

East China Fair  
華東進出口商品交易會

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# 第 32 届华东进出口商品交易会 展后报告

FINAL REPORT OF THE 32<sup>ND</sup> EAST CHINA FAIR



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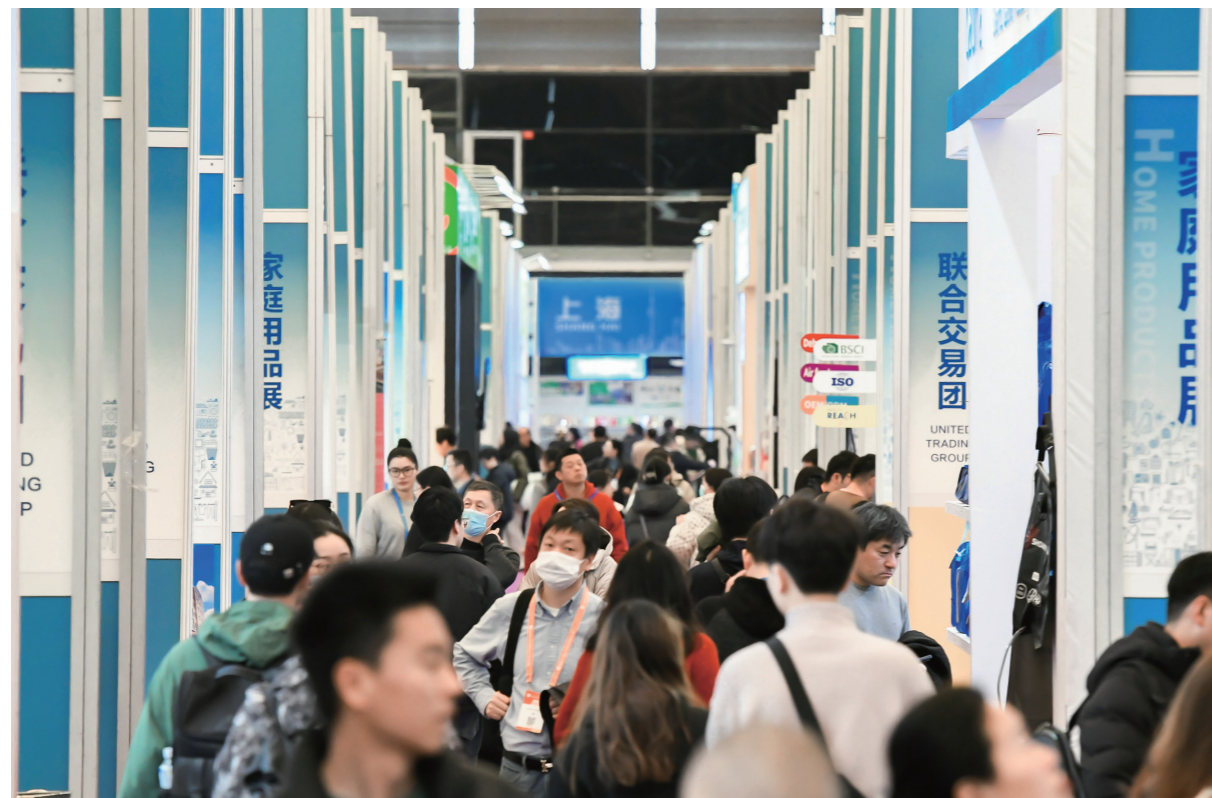
## 展会概述 About the 32nd ECF

第 32 届华东进出口商品交易会（2024 上海）（以下简称：华交会）于 2024 年 3 月 1 日至 4 日在上海新国际博览中心顺利举行，展览面积达 12.65 万平方米，设 4 大专业子展及 2 大专业展区。展位总数 5720 个，汇聚境内外共计 3422 家参展企业。

作为我国规模最大、客商最多、辐射面最广的区域性国际经贸盛会之一，华交会仍然保持了强大的“向心力”，吸引了来自 111 个国家和地区的采购商，到会境内外采购商超过 4 万人，成交额达 22.1 亿美元，为促进我国轻纺行业稳增长优结构、推动高水平对外开放、服务构建新发展格局做出积极贡献。

The 32nd East China Fair (2024 Shanghai), also known as ECF, was held in Shanghai New International Expo Centre from March 1 to 4, 2024. The exhibition spanned 126,500 square meters and featured four professional exhibitions and two professional exhibition areas. A total of 5,720 booths were set up, attracting a total of 3,422 exhibitors from around the world.

