CEFCO

第21届中国会展经济国际合作论坛

THE 21st CHINA EXPO FORUM FOR INTERNATIONAL COOPERATION

2026年1月21日-23日

中国·武汉

January 21-23, 2026

Wuhan, China

论坛基本情况

中国会展经济国际合作论坛（CEFCO）创办于2005年，由中国贸促会与国际展览业协会（UFI）、国际展览与项目协会（IAEE）、独立组展商协会（SISO）、国际大会及会议协会（ICCA）4家非政府间会展业国际组织共同主办，是经中国国务院批准的国家级、国际性专业会展论坛。经过20年的培育和发展，已成为全球会展业规格最高、最具影响力的年度盛会之一。

论坛自创办以来，始终以“开放、合作、共赢”为宗旨，为全球会展企业、行业组织、政府部门、专业媒体、研究机构代表交流思想、共商合作搭建国际化、专业化、品牌化平台，为推动中外会展业开放合作、引领全球会展业发展、推动构建开放型世界经济作出重要贡献。

Basic Information of CEFCO

China Expo Forum for International Cooperation (CEFCO) was founded in 2005 and is co-hosted by the China Council for the Promotion of International Trade (CCPIT) along with four international non-governmental organizations, namely UFI, The Global Association of the Exhibition Industry (UFI), the International Association of Exhibitions and Events (IAEE), the Society of Independent Show Organizers (SISO), and the International Congress and Convention Association (ICCA). Approved by the State Council of China, it is a state - level and international forum in the exhibition and event industry. After two decades of cultivation and development, it has emerged as one of the premier and most impactful annual events in the global landscape.

Since its inception, the Forum has upheld the principles of "Openness, Cooperation, and Win-win" and has established an international, professional, and branded platform to exchange ideas and seek collaborations among global enterprises, industry organizations, government departments, professional media, and research institutions. The Forum aims to foster open cooperation between Chinese companies and foreign counterparts, lead the evolution of the global exhibition and event industry, and contribute to establishing an open world economy.

CEFCO is held annually in various cities across China. To date, it has successfully convened 20 editions in Beijing, Guangzhou, Shanghai, Chengdu, Nanjing, Xi'an, Hangzhou, Haikou, Chongqing, Wuxi, Kunming, Ningxia, Macao, Qingdao, Qionghai, Nanning, Fuzhou, Shaoxing, Nanchang, and Tianjin.

参加论坛的重要意义

论坛是中外会展业加强交流合作、凝聚行业共识、畅谈发展未来的全新国际公共服务平台。通过参与论坛，与会嘉宾可在以下4个方面获得绝佳的参会体验和广阔的合作机遇。

与全球会展业专业人士面对面交流，共叙友谊、共商合作

论坛始终坚持创办初心，致力于推动中外会展业交流合作，每届论坛都邀请有关会展国际组织和机构、各国会展业主管部门、全球知名会展企业和行业领军人物齐聚一堂，探讨全球会展业发展趋势，畅谈务实合作举措。论坛充分发挥“牵线搭桥”“穿针引线”的作用，先后吸引30多个国家和地区上万名会展从业者参与其中。

获取中国及全球主要会展市场最新、最权威的信息

中国贸促会在每届论坛上发布《中国展览经济发展年度报告》，总结上一年度中国展览业发展态势、研判未来发展趋势。此外，UFI、IAEE、SISO和ICCA等会展业国际组织每年在论坛期间均发布其对中国及全球主要会展市场的数据和分析，为从业者了解全球会展业发展趋势、获取商机提供了绝佳机会。

对接中国会展业全产业链参与者，达成实质性合作

论坛每年吸引中国会展产业链上中下游企业参会，更有全国各地会展主管部门、贸促机构、商协会组织积极参与，论坛期间举办多场对接交流活动，促成一批合作意向的达成和项目落地。无论是寻找进入中国市场有实力且可靠的合作伙伴，拓展业务还是反映问题和诉求，论坛都是一个专业且高效的平台。

深入探讨行业前沿问题，寻求共赢解决方案

论坛每年围绕可持续发展、数字技术、人才培养、转型升级、创新发展、国际合作等行业热点设置议题，旨在汇聚全球行业精英智慧，探讨会展业发展面临的机遇挑战，共同推动会展业管理创新、模式创新、服务创新，加快绿色低碳转型和标准研发制定。

Importance of Participating in CEFCO

Engaging in face-to-face communication with professionals from the global exhibition and event industry to foster friendships and discuss potential collaborations.

CEFCO has steadfastly adhered to its original mission, dedicated to fostering exchanges and collaboration both domestically and abroad. Every year, CEFCO extends invitations to relevant international organizations and agencies, administrative authorities from diverse nations, globally prominent enterprises, as well as industry luminaries in the exhibition and event sector. Discussions focus on the development trends of the global exhibition and event industry and expound on practical cooperation initiatives. CEFCO has effectively fulfilled its function of "bridging the gap" and "weaving connections", having successively attracted tens of thousands of professionals from over 30 countries and regions to partake.

CEFCO offers access to the latest and most authoritative information on the major exhibition and event markets in China and globally.

The CCPIT releases the Annual Report on China's Exhibition Industry at each edition of CEFCO. This report summarizes the development trends of China's exhibition industry in the previous year and provides an analysis and forecast of future trends. Widely influential both at home and abroad, this report provides crucial guidance for the development of the industry and serves as an important reference for foreign enterprises seeking to explore the Chinese market. Moreover, international exhibition and event organizations such as UFI, IAEE, SISO, and ICCA release their data and analyses on the major markets in China and around the world during the Forum every year. This presents an excellent opportunity for practitioners to understand the development trends of the global exhibition and event industry and capture business opportunities.

