2026 中国义乌进口商品博览会

2026 CHINA YIWU IMPORTED COMMODITIES FAIR

Date: November13th-15th, 2026

Venue: Yiwu International Expo Centre, Zhejiang, China

Branch Venue:

Yiwu China Imported Commodities Mall

Yiwu China ICMALL Imported Life Style Mart

Hosts:

Zhejiang China Commodities City Group Co., Ltd

Organizers:

Yiwu China Commodities City Exhibition Co., Ltd.

时间：2026 年 11 月 13-15 日

地点：中国义乌国际博览中心

分会场：义乌中国进口商品城、爱喜猫旗舰店

主办单位：浙江中国小商品城集团股份有限公司

承办单位：义乌中国小商品城展览股份有限公司

Fair Overview

The China Yiwu Imported Commodities Fair was formerly known as the Yiwu Import Exhibition. It is hosted by Zhejiang China Commodities City Group Co., Ltd. and organized by Yiwu China Commodities City Exhibition Co., Ltd. As a professional exhibiting platform for imported daily consumer goods, it was founded in 2012, to further correspond to the “Belt and Road” proposal of China and contribute to the building of Yiwu China Imported Commodities City. The fair focuses on the quality of exhibitors and buyers, provides perfect ground service, and has rapidly developed into one of the most effective and promising exhibitions in the industry. In June 2016, China Yiwu Imported Commodities Fair was approved by UFI as the first imported commodities fair in its list, and won the title of “China Top 10 Most Distinctive Fairs”, “Zhejiang Top 10 Brand Fairs”, and “China Top 10 Influential Fairs” in these years. It mainly showcases high-quality products such as imported consumer goods, imported food, coffee,

wine, imported clothing and accessories, as well as sections like cross-border e-commerce, international trade services, and international economic and trade cooperation.

基本概况

中国义乌进口商品博览会前身为义乌进口展，由浙江中国小商品城集团股份有限公司主办，义乌中国小商品城展览股份有限公司承办。创办于 2012 年，是进口日用消费品的专业展览平台。为进一步响应国家“一带一路”倡议，积极推进义新欧及义甬舟大通道的建设，努力打造义乌“中国进口商品城”，展会办展规格逐年提升，参展企业及产品不断丰富，品牌效应日益凸显，已成为国外日用消费品进入中国的市场首选展贸平台之一，先后荣获“中国十佳优秀特色展会”、“浙江省十大品牌博览会”、“中国十大影响力展会”等殊荣。2016 年 6 月，成功通过全球展览业协会（UFI）的认证，是全国首个通过该认证的进口消费类主题展会。主要展示进口消费用品、进口食品、咖啡、葡萄酒、进口服饰及配件等优质商品及跨境电商、国际贸易服务、国际经贸合作等板块。

Scope of Exhibits

参展范围

Imported Consumer Goods:

■Household Articles ■Maternal&Child Products ■Beauty&Skin Care ■Art-crafts&Ornaments ■Electric Appliances&Digital Equipments ■Food&Beverages ■Liquor&Alcoholic Beverage ■Health Care Products ■Fashion Accessories ■Creative Toys ■Culture&Official Article ■Sports&Entertainment Products ■Garments&Accessories ■Building Materials

进口消费品：

■家居用品 ■母婴用品 ■美妆个护 ■工艺品礼品 ■数码家电 ■食品饮料 ■酒类 ■保健品 ■时尚饰品 ■创意玩具 ■文化办公 ■运动休闲 ■服饰及配件

Import Trade Service:

■E-business Trading Platform ■ International Logistics Company ■Import Trade Supply Chain Platform ■ Free Trade Zone

■Bonded Area ■ Duty-free Stores ■ Import Trading Service Agency

进口贸易服务商：

■跨境电商平台 ■国际物流企业 ■进口贸易供应链平台

■自贸区 ■保税区 ■免税店 ■进口贸易服务机构

International Economic and Trade Cooperation:

