

SOLIDARITY AND COORDINATION
FOR COMMON DEVELOPMENT

CHINA-SOUTH ASIA
EXP
中国-南亚博览会



CHINA KUNMING IMPORT & EXPORT
FAIR
中国昆明进出口商品交易会

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第**10**届中国-南亚博览会
THE 10TH CHINA-SOUTH ASIA EXPOSITION
第**30**届中国昆明进出口商品交易会
THE 30TH CHINA KUNMING IMPORT & EXPORT FAIR

招商招展手册
EXHIBITION INVITATION MANUAL

中国·昆明 2026年6月11-16日
KUNMING·CHINA JUN 11-16, 2026





中国和南亚国家互为友好邻邦和发展伙伴，是休戚与共的命运共同体。近年来，双方深化各领域务实合作，经贸往来保持良好发展势头，成果惠及各国人民。中国愿同各国一道，以中国—南亚博览会为平台，凝聚团结协作、共谋发展的共识，不断打造新的合作增长点，推动共建“一带一路”高质量发展，助力全球发展倡议落地落实，共同开创更加繁荣美好的未来。

——2022年11月19日，中国国家主席习近平
向第6届中国—南亚博览会致贺信

As friendly neighbors and partners in development, China and the South Asian countries are a community with a shared future. In recent years, the two sides have deepened practical cooperation in all aspects, and the trade and economic exchanges maintained a sound momentum, bringing benefits to people of all countries. China is willing to work with all countries, with the China-South Asia Exposition being a platform, to foster consensus on enhancing solidarity and coordination and pursuing development, create more growth drivers in cooperation, advance the high-quality development of the Belt and Road cooperation and implement the Global Development Initiative, so as to build a more prosperous and brighter future together.

——On November 19, 2022 Chinese President
Xi Jinping sent a letter of congratulation to
the 6TH China-South Asia Exposition.

中国—南亚博览会（简称南博会）是由中华人民共和国商务部和云南省人民政府共同主办的中国唯一一个面向南亚国家的多双边机制性涉外展会。

中国昆明进出口商品交易会（简称昆交会）是由中华人民共和国商务部和云南、四川、重庆、贵州、广西、西藏及成都等省（区、市）人民政府联合主办，海内外多家机构参与和协办的国际性进出口商品交易会。

为进一步深化中国与南亚国家在经贸、科技、教育、文化等领域的交流合作，中华人民共和国商务部和云南省人民政府计划于2026年6月11—16日在云南昆明举办第10届南博会暨第30届昆交会。本届展会在昆明滇池国际会展中心设置13个展馆，展览面积13万平方米，1—13号馆分别为：服务贸易馆、绿色能源馆、制造业馆、国内合作馆、境外馆、东南亚馆、开幕式及主题专区馆、南亚馆（2个馆）、医疗康养馆、文化旅游体育馆、现代农业馆、咖啡产业馆。

同期举办南亚商品（茶叶）节、联合国及国际公共采购南亚市场需求解析与项目对接活动、中国与南亚国家官产学研对接活动、驻华大使及领事直播活动、“投资云南”产业专题投资洽谈对接活动、采购对接活动、南博新品首发仪式、外贸及关务合规对接活动、澜湄视听“优商”直播嘉年华、丝路云裳·南博时装周、南博（大理）国际影会、“山海青年”文明对接活动、南博美食荟等重点配套活动，以及系列直播带货、采供对接等经贸类配套活动。



展会时间 2026.6.11—6.16

首日对专业观众开放，后5日对社会公众开放

The China-South Asia Expo (referred to as the CSAE) is the only institutionalized exhibition in China oriented toward South Asian countries co-hosted by the Ministry of Commerce of the People's Republic of China and the People's Government of Yunnan Province.