As one of the largest international economic and trade events in China, the East China Fair (ECF) has maintained a strong appeal over the years. The 32nd ECF attracted over 40,000 domestic and foreign buyers from 111 countries and regions and achieved \$2.21 billion in total transactions. The event contributed significantly to the stable growth and optimized structure of China's textile and garment industry, high-level opening-up, and formation of a new development pattern.

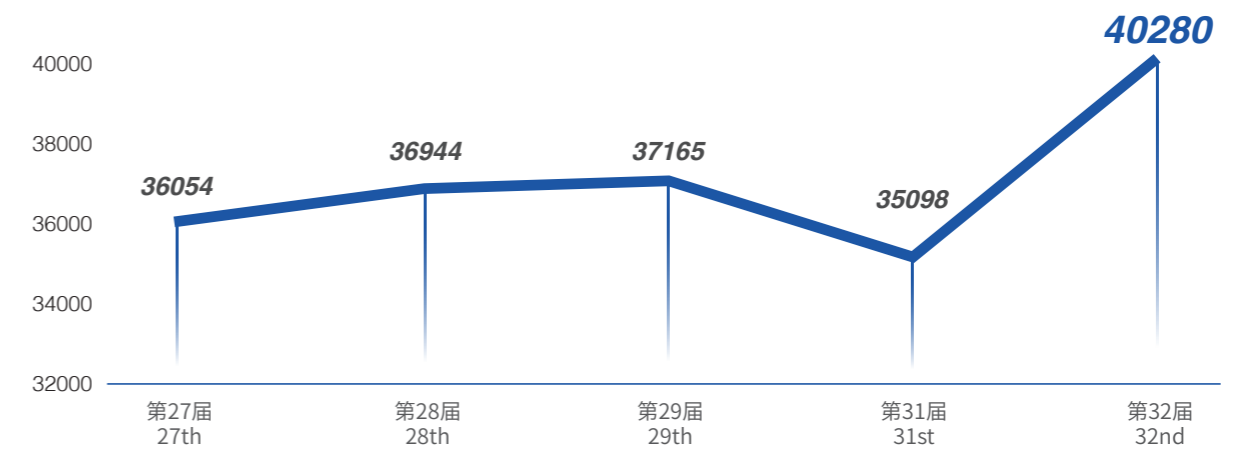


## 采购商分析 Buyer Analysis

本届华交会吸引了来自全球 111 个国家和地区的采购商，到会的境内外客商共计 40280 人，其中境外采购商 12097 人，境内采购商 28183 人，日本、欧美及“一带一路”国家采购商的参会人数较上届均有显著增长。

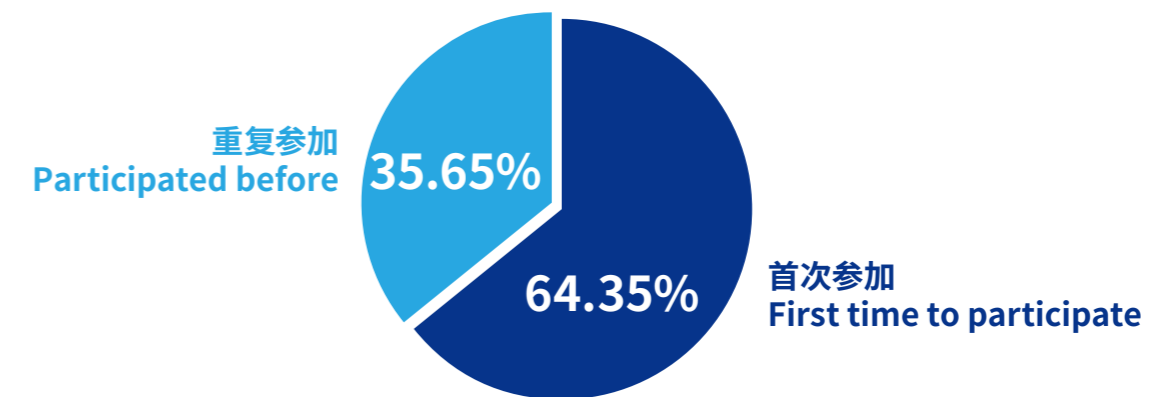
The ECF attracted buyers from 111 countries and regions worldwide. The number of buyers was 40,280, including 12,097 overseas buyers and 28,183 domestic buyers. The numbers of buyers from Japan, Europe and the United States and the "Belt and Road" countries has increased significantly compared with the previous session.

