area. The international exhibition area consists of exhibition halls, namely International Exchanges and Cooperation Hall and Imported Commodities Hall. The domestic exhibition area is comprised of five exhibition halls, namely Investment and Cooperation Hall, Featured Industry Hall, Commodities and Trade Hall, Trade in Services Hall, and Large-scale Equipment and Machinery Hall (including the outdoor exhibition area) .

贸易投资促进活动 Trade and Investment Promotion Activities

- 投资新疆—产业合作对接暨招商引资项目签约活动
Investing in Xinjiang - Industrial Cooperation Matchmaking and Investment Promotion Project Signing Ceremony
- 中国（新疆）自由贸易试验区高质量发展招商推介会暨沿边自由贸易试验区产业合作对接活动
China (Xinjiang) Pilot Free Trade Zone High Quality Development Investment Promotion Conference and Border Free Trade Zone Industrial Cooperation Matchmaking Activity
- 兵团贸易投资促进活动
Trade and Investment Promotion Activities of XPCC
- 各省（区、市）系列贸易投资促进活动
Trade and Investment Promotion Activities of Provinces (Regions, Cities)
- 各州（市、地）系列贸易投资促进活动
Trade and Investment Promotion Activities of Prefectures of Xinjiang (Cities)
- 共建“一带一路”国家系列贸易投资促进活动
Trade and Investment Promotion Activities for "the Belt and Road" Countries
- 行业协会、企业系列贸易投资促进活动（届时，将围绕能源、物流、数字经济、人工智能、低空经济、跨境电商等领域举办多场行业交流活动）
Industry Associations, Enterprises Trade and Investment Promotion (promotion activities would be held, which are centered on energy, logistics, digital economy, artificial intelligence, low-altitude economy and cross-border e-commerce.)
- 首发经济活动
Launch Events
- 成果发布活动
Achievement Display
- 展品评选活动
Selection and Awarding

□ 展位费用 Exhibition Fee

室内标准展位 Indoor Standard Booth

规格 Specification: **3m*3m** **价格** Price: **10000元/个** (10,000 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 36㎡) **价格** Price: **1000元/平方米** (1,000 CNY/㎡)

光地区域，不提供任何展架及设施。Display racks and facilities are not provided.

室外光地 Outdoor Raw Space

规格 Specification: **20平方米起订** (Minimum Order Space of 20㎡) **价格** Price: **500元/平方米** (500 CNY/㎡)

光地区域，不提供任何展架及设施。Display racks and facilities are not provided.

□ 品牌运营 Brand Operation

为充分发挥(中国)亚欧商品贸易博览会的品牌影响力和独特资源优势，满足国内外机构、企业通过商博会品牌赋能、提质品牌推广等需要，我们将积极为广大企业、有关机构搭建品牌提升和市场开拓的平台。

赞助商分为全球战略合作伙伴、全面合作伙伴、核心支持企业和指定服务商或供应商四个层级。

By giving full play to the influence and resources of (China) Eurasia Commodity and Trade Expo, organizations and companies from home and abroad are offered the platform for brand promotion and business expansion through the Expo.

Four levels of sponsorship are set up including Global Strategic Partner , Comprehensive Cooperative Partner, Core Partner, and Official Service Provider or Official Supplier .

□ 权益回报 Benefits

■ 品牌授权：

授予层级相应的合作伙伴称号，可使用商博会标识进行广告和营销活动。

■ 核心区域展位：

按层级为企业在场馆核心区域免费提供相应面积的展位。

■ 优享礼遇：

安排企业领导参加欢迎会、开幕式等重要活动，推荐企业参加同期论坛、推介会等。

■ 媒体采访：

协调企业接受主流媒体采访。

■ 广告服务：

主展馆号架、墙面、吊旗、通廊广告；门票、参展指南、企业名录广告；官网企业 LOGO展示等。

Brand Authorizing

The title of brand partner is awarded to the sponsoring company. The logo of the Expo can be applied for advertising and marketing activities.

Free Booth in the Key Exhibition Area

Certain amount of space is provided for free for companies according to the amount of sponsor-ship.

Courtesy

Invitation to attend major events such as the reception, the opening ceremony and recommendation to attend the parallel forums and promotion conferences

Interviews by Mainstream Media

Arranging interviews by mainstream media for businesses

Advertising Service

Advertising tower, wall advertising, hanging banners, hallway advertising and print advertising including tickets, guides and exhibitors' list are offered. Company logo display is provided in the Sponsors Section on the official website of (China) Eurasia Commodity and Trade Expo.

EXPO BROCHURE

主办单位/Hosts:
中国—亚欧博览会秘书处
China-Eurasia Expo Secretariat
商务部外贸发展事务局
Trade Development Bureau of the Ministry of Commerce



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