



East China Fair
華東進出口商品交易會

March 1 - 4 · 2024

2024年3月1日-3月4日

THE 32ND EAST CHINA FAIR 2024 SHANGHAI

第32届华东进出口商品交易会（2024 上海）



Garments
服装服饰展



Textiles
纺织面料展



Home
Products
家庭用品展



Gifts
装饰礼品展



Overseas
Products
境外展区



Cross-border
E-commerce
跨境电商展区

Shanghai New International Expo Centre (SNIEC)
No.2345 Longyang Road, Pudong, Shanghai, China
上海新国际博览中心 上海市浦东新区龙阳路 2345 号

www.ecf.org.cn

The 32ND East China Fair 2024 Shanghai

第 32 届华东进出口商品交易会（2024 上海）

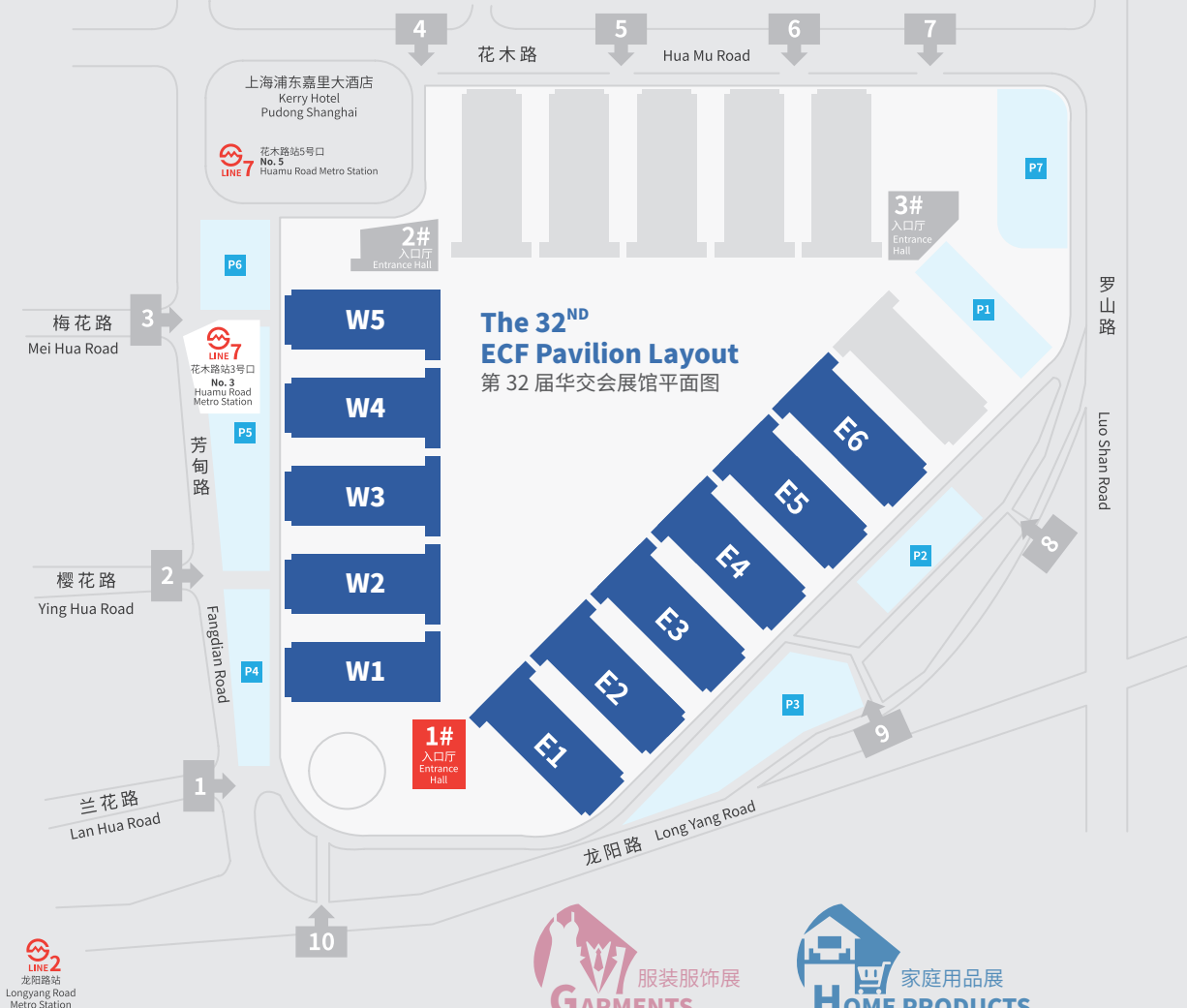
East China Fair (ECF), supported by the Ministry of Commerce of the People's Republic of China and co-sponsored by nine local commerce departments of Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing and Ningbo, was founded in 1991. It is an import and export B2B trade fair focusing on garments, textiles, home products, gifts and cross-border e-commerce. ECF is one of the largest regional trade fairs in China with the most traders, great variety of exhibits and the most onsite deals.

