



CCEECE

# 第四届中国-中东欧国家博览会 暨国际消费品博览会

THE 4TH CHINA-CEEC EXPO & INTERNATIONAL CONSUMER GOODS FAIR

## 参展邀请 Invitation

2025年5月22—25日 中国 宁波  
May 22-25 2025 Ningbo, China

## 中国与中东欧贸易情况、投资情况

### TRADE AND INVESTMENT BETWEEN CHINA AND CEECS

中国-中东欧国家博览会已成为推动中国—中东欧国家务实合作的助推器。10年来，中国与中东欧国家贸易年均增长8.1%，中国自中东欧国家进口年均增长9.2%，投资方面，中国同中东欧国家双向投资规模接近200亿美元。

China - CEEC Expo has become a booster to promote pragmatic cooperation between China and CEE countries. In the past 10 years, china's trade with CEE countries has grown at an average rate of 8.1% yearly, and China's imports from CEE countries have increased at an average annual rate of 9.2%. Up to now, the scale of two-way investment between China and CEE countries is close to 20 billion US dollars.



## 宁波概况

### BASIC FACTS ABOUT NINGBO



宁波，简称“甬”，是计划单列市，副省级城市，中国东南沿海重要的港口城市、长三角南翼经济中心。

Ningbo, known as “Yong” (甬) in Chinese, is a city with independent economic planning status and a sub-provincial city in Zhejiang. It is an important port city on the southeastern coast of China and an economic hub of Southern Yangtze River Delta.

市场经营主体 139万户 境内外上市公司 142家

74家境外世界 500 强企业在宁波投资布局

1.39 million market entities, 142 Ningbo-based companies are listed either domestically or internationally  
74 Fortune Global 500 companies have investments in Ningbo



## 全球第一

货物吞吐量连续15年

The Ningbo Zhoushan Port's cargo volume has ranked **1st** globally for **15** consecutive years

## 全球第三

集装箱吞吐量连续6年

The Ningbo Zhoushan Port's container throughput has ranked **3rd** globally for **6** consecutive years

## 第四城

中国外贸综合竞争力

Ningbo is the **4th** most competitive city in China in foreign trade

## 1817亿

2023年全市自营进出口总额

In 2023, Ningbo's self-operated import and export volume reached **\$181.7 billion**



## 城市荣誉

### CITY HONORS

- 国家海洋经济发展示范区  
National Marine Economy Development Demonstration Zone
- 全国文明城市“六连冠”城市  
Six-Time Winner of "National City of Civility" Award
- 中国营商环境标杆城市  
China's Business Environment Benchmark City
- 外籍人才眼中最具吸引力城市  
The Most Attractive Chinese City in the Eyes of Foreign Talents
- 国家知识产权强市建设示范城市  
Demonstration City of National Intellectual Property Protection
- 中国优秀旅游城市  
China Excellent Tourism City



## 展会基本情况

Basic information of the Expo

中国—中东欧国家博览会暨国际消费品博览会(以下简称“中东欧博览会”)由浙江省人民政府和国家商务部主办,宁波市人民政府、浙江省商务厅和商务部贸发局共同承办,是我国面向中东欧国家的唯一国家级展会,是中国和中东欧国家增进友谊、扩大合作、共谋发展的重要平台。

China-CEEC Expo & International Consumer Goods Fair (hereinafter referred to as the "China-CEEC Expo") is hosted by Ministry of Commerce of the People's Republic of China and the People's Government of Zhejiang Province, and jointly organized by Trade Development Bureau of MOFCOM, Department of Commerce of Zhejiang Province, and Ningbo Municipal People's Government. It is the only national level exposition in China oriented to Central and Eastern European countries, and an important platform for China and Central and Eastern European countries to enhance friendship, expand cooperation, and seek common development.