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



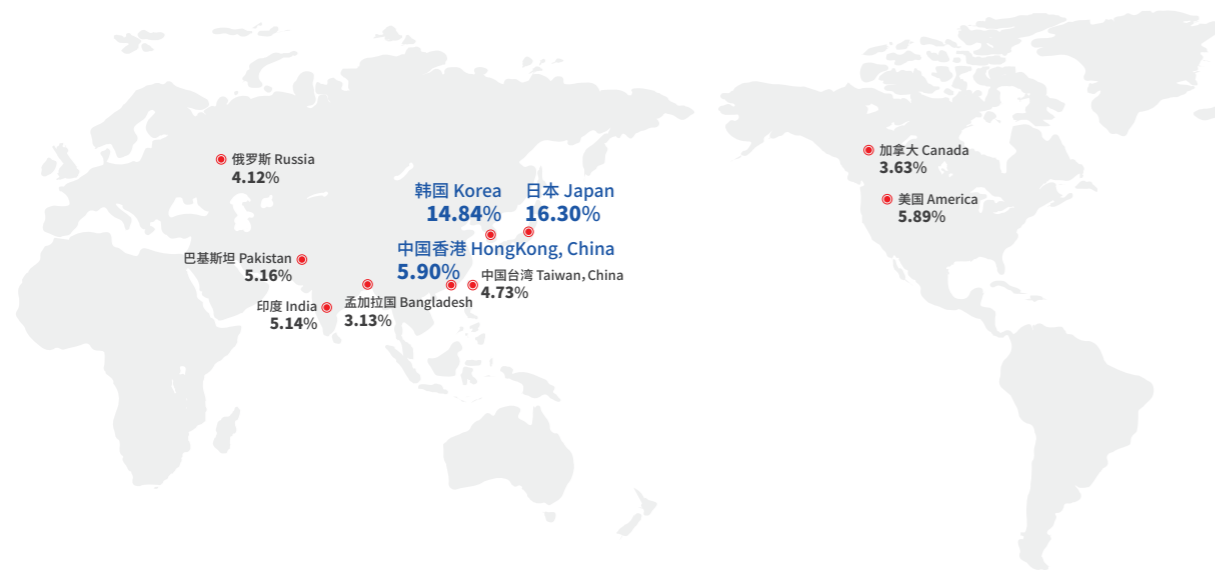
\* 第 30 届华交会为线上展会，故不在此表中体现。  
\* The 30th ECF is an online exhibition and is therefore not included in this table.