华东进出口商品交易会（简称“华交会”）由中华人民共和国商务部支持，上海市、江苏省、浙江省、安徽省、福建省、江西省、山东省、南京市、宁波市等 9 省市商务部门联合主办，创办于 1991 年，是专注服装服饰、纺织面料、家庭用品、装饰礼品及跨境电商行业的 B2B 进出口贸易展会。华交会是中國規模最大、客商最多、輻射面最廣、成交額最高的區域性國際經貿盛會之一。

The 32nd ECF will be held in Shanghai New International Expo Centre from March 1 - 4, 2024. The 126,500-square-meter exhibition will provide over 5,800 standard booths for about 4,000 exhibitors taking part in four professional exhibitions and two professional exhibitions areas, featuring Garments, Textiles, Home Products, Gifts, and Overseas Products and Cross-border E-commerce. Overseas exhibitors will come from Japan, South Korea, Pakistan, Nepal, New Zealand, Lithuania, Czech Republic, South Africa and so on.

第 32 届华交会将于 2024 年 3 月 1 日至 4 日在上海新国际博览中心举行，展览面积达 12.65 万平方米，设标准展位约 5800 个，设 4 个专业子展和 2 个专业展区：服装服饰展、纺织面料展、家庭用品展、装饰礼品展、境外展区和跨境电商展区，参展企业约 4000 家。其中境外展商分别来自日本、韩国、巴基斯坦、尼泊尔、新西兰、立陶宛、捷克、南非等国家和地区。

WHAT



4Pro Exhibitions

四大专业子展



- Clothing
- Garment Accessories
- 时尚成衣展区
- 服装面料及配料展区



- Tableware, Kitchenware and Bathroom Products
- Consumer Goods
- Home Appliances and Electronic Products
- 餐厨卫浴展区
- 日用消费品展区
- 家电电子展区



- Home Textiles
- Textile Accessories
- 家用纺织品成品展区
- 纺织原料辅料展区



- Sports, Tourism and Leisure Products
- Home Decors and Gifts
- 文体及旅游休闲展区
- 家具装饰品及礼品展区

2Pro Exhibitions Areas

两大专业展区



WHEN

Started in 1991, the East China Fair has been held for 31 consecutive years. The 32nd ECF will be held in Shanghai New International Expo Centre from March 1 – 4, 2024.

自 1991 年以来，华交会已成功举办了 31 届。第 32 届华交会将于 2024 年 3 月 1 日至 4 日在上海新国际博览中心举行。



The 31st East China Fair · 2023 Shanghai
第31届华东进出口商品交易会 (2023上海)

E1 - E7 N4 - N5



WHERE

Hall W1-W5, E1-E6

Shanghai New International Expo Centre (SNIEC)

No.2345 Longyang Road, Pudong, Shanghai, China

上海新国际博览中心 (W1-W5, E1-E6 馆)

上海市浦东新区龙阳路 2345 号



WHO

Supporter

Ministry of Commerce of the People's Republic of China

Hosts

Shanghai Municipal Commission of Commerce
Department of Commerce of Jiangsu Province
Department of Commerce of Zhejiang Province
Bureau of Commerce of Anhui Province
Department of Commerce of Fujian Province
Department of Commerce of Jiangxi Province
Department of Commerce of Shandong Province
Nanjing Municipal Bureau of Commerce
Ningbo Municipal Commission of Commerce

Organizers

DLG Exhibition & Events Corporation Limited
Shanghai International Trade Promotion Co., Ltd.
Shanghai East China Fair Co., Ltd.