中东欧博览会源于2013年11月第二次中国—中东欧国家领导人会晤发布的《中国—中东欧国家合作布加勒斯特纲要》,《纲要》明确将在中国举办中东欧国家特色商品展。2014年6月8日至11日,首届中东欧国家特色商品展在宁波举办。2015年至2018年,中国国际日用消费品博览会期间连续举办了四届中国—中东欧国家投资贸易博览会。2019年3月,经党中央、国务院批准,中国国际日用消费品博览会更名为中国—中东欧国家博览会暨国际消费品博览会。至此,中东欧博览会升格为国家级展会。

The China-CEEC Expo was originated from the ***The Bucharest Guidelines for Cooperation between China and Central and Eastern European Countries*** released at the Second Meeting of Heads of Government of China and CEECs in November 2013, on which it is clearly stated that an exhibition of products from Central and Eastern European countries would be held in China. In 2014, Ningbo hosted China-CEEC Products Fair for the first time. From 2015 to 2018, China - CEEC Investment and Trade Expo were held for four consecutive years. In March 2019, the event was upgraded to a national-level Expo.

## 第三届回顾

### REVIEW OF THE 3RD EXPO

2023年5月16日至20日，第三届中东欧博览会在宁波举办。博览会积极落实领导人峰会共识和习主席贺信精神，以“深化务实合作、携手共向未来”为主题，共举办27项重要活动和22万平方米贸易展览，匈牙利为主宾国，江苏省为主题省，博览会实现了交易超预期、签约高质量、机制性成果多的积极成效。

The 3rd China - CEEC Expo were held in Ningbo from May 16 to 20, 2023 with the theme of “Practical Cooperation for a Shared Future”, with Hungary as the Guest Country of Honor and Jiangsu Province as the Guest Province of Honor.

## 2023展会数据

### FACTS & FIGURES 2023



# 精彩瞬间

Splendid Moment



扫码观看第三届中东欧博览会探馆视频

Scan to view tour videos of the 3rd China-CEEC Expo



<https://news.cgtn.com/news/2023-05-16/Live-View-the-fashion-and-art-area-at-the-3rd-China-CEEC-Expo-1jRjv5MubK0/index.html>



**CGTN**  
See the difference

<https://govt.chinadaily.com.cn/s/202305/17/WS64644707498ea274927badaa/watch-it-again--an-exclusive-tour-of-3rd-china-ceec-expo.html>



**CHINADAILY.COM.CN**



## 中东欧商品采购大会暨农产品对话会

CEEC Products Purchase Conference & Agricultural Products Dialogue



中东欧商品采购大会暨农产品对话会于2023年5月16日成功举办，10个进口采购项目和5个合作项目会上成功签约，总金额达21.8亿元。采购订单不仅涵盖肉类、乳制品、植物油等农食产品，还有滑雪器材、保健品等消费品和大宗商品等，合作项目则包括旅游合作、跨境电商等服务贸易类项目，充分展现了中国与中东欧国家经贸合作的强劲势头。

CEEC Products Purchase Conference and Agricultural Products Dialogue was successfully held on May 16, 2023.

Projects worth of 2.18 billion yuan have been signed with 10 procurement projects and 5 cooperation projects. The purchase orders not only cover agricultural products such as meat, dairy products, and vegetable oils, but also commodities and sports products such as skiing equipment.

会上还发布了《中东欧食品农产品进口行业报告》并颁发第三届中国-中东欧国家博览会优秀展商、优秀采购商和合作共赢奖。对话会环节，行业大鳄和专家学者就中东欧农产品进口怎样跑出“加速度”和怎样提高中东欧食品农产品品牌影响力等问题进行探讨。

Meanwhile, a report on the import industry of food and agricultural products from Central and Eastern Europe was released. Awards of excellent exhibitor, excellent purchaser, and win-win cooperation were given.

During the dialogue session, experts and scholars discussed how to accelerate the import of agricultural products from Central and Eastern Europe and how to enhance the influence of food and agricultural products from Central and Eastern Europe.