### 采购商重复参加率 Buyers' Repeated Participation Rate

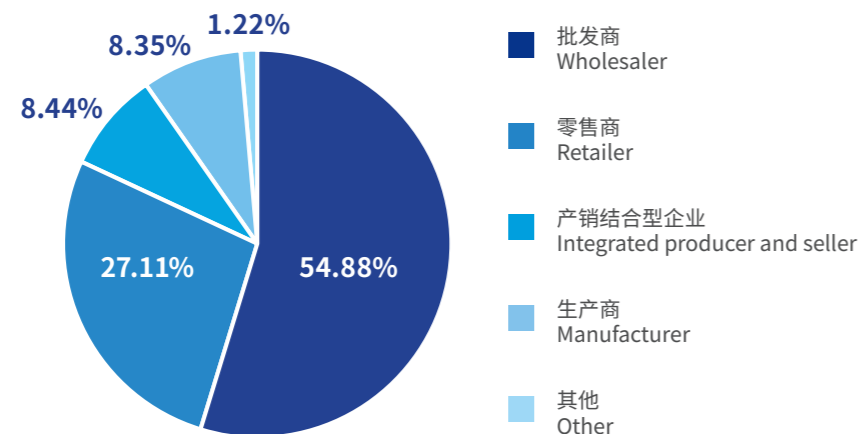




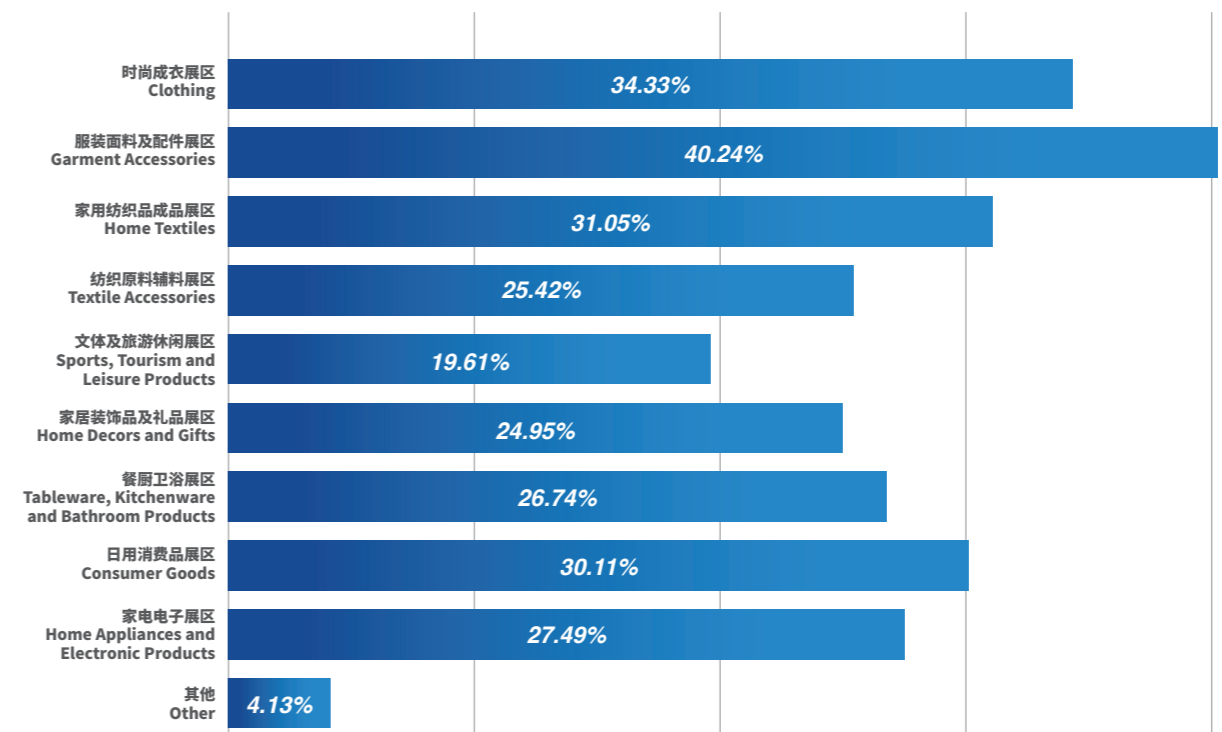
### 海外采购商来源国家和地区分布 Top 10 Countries and Regions of the Overseas Buyer