The China Kunming Import and Export Fair (referred to as the Kunming Fair) is an international import and export fair jointly sponsored by the Ministry of Commerce of the People's Republic of China and the People's Governments of Yunnan, Sichuan, Chongqing, Guizhou, Guangxi, Xizang, Chengdu and other provinces (districts and cities), with participation and cooperation from many institutions at home and abroad.

In order to deepen the exchanges and cooperation between China and South Asian countries in the fields of economy and trade, science and technology, education, culture, etc., the 10TH CSAE and the 30TH Kunming Fair will be jointly organized by the Ministry of Commerce of the People's Republic of China and the People's Government of Yunnan Province from June 11 to 16, 2026 in Kunming, Yunnan Province. The Expo will feature 13 pavilions including Trade in Services Pavilion, Green Energy Pavilion, Manufacturing Pavilion, Domestic Cooperation Pavilion, Overseas Pavilion, Southeast Asia Pavilion, Opening Ceremony & Theme Pavilion, South Asia Pavilion (two pavilions), Healthcare & Wellness Pavilion, Culture, Tourism & Sports Pavilion, Modern Agriculture Pavilion, Coffee Industry Pavilion, totaling an exhibition area of 130,000 square meters.

During the 10TH CSAE and the 30TH Kunming Fair supporting events such as the South Asia Commodity (Tea) Festival, United Nations and International Public Procurement South Asia Market Demand Analysis and Project Matchmaking Event, Seminar Between Chinese and South Asian Governments, Industries, Universities and Research Institutes, Live Streaming Session with Foreign Ambassadors and Consuls, "Invest in Yunnan" Industry Matchmaking Sessions, Procurement Matchmaking Meetings, China-South Asia Expo New Product Launch Ceremony, Foreign Trade and Customs Compliance Matchmaking Event, Lancang-Mekong Audiovisual "Quality Merchandise" Live Stream, Silk Road Cloud Costume·China-South Asia Expo Fashion Week, CSAE (Dali) International Photography Exhibition, Across Mountains to Seas: Youth Dialogue on Civilizations, CSAE Food Carnival and various procurement matchmaking meetings will be held concurrently.



Exhibition Period 2026.6.11-6.16

With the first day for professional buyers and the following five days open to the general public.



滇池国际会展中心三层平面图

Floor Plan of the 3rd Floor, Kunming Dianchi International Convention and Exhibition Center

1 号馆 服务贸易馆
Pavilion 1 Trade in Services Pavilion

2 号馆 绿色能源馆
Pavilion 2 Green Energy Pavilion

3 号馆 制造业馆
Pavilion 3 Manufacturing Pavilion

4 号馆 国内合作馆
Pavilion 4 Domestic Cooperation Pavilion

5 号馆 境外馆
Pavilion 5 Overseas Pavilion

6 号馆 东南亚馆
Pavilion 6 Southeast Asia Pavilion

7 号馆 开幕式及主题专区馆
Pavilion 7 Opening Ceremony & Theme Pavilion

8/9 号馆 南亚馆
Pavilion 8&9 South Asia Pavilion

10 号馆 医疗康养馆
Pavilion 10 Healthcare & Wellness Pavilion

11 号馆 文化旅游体育馆
Pavilion 11 Culture, Tourism & Sports Pavilion

12 号馆 现代农业馆
Pavilion 12 Modern Agriculture Pavilion

13 号馆 咖啡产业馆
Pavilion 13 Coffee Industry Pavilion

1 号馆 服务贸易馆 Pavilion 1: Trade in Services Pavilion

服务贸易综合展区，展示服务贸易各领域创新成果与服务能力；服务贸易专题展区，展示金融服务、教育服务、供应链及商务服务等；服务机器人展区，展示向个人、家庭以及专业领域提供服务的机器人。

Comprehensive Trade in Services Exhibition Area: Showcasing innovative achievements and service capabilities across various sectors of trade in services; Thematic Service Trade Exhibition Area: Featuring financial services, education services, supply chain and business services, etc.; Service Robot Exhibition Area: Displaying robots that provide services for individuals, households, and professional fields.