■National & City Image Display ■High-tech Display ■Financial&Consulting Services

■Cultural Tourism Publicity ■Commercial Trade Cooperation

■Industrial Investment Promotion

国际经贸合作类：

■国家及城市形象展示 ■高新技术展示 ■金融及咨询服务

■文化旅游宣传 ■商业贸易合作 ■产业投资推介

Why Yiwu

参展优势

1.WORLD'S CAPITAL OF SMALL COMMODITIES

President Xi Jinping has introduced Yiwu on many diplomatic occasions. When addressing the closing ceremony of the High-level Dialogue Between Chinese and African Leaders and Business Representatives and the 5th Conference of Chinese and African Entrepreneurs in December 2015, Xi heralded Yiwu as the World's Capital of Small Commodities. In September 2023, when President Xi Jinping visited Yiwu International Trade City, it was emphasized that Yiwu's small commodities had broken into a big market and made a big industry, and it was great to come to this step, and everyone was a participant, builder and contributor. The business and trade city should be innovative and brilliant again, and make greater contributions to expanding the domestic and international markets and unimpeded the domestic and

international double cycle.

In recent years, Yiwu has been keeping the instructions in mind and forging ahead with gratitude. It has been accelerating the construction of the sixth-generation market with the global digital trade center at its core, deeply integrating digital trade with the real economy, and continuously unimpeded international logistics channels such as "Yiwu-Xinjiang-Europe". By 2025, its foreign trade imports and exports are expected to exceed 836.5 billion yuan, maintaining close trade ties with 233 countries and regions around the world. We will continue to serve the construction of a new development pattern and promote high-quality development through the vivid practice of "small commodities, big markets".

世界小商品之都

2015 年 12 月，习近平总书记在出席中非领导人与工商界代表高层对话会暨第五届中非企业家大会闭幕式时，为义乌定位世界“小商品之都”。2023 年 9 月，习近平总书记在考察义乌国际商贸城时指出，义乌小商品闯出了大市场、做成了大产业，走到这一步很了不起，每个人都是参与者、建设者、贡献者。商贸城要再创新辉煌，为拓展国内国际市场、畅通国内国际双循环作出更大贡献。

近年来，义乌牢记嘱托、感恩奋进，加快推进以全球数贸中心为核心的第六代市场建设，深度融合数字贸易与实体经济，持续畅通‘义新欧’等国际物流大通道，2025 年外贸进出口突破 8365 亿元，与全球 233 个国家和地区保持紧密贸易往来，不断以‘小商品、大市场’的生动实践，服务构建新发展格局、推动高质量发展。

2. A COMMERCIAL CITY BRIMMING WITH BUSINESS OPPORTUNITIES

Yiwu’s market has a business area of more than 8 million square meters with 80,000 retail booths and more than 2.1 million types of commodities under 26 major categories. It has been hailed as the world's largest wholesale market for small commodities by international organizations, such as the United Nations, the World Bank, and Morgan Stanley.

商机无限的商贸城市

义乌市场经营面积 800 万平方米、经营商位 8 万余个，汇集 26 个大类、210 多万种商

品，被联合国、世界银行、摩根士丹利等世界权威机构称为“全球最大的小商品批发市场”。

3.AN OPEN CITY INTEGRATING INTO THE WORLD

Yiwu is opening up to the world, expanding its global presence,and to become an important "Belt and Road" hub. In 2025, Hangzhou Customs will supervise over 3,000 "Yiwu-Xinjiang-Europe" China-Europe freight trains and handle over 260,000 TEUs of import and export freight. (General Administration of Customs of the People's Republic of China) At present, the "Yiwu-Xinjiang-Europe" China-Europe Railway Express has opened 26 routes, covering over 50 countries and regions and reaching more than 160 cities. Zhejiang Economic Information Center.