支持单位

中华人民共和国商务部

主办单位

上海市商务委、江苏省商务厅、浙江省商务厅、安徽省商务厅、福建省商务厅、
江西省商务厅、山东省商务厅、南京市商务局、宁波市商务局

承办单位

东浩兰生会展集团
上海外经贸商务展览有限公司
上海华交会展经营服务有限公司



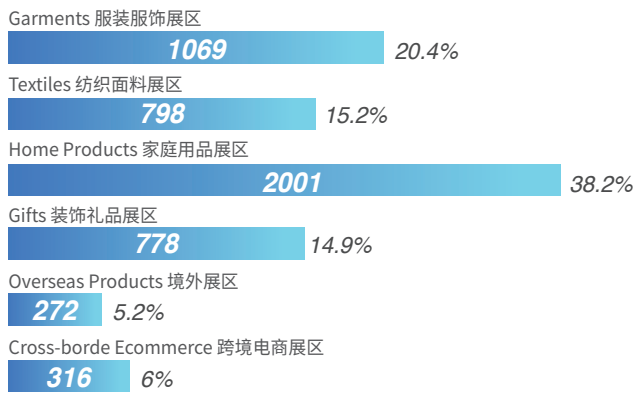
WHY



- One of the largest regional trade fairs in China with the most traders, great variety of exhibits and the most onsite deals.
- 中国规模最大、客商最多、辐射面最广、成交额最高的区域性国际经贸盛会之一。
- Government Sponsored Authoritative Reliable
- 政府主办 权威可靠
- Nearly 4000+ High-quality exhibitors focusing on Light Industry and Garment Textile
- 近 4000 家专注轻工和服纺的优质参展企业

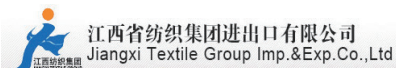
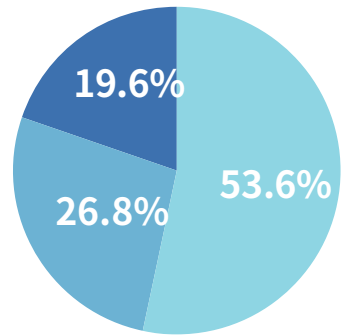
Outstanding Exhibitors 优秀参展企业

Distribution of Exhibited Product Categories 展品类别比例



Repeat Participation Rate of Exhibitors 展商重复参展率

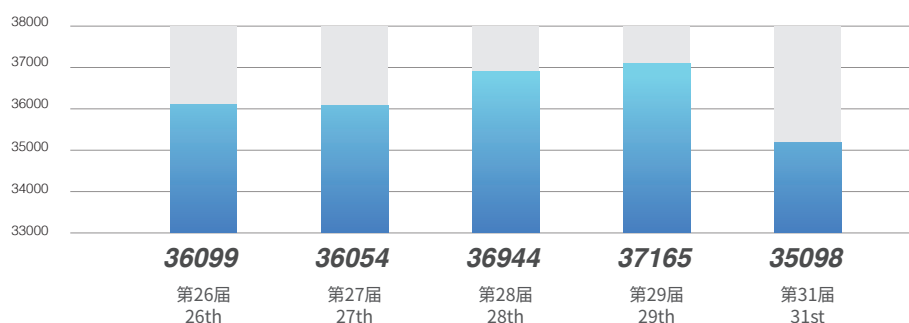
- 首次参加
First time to participate
- 参加过 2-4 届
Participated two to four times
- 连续参加五年以上
Participated more than 5 continuous years