2 号馆 绿色能源馆 Pavilion 2: Green Energy Pavilion

新能源应用展区，展示光伏组件、风力发电设备、新能源电池等；节能环保设备展区，展示工业节能设备、污水处理设备、空气净化设备等。

New Energy Application Exhibition Area: Showcasing photovoltaic modules, wind power equipment, new energy batteries, etc.; Energy-Saving and Environmental Protection Equipment Exhibition Area: Displaying industrial energy-saving equipment, wastewater treatment equipment, air purification equipment, etc.

3 号馆 制造业馆 Pavilion 3: Manufacturing Pavilion

装备制造展区，展示低空装备、安检装备、工业机器人、包装机械等；有色金属及稀贵金属新材料展区，展示铝、铜、锗、铟、磷、锡等新材料产品及应用场景等；通信业和电子信息展区，展示信息软件、通信设备、电子终端产品及信息技术等；农业机械展区，展示耕地机、播种机、收割机等。

Equipment Manufacturing Exhibition Area: Featuring low-altitude equipment, security inspection equipment, industrial robots, packaging machinery, etc.; Nonferrous and Rare Precious Metal New Materials Exhibition Area: Displaying new material products and application scenarios involving aluminum, copper, germanium, indium, phosphorus, tin, etc.; Communications and Electronic Information Exhibition Area: Showcasing information software, communication equipment, electronic terminal products, and information technologies, etc.; Agricultural Machinery Exhibition Area: Displaying plowing machines, seeders, harvesters, etc.



4 号馆 国内合作馆 Pavilion 4: Domestic Cooperation Pavilion

国内省（区、市）展区，展示国内有关省（区、市）经济社会发展情况、优势资源和优质产品；区域合作新成果展区，展示省际间在协同发展、科技创新、产业转移、重大引领性项目建设等方面取得的成果及未来合作机遇；外贸优品展区，展示国内有关省（区、市）外贸转型升级核心成果，搭建外贸企业拓内销平台。

Domestic Provinces (Regions, Municipalities) Exhibition Area: Showcasing economic and social development, advantageous resources, and high-quality products of relevant provinces (regions, municipalities) across China; Exhibition Area of New Achievements in Regional Cooperation: Highlighting inter-provincial achievements and future cooperation opportunities in collaborative development, scientific and technological innovation, industrial transfer, and major leading project construction, etc.; Foreign Trade Premium Products Exhibition Area: Showcasing core achievements in transformation and upgrading of foreign trade in relevant domestic provinces (regions, municipalities), and building a platform for foreign trade enterprises to expand domestic sales.

5 号馆 境外馆 Pavilion 5: Overseas Pavilion

港澳台展区，按香港、澳门、台湾地区及产品品类划分展区，展示地区形象、人文风情及特色商品等；国际展区，按国别及产品品类细分展区，展示各国（除南亚、东南亚国家外）国家（地区）形象、人文风情及特色商品等。

Hong Kong, Macao, and Taiwan Exhibition Area: Divided by regions (Hong Kong, Macao, Taiwan) and product categories, showcasing regional images, cultural features, and specialty products;

International Exhibition Area: Subdivided by countries and product categories, showcasing national (regional) images, cultural features, and specialty products of countries (excluding South Asian and Southeast Asian countries).

6 号馆 东南亚馆 Pavilion 6: Southeast Asia Pavilion

特邀伙伴国展区，展示特邀伙伴国整体形象、名特产品以及旅游、投资政策等；东南亚展区，按国别及产品品类细分展区，展示东南亚国家形象、特色商品以及中国与东南亚国家间的经贸合作、人文交流成果等。

Special Partner Country Exhibition Area: Showcasing the overall image, famous and specialty products, as well as tourism and investment policies of the Special Partner Country;

Southeast Asia Exhibition Area: Subdivided by countries and product categories, showcasing national images, specialty products of Southeast Asian countries, as well as achievements in economic and trade cooperation and cultural exchanges between China and Southeast Asian countries.