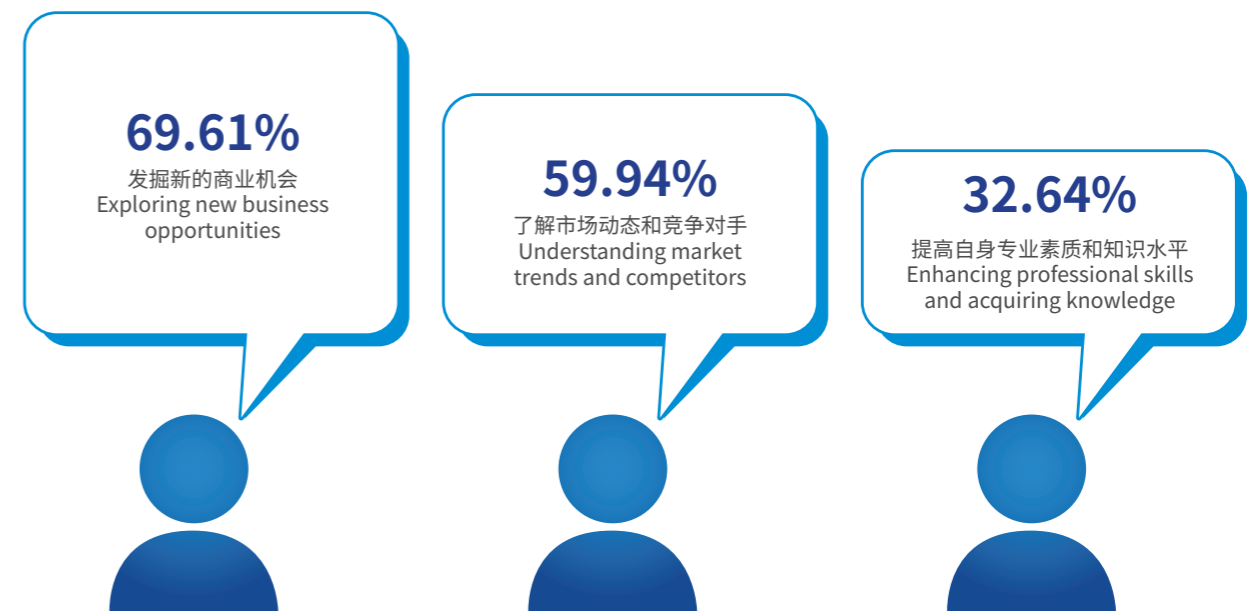
### 采购商类型分析 Analysis of Buyer Types



### 采购需求分布 Distribution of Procurement Needs



### 采购商与会目的 Buyers' s Purpose



## 展商分析 Exhibitor Analysis

本届华交会展览规模为12.65万平方米(共11个馆),展位总数5720个,设置服装服饰展、纺织面料展、家庭用品展、装饰礼品展4大专业主题展,以及境外展区和跨境电商展区2大专业展区。本届大会15个交易团共组织3422家企业参展,其中境外参展企业326家。

The exhibition area of this edition of the ECF was 126,500 square meters (across 11 halls). There were 5,720 booths set up within this area. Four professional exhibitions - Garments, Textiles, Home Products and Gifts - as well as two professional exhibition areas for Overseas Products and Cross-border E-commerce were set up. 3,422 exhibitors, including 326 overseas exhibitors, were organized by 15 trade groups.

### 展品范围 Exhibits Category



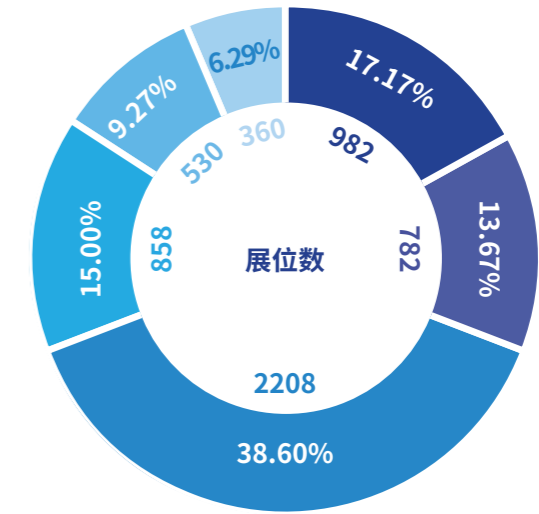
本届华交会积极顺应我国贸易转型升级、推动外贸高质量发展的新形势与新要求,一批聚焦新技术、新材料、新工艺的优质产品如雨后春笋般涌现,共有47家企业获得华交会产品创新奖,展现了不一样的外贸“含金量”。新技术方面,涌现了采用智能制造技术、绿色低碳技术、3D打印技术、数字技术的新产品;新材料方面,彰显了绿色能源新技术、纳米材料、高性能纤维材料的广泛应用;新工艺方面,出现了一批外贸企业通过革新材料加工或处理方式,包括涂层工艺、陶瓷工艺等赋能贸易升级的典型案例。

This year's ECF responded actively to the new situation and requirements of promoting trade transformation and upgrading and the high-quality development of foreign trade, showcasing a plethora of high-quality products focusing on new technologies, materials, and processes. A total of 47 companies were awarded the ECF Product Innovation Award, highlighting the exceptional quality of their exports. The exhibition featured a wave of new products incorporating new technologies, including intelligent manufacturing, green and low-carbon technologies, 3D printing, and digital technologies, the widespread application of new materials such as green energy, nanomaterials, and high-performance fibers, and new processes developed by a number of foreign trade enterprises through innovative material processing or treatment methods, including coating technology and ceramic technology.

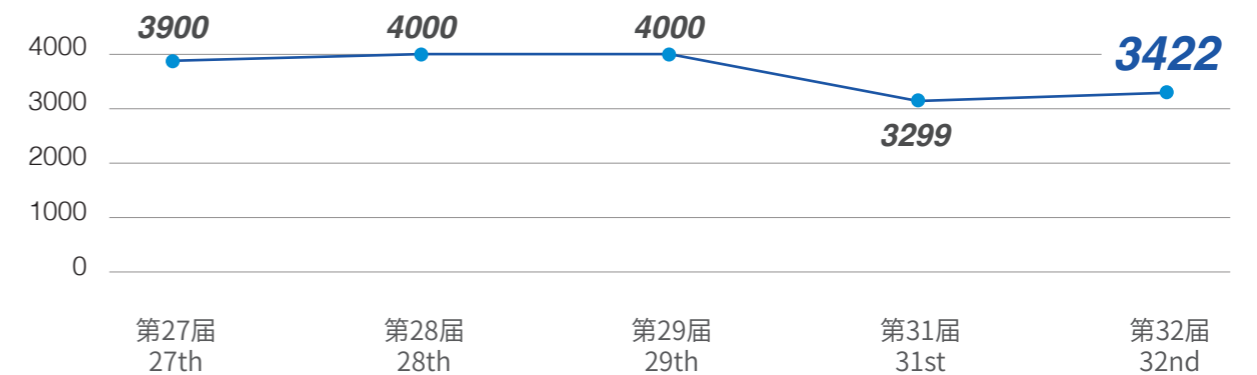
目前,第32届华交会的展商名单已经可以在华交会官网([www.ecf.org.cn](http://www.ecf.org.cn))-“采购商”-“展商和展品”栏目查阅。  
The list of exhibitors for the 32nd ECF can be found on [www.ecf.org.cn](http://www.ecf.org.cn) [Home > Buyers > Exhibitor/Exhibits]