融入全球的开放城市

义乌敞开怀抱加强国际合作，拓展海外布局，努力构建高质量新格局的“一带一路”重要枢纽城市。2025 年全年，杭州海关累计监管 "义新欧" 中欧班列超 3000 列、进出口货运量超 26 万标箱中华人民共和国海关总署。目前，"义新欧" 中欧班列已开通 26 条线路、覆盖 50 多个国家和地区、通达 160 多个城市浙江省经济信息中心。

4. AN INTERNATIONAL EXHIBITION CITY

Yiwu holds over 50 different events every year, including the Yiwu International Commodities Fair, the Yiwu Cultural Products Trade Fair & the International Tourism Commodities Fair, the Yiwu International Forest Products Fair, which was named at national level. In fact, Yiwu is rated as one of China's Top Ten Exhibition Cities. Yiwu has also successfully held many forums of international significance, including the Silk Road Economic Belt Cities International Forum,

the Forum on West Africa and North Asia, and the Sino-Czech Coordination "the Belt and Road" Cooperation Planning Work Conference.

国际会展城市

义乌每年举办各类会展活动超过 50 个，包括义博会、文旅会、森博会等原国家级展会，被评为中国十大会展名城。成功举办了丝绸之路经济带城市国际论坛、西非北亚论坛、中捷协调推动“一带一路”合作规划工作会议等重大国际性论坛。

5. YIWU COMPREHENSIVE BONDED ZONE

In March 2020,Yiwu obtained approval of the State Council to establish the Comprehensive Bonded Zone.Yiwu Comprehensive Bonded Zone enhanced its cooperation with eWTP to jointly build a new digital supervision model, with bonded exhibition and trading as the core, supported by bonded logistics and bonded processing, and the innovative bonded services.it will try to develop new digital trade businesses that reach both the domestic and overseas markets and establish China's first digital comprehensive bonded zone", promoting the transformation and upgrade of Yiwu's international trade in small commodities.

义乌综合保税区

2020 年 3 月，义乌综合保税区获国务院批准设立。义乌综合保税区深化与 eWTP 合作，共建数字监管新模式，以保税展贸为核心，保税物流、保税加工为支撑，保税服务为创新，探索发展境内境外打通的数字贸易新业态，探索建设全国首个“数字综保区”，推动义乌小商品国际贸易转型升级。

6.YIWU CHINA IMPORTED COMMODITIES MALL(ICMALL)

China Import Commodity City in Yiwu was founded in 2008 and moved to the fifth district market in Yiwu International Trade City for expanding its scale in 2011.it covers an area of 100,000 square meters and sells 100,000 kinds of commodities from over100 countries and regions. At present, it is a leading "one-stop' purchasing base for imported goods in China and the trade and exhibition center for imported goods that integrates management, exhibition and trade, and business negotiation.

义乌中国进口商品城

义乌中国进口商品城成立于2008年，2011年为扩大规模搬迁至义乌国际商贸城五区市场，经营面积达10万平方米，经营100多个国家和地区的10万种商品。是目前国内规模领先的“一站式”进口商品采购基地，是集经营、展销、洽谈于一体的进口商品展贸中心。

7. FULLY-COVERED PROMOTION

■ Media Authority: CCTV, People’s Daily, PR Newswire, Interfax, etc;

■ New Media Platforms: FACEBOOK, LINKEDIN, INS, TWITTER, WeChat, Microblog, Red, Tik Tok etc;

■ Network Report: Net Ease, The Paper, Tecent, Sina, iFENG, CBN, Toutiao, etc;

■ Official Roadshow: Domestic Free Trade Zones, Bonded Zones, Border Trading Ports, Import Specialized Markets, Import Distributing Centre, etc;

■ Strategic Partners: Promotion Council for Indian Handicrafts & Gifts, Trade and Investment Bureau of Aragon, Spain.