7 号馆 开幕式及主题专区馆 Pavilion 7: Opening Ceremony & Theme Pavilion

开幕式区，举办南博会开幕式，开幕式后举办丝路云裳·南博时装周活动；贸易无忧平台专区，提供贸易咨询、市场开拓、贸易服务、跨境物流、信保金融等贸易综合服务；南博（大理）国际影会精华展区，结合“第10届”重要节点，利用影像资料展示全国各省（区、市）与南亚国家开展人文交流、经贸投资等的合作成果。

Opening Ceremony Area: Hosting CSAE opening ceremony, followed by the event of Silk Road Cloud Costume · China-South Asia Expo Fashion Week; Easy Trade Platform Zone: Providing comprehensive trade services such as trade consultation, market expansion, trade services, cross-border logistics, credit insurance, and financial services, etc.; CSAE (Dali) International Photography Exhibition Highlights: Leveraging the landmark of the 10th CSAE, showcasing cooperation achievements in cultural exchanges, trade, and investment between China's provinces (regions, municipalities) and South Asian countries through visual materials.

8/9 号馆 南亚馆 Pavilion 8&9: South Asia Pavilion

主题国展区，展示主题国整体形象、名特产品以及旅游、投资政策等；南亚展区，按国别及产品品类细分展区，展示南亚国家形象、特色商品以及展示中国与南亚国家间的经贸合作、人文交流成果。

Theme Country Exhibition Area: Showcasing the overall image of the theme country, its specialty products, tourism and investment policies, etc.;

South Asia Exhibition Area: Subdivided by countries and product categories, showcasing national images, specialty products of South Asian countries, as well as achievements in economic and trade cooperation and cultural exchanges between China and South Asian countries.

10 号馆 医疗康养馆 Pavilion 10: Healthcare & Wellness Pavilion

大健康展区，展示医疗器械产品、医药保健产品、“互联网+医疗”产品及技术等；生物医药展区，展示境内外生物医药重点企业（中药、生物制药、化药、医疗器械等）、特色医院等；养老养生展区，展示老龄产业链上下游技术、项目及相关产品，智慧健康养老智能设备、康复辅助器具、适老化改造相关设计、家居、器具、设备等。

Big Health Exhibition Area: Showcasing medical device products, pharmaceutical and healthcare products, and “Internet + Healthcare” products and technologies, etc.; Biopharmaceutical Exhibition Area: Featuring key domestic and international biopharmaceutical enterprises (traditional Chinese medicine, biopharmaceuticals, chemical pharmaceuticals, medical devices, etc.), and specialty hospitals; Elderly Care & Wellness Exhibition Area: Displaying technologies, projects, and related products across the elderly care industry chain, intelligent devices for smart health and elderly care, rehabilitation aids, elderly-oriented renovation designs, home furnishings, tools, and equipment, etc.



11号馆 文化旅游体育馆 Pavilion 11: Culture, Tourism & Sports Pavilion

文化旅游展区，通过“主题具象化、展示精准化、体验场景化、招商多元化、推广矩阵化”五大核心亮点，全面展现文化和旅游发展新成果、新业态、新形象，着力提升文旅品牌影响力和国际传播力，推动文旅产业高质量发展。体育展区，展示户外运动资源、体育赛事品牌、体育旅居、体育旅游融合发展等。

Culture and Tourism Exhibition Area: Featuring five core highlights—Thematic Visualization, Targeted Displays, Immersive Experiences, Diversified Investment Promotion, and Integrated Marketing. Showcasing the latest achievements, emerging formats, and new images of cultural and tourism development, enhancing brand influence and global outreach of the sector.

Sports Exhibition Area: Showcasing outdoor sports resources, branded sporting events, sports-oriented migrarory tourism, and the integrated development of sports and tourism.