## 展品类别比例 Distribution of Exhibited Product Categories

- 服装服饰展区 Garments
- 纺织面料展区 Textiles
- 家庭用品展区 Home Products
- 装饰礼品展区 Gifts
- 境外展区 Overseas Products
- 跨境电商展区 Cross-border E-commerce



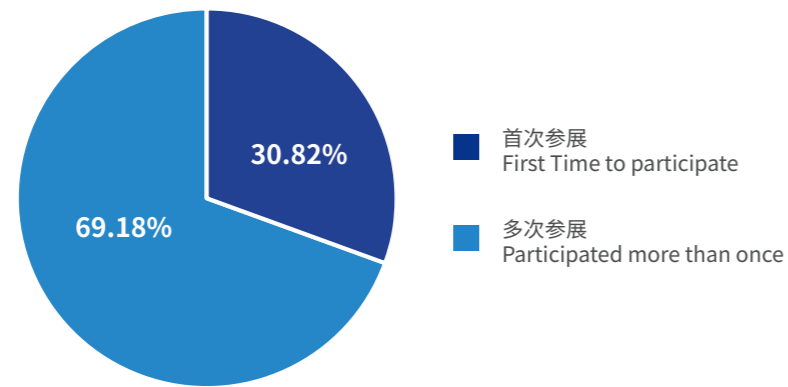
## 展商总数5年数量趋势 The Number of All Exhibitors in the Last Five Years



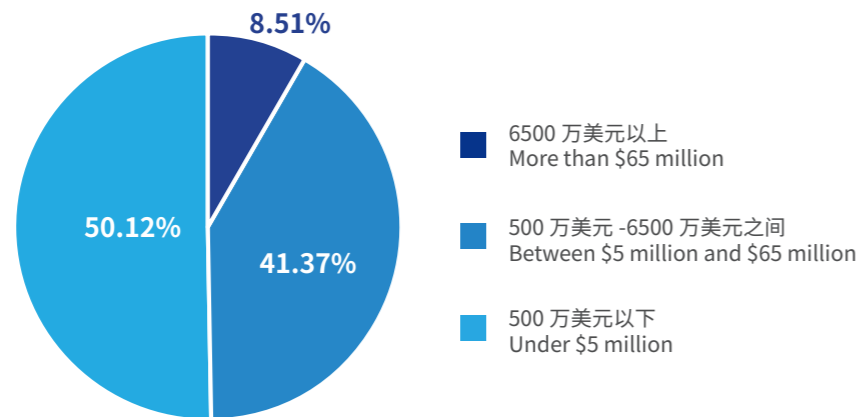
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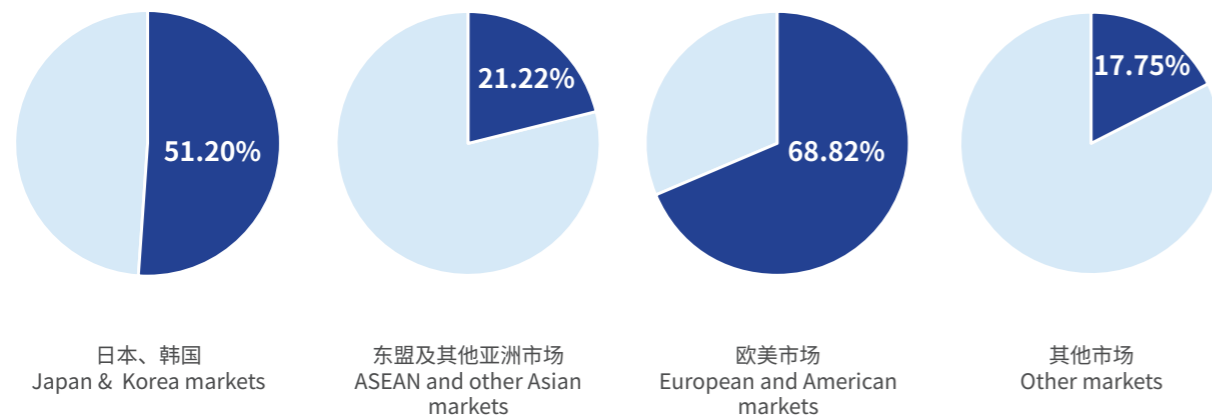
### 展商重复参展率 Repeat Participation Rate of Exhibitors