全方位的展会宣传

■ 央视、人民日报、美通社、国际文传电讯社等传统媒体全面推广；

■ FACEBOOK、LINKEDIN、INS、TWITTER、微信、微博、小红书、抖音等新媒体平台深度宣传；

■ 网易、澎湃、腾讯、新浪、凤凰、第一财经、今日头条等网络媒体报道；

■ 国内自贸区、保税区、边贸口岸、进口专业市场等进口商品集散地专场推介；

■ 印度手工艺品及礼品工艺促进委员会、西班牙阿拉贡自治区对外局等机构战略合作。

8. HIGH-QUALITY SERVICE

■ Large Professional Buyers’ Groups from domestic and overseas;

■ Mega-database Exhibition Call Center: One-to-One marketing to precisely invite the professional buyers;

■ Diversified Matchmaking Meetings face directly to the import distributors;

■ Multiple Promoting Platforms: like “Belt and Road” Overseas New Products Launch Event, etc; show high quality of exhibitors’ and products images.

高质量的展会服务

■ 联动境内外行业商协会等专业机构，组织大型商超、专业市场买家团；

■ 挖掘呼叫中心百万级数据库资源，一对一精准邀约专业买家；

■ 组织多场采洽会，直面进口分销商；

■ 搭建“一带一路”海外新品发布会等官方推介平台，展示优质企业及产品形象。

Previous Exhibition Review

往届回顾

The 2025 China Yiwu Imported Commodities Fair, with the theme of "Buying and Selling Global Commodities, Win-win Open Cooperation", is divided into four major theme exhibition areas: Coffee & Wine Exhibition Area, High-Quality Lifestyles Exhibition Area, Comprehensive Trade Exhibition Area and Food & Friendship Cities Exhibition Area. A total of 1,650 international standard booths were organized, covering an exhibition area of 40,000 square meters. Over 800 enterprises participated in the exhibition, and the exhibits came from 69 countries and regions including Germany, the United Kingdom, Spain, the United States, Canada, Serbia, Bulgaria, Australia, South Korea, Japan, Pakistan, and Malaysia. The three-day procurement negotiation saw a total of 70,100 visitors and purchasers in attendance, among whom 32,500 were professional purchasers. In addition, this year's import exhibition has attracted 150 high-quality exhibitors from the China International Import Expo to participate in the event in Yiwu. During the exhibition, a number of supporting activities were also held, including the 2025 Zhejiang Province "Silk Road Cloud Products" E-commerce Month and the "Buy in BRICS" Procurement and Matching Event, the "BRICS Good Products" Procurement and Matching Conference, the LD LATTE ART Coffee Master Competition, the All-round Bartender Challenge, the Best Series Award Ceremony, and the Group purchase of imported source goods. The rich and diverse activities effectively enhanced the in-depth connection between exhibitors and purchasers, further improving the exhibition and trade results.

2025 中国义乌进口商品博览会以“买卖全球商品，共赢开放合作”为主题，分设咖啡&酒展区、品质生活展区、综合贸易展区和食品&友城展区四大主题展区。共组织国际标准展位 1650 个，展览面积 4 万平方米，参展企业超 800 家，展品来自德国、英国、西班牙、美国、加拿大、塞尔维亚、保加利亚、澳大利亚、韩国、日本、巴基斯坦、马来西亚等 69 个国家和地区。为期 3 天的采购洽谈，与会参观者、采购商累计达 7.01 万人次，其中专业采购商到会数为 3.25 万人。此外，本届进口展吸引了 150 家进博会优质参展企业来义参展。展会期间，还举办了 2025 浙江省“丝路云品”电商月暨“买在金砖”采洽对接活动、“金砖好物”采洽对接会、LD LATTE ART 咖啡大师赛、全能调酒师挑战赛、Best Series 最佳