12号馆 现代农业馆 Pavilion 12: Modern Agriculture Pavilion

农产品展区，展示茶叶、果蔬、花卉、肉类、乳制品、药食同源、地标产品、林下产品等；农资展区，展示种子、种苗、农资化工等。

Agricultural Products Exhibition Area: Showcasing tea, fruits and vegetables, flowers, meat, dairy products, medicinal foods, geographical indication products, and forest-based products.

Agricultural Materials Exhibition Area: Displaying seeds, seedlings, and agricultural chemicals, etc.

13号馆 咖啡产业馆 Pavilion 13: Coffee Industry Pavilion

咖啡设备展区，展示咖啡烘焙、存储、制作、包装等设备产品；咖啡及原辅料展区，展示咖啡生豆、咖啡熟豆、挂耳咖啡、冻干咖啡、速溶咖啡、糖、奶、香料等；咖啡文创品展区，展示咖啡关联文创产品等；咖啡赛事交流展区，开展咖啡系列赛事、咖啡行业交流活动等。

Coffee Equipment Exhibition Area: Showcasing equipment for coffee roasting, storage, brewing, and packaging, etc.; Coffee and Raw/Auxiliary Materials Exhibition Area: Displaying green coffee beans, roasted coffee beans, drip coffee bags, freeze-dried coffee, instant coffee, sugar, milk, spices, etc.; Coffee Cultural & Creative Products Exhibition Area: Showcasing coffee-related cultural and creative products; Coffee Competition & Exchange Exhibition Area: Hosting coffee-related competitions and coffee industry exchange events.

- 1 **南亚商品（茶叶）节**
South Asia Commodity (Tea) Festival
- 2 **联合国及国际公共采购南亚市场需求解析与项目对接活动**
United Nations and International Public Procurement South Asia Market Demand Analysis and Project Matchmaking Event
- 3 **中国与南亚国家官产学研对接活动**
Seminar Between Chinese and South Asian Governments, Industries, Universities and Research Institutes
- 4 **驻华大使及领事直播活动**
Live Streaming Session with Foreign Ambassadors and Consuls
- 5 **投资云南“产业专题投资洽谈对接活动”**
Invest in Yunnan "Industry Matchmaking Sessions"
- 6 **采购对接会**
Procurement Matchmaking Meetings
- 7 **南博新品首发仪式**
China-South Asia Expo New Product Launch Ceremony
- 8 **外贸及关务合规对接活动**
Foreign Trade and Customs Compliance Matchmaking Event
- 9 **澜湄视听“优商”直播嘉年华**
Lancang-Mekong Audiovisual "Quality Merchandise" Live Stream
- 10 **丝路云裳·南博时装周**
Silk Road Cloud Costume · China-South Asia Expo Fashion Week
- 11 **南博（大理）国际影会**
CSAE (Dali) International Photography Exhibition
- 12 **“山海青年”文明对话活动**
Across Mountains to Seas: Youth Dialogue on Civilizations
- 13 **南博美食荟**
CSAE Food Carnival
(Ongoing Updates)

配套活动联系人 Contact for Sideline events

联系人 Contact Person	手机 Telephone	邮箱 Email
张峻瑗 Zhang Junyuan	(0886)15288436803	csahzjjc@163.com

展位价格 Booth Fee

高标展位 Upgraded Standard Booth

11000 元 (人民币) / 个 / 展期 CNY 11,000(USD1,500) / booth

高标展位规格 3m×3m×3.5m (长×宽×高), 展位配置企业中英文楣板、围板、咨询桌 1 张、椅子 2 把、射灯 2 盏、500W 单相插座 1 个、纸篓 1 个, 铺设地毯。

A standard booth(L×W×H:3m×3m×3.5m) is equipped with a fascia board (showing enterprise information in Chinese and English), partitions, 1 consultation desk, 2 chairs, 2 spotlights, 1 single-phase power socket (500W), 1 waste basket, and carpet.