CEFCO facilitates engagement with stakeholders spanning the entire Chinese exhibition and event industry value chain, thereby enabling the realization of substantial collaborations.

Annually, CEFCO draws in enterprises from every segment of the Chinese exhibition and event industry's upstream, midstream, and downstream echelons. Additionally, administrative departments, the CCPIT branches, business associations, and organizations from across the nation actively partake. A vast number of matchmaking and exchange events are conducted, fostering the formation of a number of cooperation intents and the successful implementation of projects. Whether one aims to identify competent and trustworthy partners for penetrating the Chinese market, expand business operations, or articulate issues and requirements, CEFCO stands as an eminently professional and highly efficient platform.

CEFCO delves deeply into cutting-edge industry issues and seeks win-win solutions.

Every year, CEFCO sets topics centered around industry hotspots such as sustainable development, digital technologies, talent cultivation, transformation and upgrading, innovative development, and international cooperation, with the aim to gather the wisdom of global industry elites, explore opportunities and challenges faced by the industry, jointly promote management innovation, model innovation, and service innovation within the industry, as well as accelerate the green and low-carbon transformation and the formulation of industry standards.

第20届论坛概况

第20届论坛于2025年1月在天津市成功举办。论坛以“聚新质生产力 谋可持续未来”为主题，设置开幕式、2场全体会议、6场分组会议，同期举办首届中美会展业高层对话会、国际展览业协会中国会员会议、新加坡-中国会展交流夜、天津市会展业对接洽谈会等多场专题活动。论坛吸引了来自20个国家和地区600多位全球会展精英出席。

Overview about the 20th CEFCO

The 20th CEFCO took place successfully in Tianjin in January 2025. Under the theme "Empowering a Sustainable Future with New Quality Productive Forces", the Forum featured an opening ceremony, two plenary sessions, and six parallel sessions. Additional side events include the inaugural China-U.S. High-level Dialogue on Exhibitions and Events, the UFI China Member's Meeting, the Business Events Made Possible – Singapore Networking Reception, and Tianjin Exhibition and Event Industry Match-making Activity. The Forum attracted more than 600 exhibition and event professionals from 20 countries and regions.

欢迎参加第21届论坛

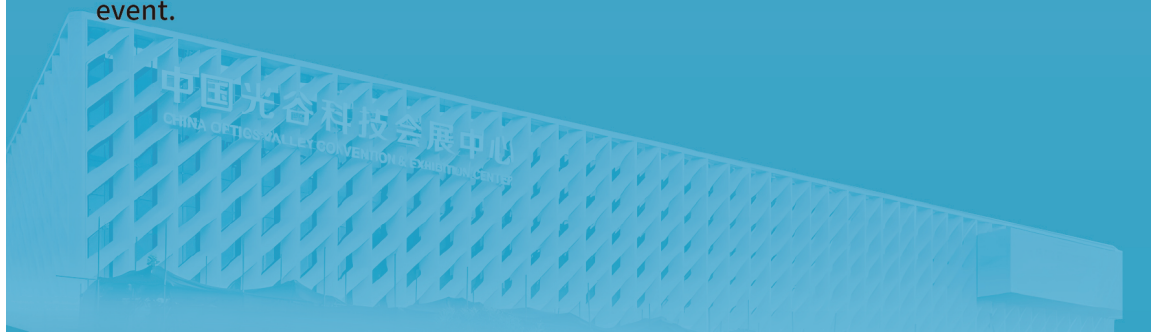
第21届论坛将在湖北省武汉市举办。武汉是建设中的国家中心城市、长江经济带核心城市和具有全国影响力的科技创新中心。近年来，武汉连续多年荣获“中国会展最具办展幸福感城市”大奖等奖项。2024年武汉成功举办世界大健康博览会、华侨华人专业人士创业发展洽谈会、中国汉口北商品交易会、武汉国际车展等国际展会节事活动1060场，获评“中国最具竞争力会展城市”和“中国十佳会展名城”。

目前，第21届论坛各项筹备工作已全面启动。真诚期待与您相聚武汉、共襄盛会。

Welcome to the 21st CEFCO

The 21st CEFCO is set to take place in Wuhan, Hubei Province. Wuhan is a national central city under construction, the core city of the Yangtze River Economic Belt, and a nationally influential technology and innovation hub. In recent years, Wuhan has been awarded multiple times as "China's Happiest City for Conventions and Exhibitions." In 2024, the city successfully hosted 1,060 international conventions, exhibitions, and events, including the World Health Expo, Conference on Overseas Chinese Pioneering and Developing in China, Wuhan (Hankoubei) Commodities Fair, and Wuhan Motor Show. It was recognized as the "China's Most Competitive Convention and Exhibition City" and among the "Top Ten Convention and Exhibition Cities in China".

Currently, preparations for the 21st CEFCO are in full swing. For more details, please visit the official website of the Forum at https://www.cefco.org.cn/ and follow the WeChat official account "China Expo Forum for International Cooperation". We eagerly anticipate your presence in Wuhan for this grand event.



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论坛官方网站（Official Website）
https://www.cefco.org.cn/

微信公众号（Official WeChat Account）
中国会展经济国际合作论坛