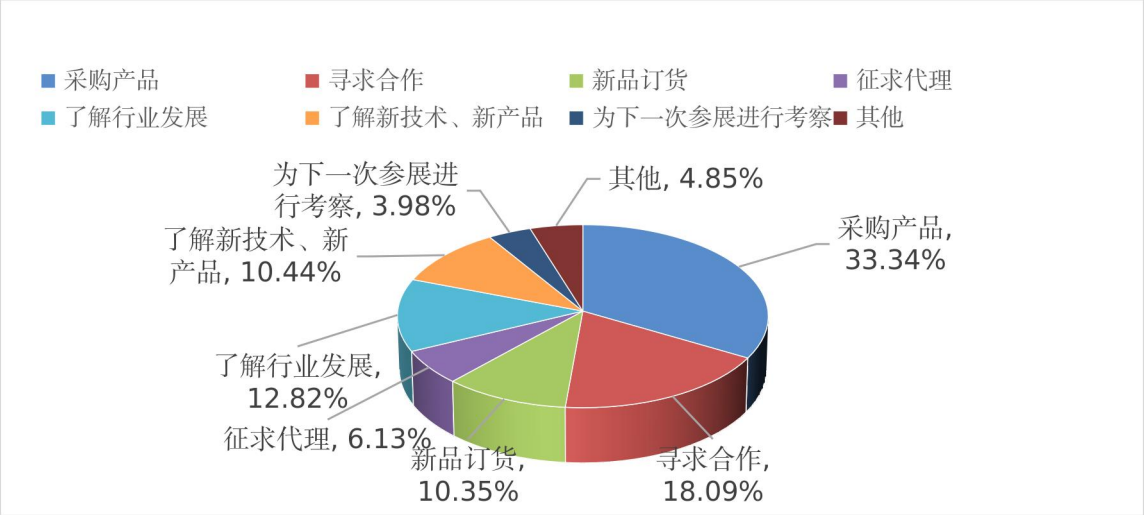
系列颁奖典礼及进口源头货团购等多项配套活动。丰富多样的活动内容有效增进了参展商与采购商之间的深度链接，进一步提升了展贸成效。