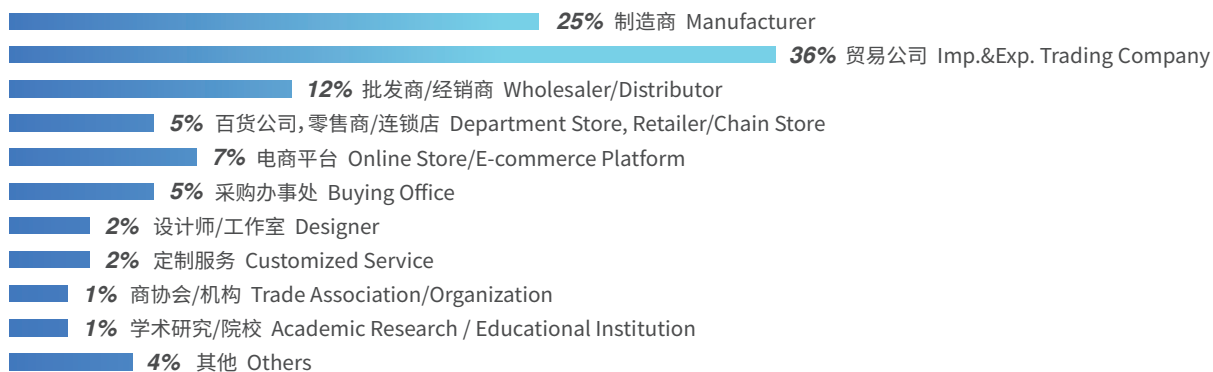


Outstanding Buyers 优秀采购商

The Number of All Buyers in the Last Five Years
采购商总数 5 年数量趋势



Analysis of Buyer Types
采购商类型分析





Business Matchmakings 采购对接会专区

“Business Matchmakings Area” will provide a platform for exhibitors and buyers to expand international market channels both online and offline.
采购对接会专区搭建供需交流平台，助力企业线上线下拓展国际市场渠道。





Zero-distance Commerce Smart Matchmaking

商贸零距离 供需智对接

“

Face to Face 面对面

Focus on overseas buyers in China;
Both exhibitors and buyers are required
to come on site to meet and negotiate.
以境外驻华采购商为主；参展商和采购商
均来到现场对接洽谈。



“

Screen to Screen 屏对屏

Focus on overseas buyers in their own
country;
Exhibitors come to the designated area
on site, and buyers are required to
connect to the video on time.
以境外采购商为主；参展商来到现场指定
区域，采购商按时接通视频。



Buyer Online Pre-registration

采购商网上预登记

- 09:00 am, September 1, 2023-18:00 pm, March 4, 2024 (GTM+8)
- 时间：2023年9月1日9:00 – 2024年3月4日18:00（北京时间）
- Scan the QR code on the right to pre-register as buyer
- 扫描右侧二维码，即可进行采购商预登记。



Transportation

交通

Transportation near SNIEC.

- 1) Metro Line 7 Huamu Road Station (near Hall W5);
- 2) Metro Line 2 Longyang Road Station (near Hall W1);
- 3) Maglev Train (Pudong International Airport to Longyang Road Station);
Trade buyers only. No admission to person under the age of 18.

展馆附近交通

- 1) 地铁7号线终点站花木路站（靠近W5号馆）
- 2) 地铁2号线龙阳路站（靠近W1号馆）
- 3) 磁悬浮列车（浦东机场—龙阳路）
本展会只对业内人士开放，18岁以下人士谢绝参观。





Contact Us

联系我们

DOMESTIC EXHIBITOR 国内参展商

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BUYERS 采购商

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Media 媒体合作

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HOW

The 32ND East China Fair 2024 Shanghai

第 32 届华东进出口商品交易会 (2024 上海)

The Council Office of East China Fair

DLG Exhibition & Events Corporation Limited
Shanghai International Trade Promotion Co., Ltd.
Shanghai East China Fair Co., Ltd.
Add: 15F, Greenland Bund T3, No.55 Huiguan Road,
Huangpu, Shanghai, China, 200011
Web: www.ecf.org.cn

华交会理事会办公室

东浩兰生会展集团 上海外经贸商务展览有限公司
上海华交会展经营服务有限公司
地址：上海市黄浦区会馆街 55 号绿地外滩中心 T3 办公楼 15 楼 (200011)
网址：www.ecf.org.cn



华交会服务号 : ecforg



华交会订阅号: chinaecf