### 参展企业上年度出口规模 Export Scale of Participating Companies in the Previous Year



### 展商关注的焦点市场领域 The Target Market of Exhibitors

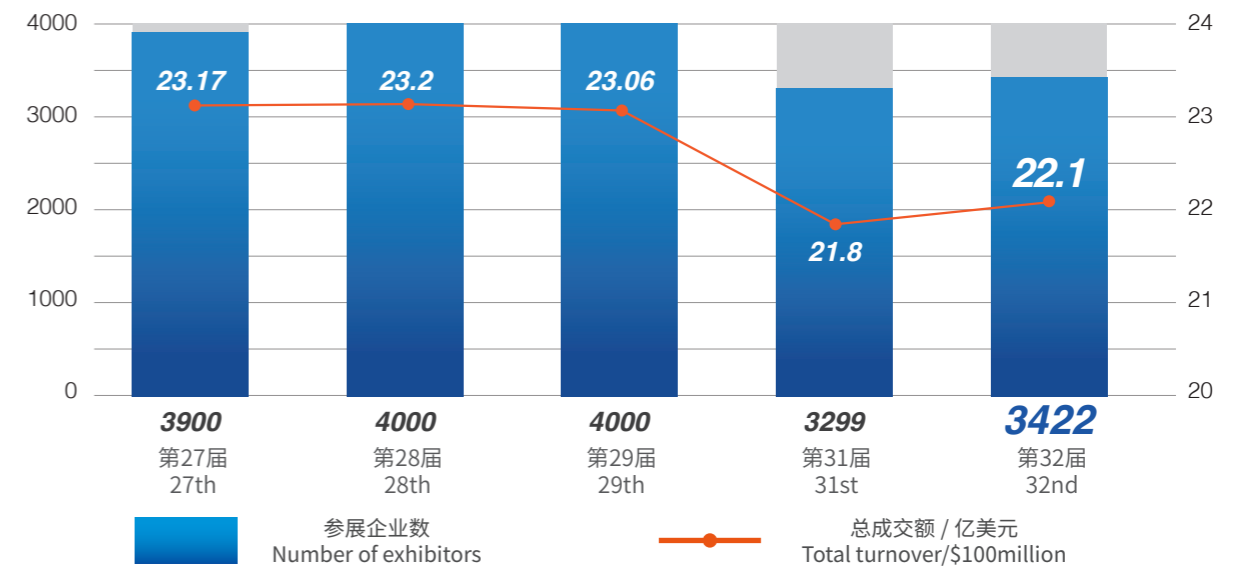


## 成交统计 Transaction Analysis

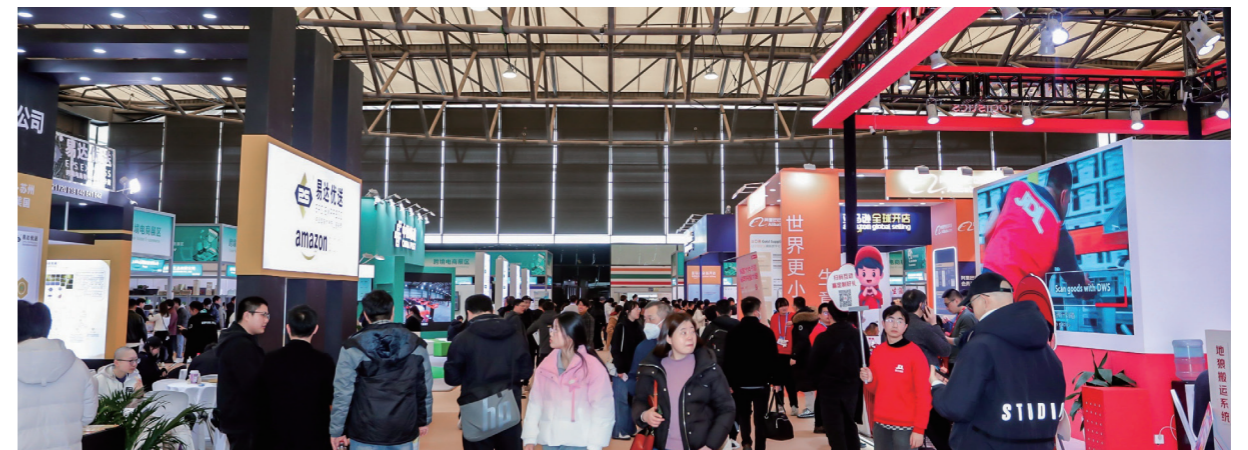
本届展览规模、到会采购商数量均超过上一届。不仅境内展商的新产品扎堆亮相，境外展团引入精品促进国内消费升级，还有跨境电商等新兴行业关注热度持续高位。本届华交会四天展期累计总成交额 22.1 亿美元。