Exhibitors/ Buyers Data Analysis

参展商/采购商数据分析

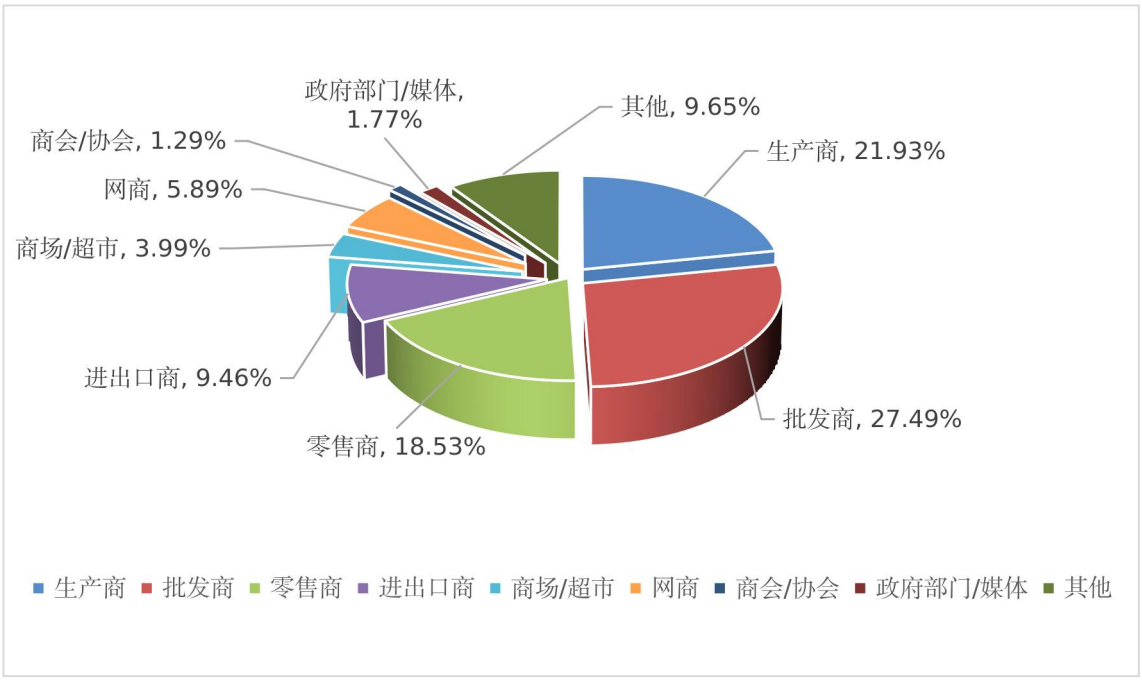
Category of Exhibitors' Trade

参展商贸易性质



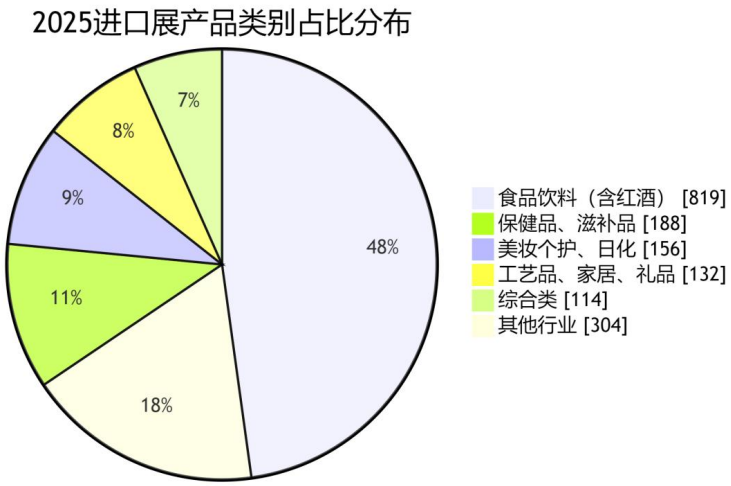
Buyers' Structure

采购商构成图



Buyers' Interested Exhibits

进口展产品类别统计



How to Apply

如何参展

Preferential policy for 2026 CHINA YIWU IMPORTED COMMODITIES FAIR:

● Booth Charge ● Agencies' Policy

Specific Policies Consultant:

Tell: +86-579-85415475 /666/492

America/Africa/Oceania/Comprehensive trade service: +86-579-85415475

Hong Kong/Macao/Taiwan (China): +86-579-85415666

Fax: +86-579-85415077 Website: www.importfair.cn

Email: import@yiwufair.com

Address: Yiwu International Expo Centre, No.59, Zongze East Road, Yiwu, Zhejiang

2026 中国义乌进口商品博览会参展特惠政策:

● 展位费 ● 团组优惠

具体政策咨询请联系：+86-579-85415475 /666/492

网址：www.importfair.cn 电子邮箱：import@yiwufair.com

地址：浙江省义乌市宗泽东路 59 号义乌国际博览中心

Procedure

Application Materials Submitting---Application Materials verifying---Booth Allocation---Remittance---Booth Confirmation

参展流程

提交报名材料——组委会审核——选取展位——支付参展费用——确认展位

Payment

1. Remittance Account:

Beneficiary Name: Yiwu China Commodities City Exhibition Co., Ltd.

Beneficiary Bank: Bank of China Yiwu Branch

Account No.: 372758336516

2. To pay in cash on the fair charging spot of the organizing committee and issue the formal invoice.

支付方式

开户名称：义乌中国小商品城展览股份有限公司

开户银行：中国银行义乌市分行

银行账号：372758336516

电汇或支票转款汇入组委会指定帐号。

注：本账号仅接受人民币汇款，外币支付请先行购汇。因汇率差产生的金额浮动问题由参展企业自行承担。

Our Exhibitors (Part)

我们的展商品牌（部分）

Our Media Partners (Part）

我们的推广伙伴（部分）