## “2023嗨购中东欧”消费促进活动 “Happy Shopping 2023” Shopping Carnival of CEE products



“嗨购中东欧”消费促进活动于2023年5月12日至6月1日举办，由宁波市政府投入500万元，为市民发放“嗨购中东欧”专属消费券，使用范围涵盖5个线上平台，18个线下网点，60家中东欧商品供货商，5000余款中东欧商品和50000份中东欧爆品，商品覆盖14个中东欧国家。作为第三届中国中东欧国家博览会的配套活动之一，“2023嗨购中东欧”打造了一场高潮迭起、成果丰硕的中东欧商品消费盛宴。

“Happy Shopping 2023” Shopping Carnival of CEE products was held from May 12 to June 1, 2023.

A total of 5 million yuan has been funded to release the exclusive voucher of "shopping for CEE products" to the citizens, which covers 5 online platform and 18 offline stores selling products from 14 CEE Countries. On the shopping carnival, 50 thousand items of 5000 different skus were on trial sales with pleasantly surprised low price.



## 参展机遇

Opportunities at China-CEEC Expo

### • 品牌宣传

吸引国际及央媒等到会报道，提升品牌曝光率，扩大企业影响力。

### • Brand Publicity Enhancement

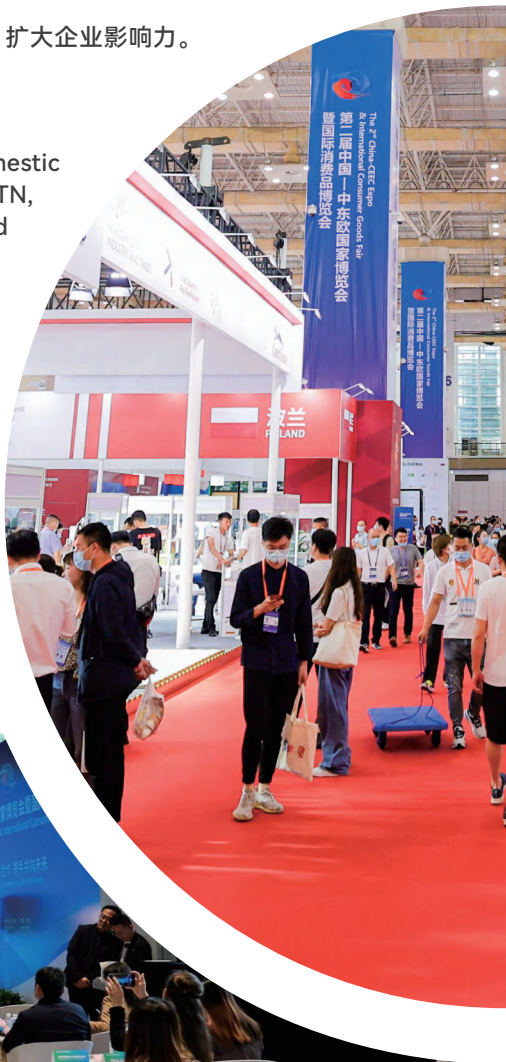
The Expo attracts both international and domestic media attention, such as China Daily and CGTN, to improve brand exposure and expand

### • 专业客商洽谈

精准邀请专业采购商、强化撮合对接服务，双向发布供需信息，助力精准对接。

### • Professional and Accurate B2B

Accurately invite professional visitors, improve matchmaking services, release supply and demand information to get prepared for the b2b meetings during the Expo.



- **新品首发**

举办新品发布活动，汇聚最新产品咨询、领先技术与合作成果等。

- **Debut Platform**

New-arrivals and cutting-edge technologies could be launched on new products release activities during the Expo.

- **全年服务**

全年举办国别、行业对接交流活动、入市拓市及贸易便利化说明会等，溢出效应进一步扩大。

- **Services and Activities throughout the Year**

Activities oriented to a certain country or a special sector facilitate the exhibitors to explore and expand the China market throughout the year.



## 展品范围

### Exhibits Category

#### 酒类 ALCOHOL

葡萄酒、香槟、果酒、啤酒、伏特加、威士忌、朗姆酒、白兰地、杜松子酒、龙舌兰、鸡尾酒等。

Wine, champagne, fruit wine, beer, vodka, whiskey, rum, brandy, gin, tequila, etc.