净地展位 Raw Space

1000 元 (人民币) /m²/ 展期 CNY 1,000(USD140) / m² / booth

36m² 起租, 不含任何配置。

A raw space with a minimum rental area of 36 square meters. Raw Spaces are not equipped.

参展注意事项 Notice For Exhibitors

为了保护中外参展商的合法权益, 各参展商所展示的样品均应明确其知识产权, 参展商必须遵守《濒危野生动植物种国际贸易公约》(CITES) 和中国专利法、商标法和版权法等有关知识产权法律和法规, 并遵守中国参加的有关国际知识产权协议的规定。如有违禁侵权或假冒伪劣的展品, 主办方有权撤出该参展商的展品并停止其展出。展馆内严禁销售裸装食品、管制刀具及物品。

To protect the legitimate rights and interests of exhibitors from both China and abroad, all the exhibits and samples displayed shall be explicitly distinguished with intellectual property rights (IPR). Exhibitors shall comply with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), Patent Law, Trademark Law, Copyright Law and other relevant laws and regulations of China on intellectual property rights, as well as provisions of relevant international IPR agreements that China is committed to. In case of any illegal infringement or counterfeiting exhibits, the organizer reserves the right to remove the exhibits and prohibit the exhibitor from participating in the exposition. It is strictly prohibited to sell unpackaged food, controlled knives or items within the pavilions.

可享场馆广告位、开幕式及活动露出、展位及打卡点、巡馆车顶广告、媒体宣传报道、文创 IP 联名等品牌资源。

中国东方航空将为参展参会客商提供额外免费行李、优惠机票等多项专属服务。(详情以执委会通告为准)

Access to venue advertising spaces, exposures during the opening ceremony and activities, booths and branding photo spots, shuttle bus rooftop advertisements, media publicity coverage, and co-branded cultural and creative IP collaborations.

China Eastern Airlines will provide CSAE participants with a range of exclusive services, including extra free baggage allowance, discounted airfares, and other benefits.(Subject to official notice)

品牌合作联系人 Contact for Brand Cooperation

联系人 Contact Person	手机 Telephone	邮箱 Email
吴悦 Ms. Wu Yue	(0086)18725132003	nbhphz@126.com



参展参会联系人 Exhibition Contacts

各展馆联系人

Contact For Pavilions

展馆号 Pavilion No.	展馆名 Pavilion Name	联系人 Contact Person	手机 Telephone	邮箱 Email
1	服务贸易馆 Trade in Services Pavilion	严 义 Mr. Yan Yi	(0086)18987170631	49436693@qq.com
		张 芸 Ms. Zhang Yun	(0086)13888660010	114991146@qq.com
2	绿色能源馆 Green Energy Pavilion	蒋 琢 Mr. Jiang Zhuo	(0086)13208710077	631942135@qq.com
		罗文金 Ms. Luo Wenjin	(0086)15877811175	2738121293@qq.com
3	制造业馆 Manufacturing Pavilion	吕思炯 Mr. Lyu Sijiong	(0086)18987268105	398224252@qq.com
		张娅雯 Ms. Zhang Yawen	(0086)13888107543	zhangyw93@foxmail.com
4	国内合作馆 Domestic Cooperation Pavilion	杨爱娟 Ms. Yang Aijuan	(0086)13887212604	2930746114@qq.com
5	境外馆 Overseas Pavilion	余 涛 Mr. Yu Tao	(0086)18288716139	yunnangjsh@163.com
		张娅雯 Ms. Zhang Yawen	(0086)13888107543	zhangyw93@foxmail.com
6	东南亚馆 Southeast Asia Pavilion	段朝辉 Mr. Duan Zhaohui	(0086)13708896979	yunnangjsh@163.com
		黄雅东莹 Ms. Huang Yadongying	(0086)18988483193	huang_csae@foxmail.com
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