#### 食品饮料 FOOD AND BEVERAGE

茶、咖啡、果汁、软饮料、功能性饮料、矿泉水、糖果、巧克力、罐头食品、方便食品、乳制品、果干、调味品、食用油、婴儿食品、保健食品、肉类、蜂蜜等。

Tea, coffee, juice, soft drinks, functional drinks, mineral water, sweets, chocolate, canned food, convenience food, dairy products, dried fruits, seasonings, edible oil, baby food, health food, meat, honey, etc.



#### 美妆个护 COSMETICS AND PERSONAL CARE

皮肤护理、化妆品、头发和身体护理、香水等。

Skin care, cosmetics, hair and body care, perfume, etc.



#### 日用家居 HOUSEHOLD ARTICLES

家装、家具、户外用品、厨具、餐具、卫浴用品、清洁用品、体育娱乐用品、婴儿用品、首饰、服饰等。

Home decoration, furniture, outdoor products, kitchenware, tableware, bathroom products, cleaning products, sports and entertainment products, baby products, jewelry, clothing, etc.



#### 宠物用品 PET PRODUCTS

猫粮、狗粮、犬猫营养补充品、功能性零食、犬猫护理产品等。

Cat food, dog food, dog and cat nutritional supplements, functional snacks, dog and cat care products, etc.





## 智能制造 INTELLIGENT MANUFACTURING

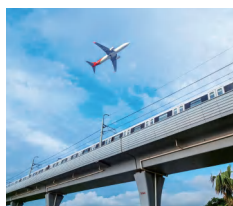
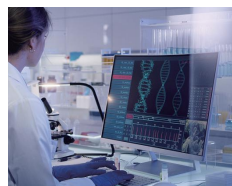
人工智能、数字经济、智能家电、汽车、轻型飞机、电子设备、先进技术解决方案、能源解决方案等。

Artificial intelligence, digital economy, smart home appliances, automobiles, light aircraft, electronic devices, advanced technology solutions, energy solutions, etc.

## 生命健康 MEDICAL AND HEALTH CARE

医疗器械、保健品、医美类产品等。

Medical devices, health products, medical beauty products etc.



## 投资 INVESTMENT

投资环境、优势产业项目、工业园区、投资咨询服务、投资区域（省、市）等。

Investment environment, advantageous industries and projects, industrial park, professional law, financial and consulting services to foreign investors, and competitive regions(provinces and cities), etc.

## 教育合作 EDUCATION COOPERATION

中国与中东欧国家在教育领域的合作项目、中东欧高校教育资源展示。

Cooperation programs by universities between China and CEECs, education projects and resources targeted to China students.



## 旅游文化 TOURISM AND CULTURE

旅游咨询服务、旅游目的地展示、旅游机构、艺术和文化交流、绘画、音乐、民族服饰、工艺品、文创产品等。

Tourism consulting services, destination presentation, tourism promotion agencies, art and cultural exchange, painting, music, folk costumes, handicrafts, cultural and creative products, etc.

## 供应链服务 SUPPLY CHAIN SERVICE

航运物流、新零售、数智化供应链、金融服务等。

Shipping logistics, new retail, digital supply chain, financial services, etc.



## 展会配套服务

Supporting Services for Exhibitors

展前：品牌宣传、合作需求发布、展品物流服务。

Prior to the Expo: Brand promotion, cooperation information release, logistics and customs clearance service will be offered.

展中：展馆现场活动区可举办相关企业活动，提前申报安排时间并邀请媒体。

During the Expo: Space and media resources for the exhibitors to held relative activities.

展后：保税展示、跨境零售等新贸易模式，延长展览体验时间。

After the Expo: Exhibits transfer to bonded zone and trial for cross-border e-commerce.



## 报名方式

Register as Exhibitor

报名链接 / Click to Register:

<https://reg.cceecexpo.org/site/exhibitor.html>

联系电话 / Contact:

86-574-89387234 86-574-89387238 86-574-89387229

电子邮箱 / E-mail:

[bianxd@cceecexpo.org](mailto:bianxd@cceecexpo.org)

[tusy@@cceecexpo.org](mailto:tusy@@cceecexpo.org)

[chengyuejiamin@cceecexpo.org](mailto:chengyuejiamin@cceecexpo.org)

## 展商报名流程

### Exhibitor Registration Guide

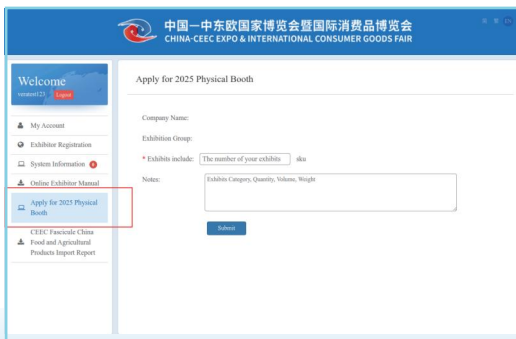
Click the link to register or login <https://reg.cceecexpo.org/site/exhibitor.html>



For new exhibitor, ①Submit Exhibitor Registration ②Apply for 2025 Physical Booth



For past exhibitors, ①Apply for 2025 Physical Booth





## 宁波国际会展中心

NBICC

宁波国际会议中心项目坐落于东钱湖畔，从南往北依次为酒店区（望岚酒店），A区（峰会区）、B区（主会场区）及C区（多功能区）。建筑架廊桥，连青山，观绿水，望田野，将中国传统和江南韵味融入建筑之中，建造出一座绿水青山之间的廊桥会议中心。

Ningbo International Conference Center stands on the shore of Dongqian Lake. From north to south, it is comprised of area A (Summit Meeting Area), area B (Main Venue Area), area C (Multi-functional Area) and Hotel area (Ningbo International Conference Center Wonderland Hotel). The architecture shows as a "Covered Bridge Conference Center" that integrates with Chinese tradition and Jiangnan charm, which involves green mountains, green water and paddy fields.

## 交通配套

TRANSPORTATION

**30** 分钟车程直达宁波栎社机场

30 Minutes to the Airport

紧临 **2** 条高速公路出入口

2 Highways

规划中 **4/7/8** 三条地铁线可达场馆

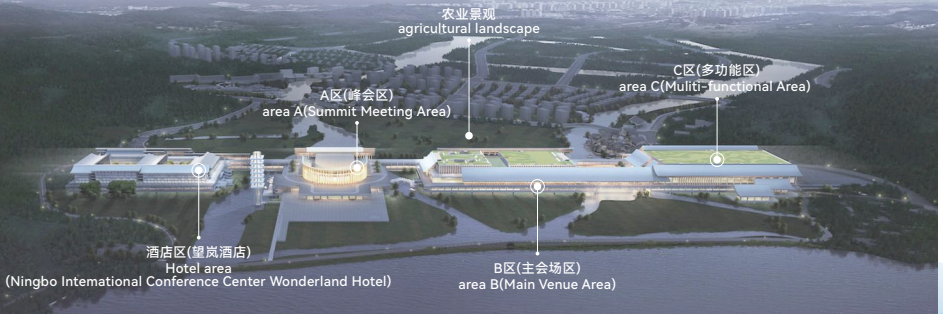
3 Subway Lines



一字型建筑配置  
In-line building configuration



大面积农业景观布局  
Large-scale agricultural landscape layout





**第四届中国-中东欧国家博览会暨国际消费品博览会**  
**THE 4TH CHINA-CEEC EXPO & INTERNATIONAL CONSUMER GOODS FAIR**

**网 址:** <https://www.cceecexpo.org/>

**Website:** <https://www.cceecexpo.org/>

**举办地点:** 中国 宁波

**Venue:**  
Ningbo, China

**主办单位:** 浙江省人民政府  
商务部

**Hosts:**  
The People's Government of Zhejiang Province  
Ministry of Commerce of the People's Republic of China

**承办单位:** 宁波市人民政府  
浙江省商务厅  
商务部外贸发展事务局

**Organizers:**  
Ningbo Municipal People's Government  
Department of Commerce of Zhejiang Province  
Trade Development Bureau of the Ministry of Commerce



公众号二维码