The scale of this year's exhibition and the number of buyers exceeded the previous edition. An influx of new products from domestic exhibitors and the introduction of enticing products by overseas exhibitors have facilitated the upgrading of domestic consumption. The event also witnessed sustained attention on emerging industries such as cross-border e-commerce. The transaction volume during this four-day event totaled \$2.21 billion.

### 总成交额五届趋势 Turnover Trend in the Last Five Years



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# 重要活动 Events

## 1. 开幕式 Opening Ceremony

3月1日上午,第32届华交会在上海新国际博览中心开幕。开幕式以“聚焦提质升级、扎实推进外贸高质量发展”为主题,由上海市商务委副主任申卫华主持,邀请了中国纺织品进出口商会副会长张锡安、中国首席经济学家论坛理事长、上海市经济学会副会长连平、中国轻工工艺品进出口商会副会长张杰出席并致辞。参加开幕仪式的还有华交会主办省市和组团城市交易团负责人、参展商和采购商代表、华交会合作伙伴机构代表、以及主流新闻媒体记者等。

现场还举行了华交会“产品创新奖”授牌仪式,分别对来自上海、江苏、浙江、安徽、福建、江西、山东、南京、宁波,以及杭州、厦门、青岛、联合、境外、跨境交易团组织的47家优秀外贸企业授牌。

The opening ceremony, with the tagline "Focusing on quality upgrades and making solid progress in the high-quality development of foreign trade", was held on March 1 and presided over by Shen Weihua, deputy director of the Shanghai Municipal Commission of Commerce.

Zhang Xi'an, vice-president of the China Chamber of Commerce for Import and Export of Textiles, Lian Ping, chairman of the China Chief Economist Forum and vice-president of the Shanghai Economic Society, and Zhang Jie, vice-president of the China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts, delivered speeches at the ceremony.

Also attending the opening ceremony were the heads of the trading delegations of the host provinces and cities of the ECF, representatives of exhibitors and buyers, representatives of partner institutions of the ECF, and reporters from mainstream media.

The ceremony for the ECF Product Innovation Award was also held at the scene, and 47 outstanding foreign trade enterprises from Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing, Ningbo, Hangzhou, Xiamen, and Qingdao, as well as the United Delegation and overseas and cross-border trading groups, were awarded.



## 2. 采购对接会 Business Matching Activities

本届华交会继续在供需深度对接上做足文章。展会期间开展的系列“面对面”对接会,总洽谈量达1280轮次,其中,日本买家专场和丝路国家专场中,报名的参展商意愿远超预期,大批展商、客商驻足围观并进行现场报名,对接会现场出现一席难求的景象。众多展商表示,在今年新增设的“巡馆式”对接会和优质产品推介会中获得了深度的对接交流机会和沉浸式体验产品服务。

This year's ECF continued to focus on the in-depth matching of supply and demand. During the exhibition, a series of face-to-face matchmaking sessions were conducted, totaling 1,280 rounds of negotiations. The Japanese buyer session and Silk Road country session witnessed a far greater than expected turnout, with numerous exhibitors and buyers eagerly participating in on-site registration, leading to a scene of intense interest and engagement.

Many exhibitors said that they had gained in-depth exchange opportunities and an immersive experience of products and services at the new "Booth Tour" matchmaking and high-quality product promotion meetings this year.



## 3. 跨境电商论坛 Cross-border E-commerce Special Activities

本届华交会跨境电商展区现场设置了活动区域,先后举办了“亚马逊全球开店分论坛”、“跨境电商平台战略分享会”、“跨境电商买家选品分享会”、“跨境电商金融投资服务对接活动”和“跨境电商出口海外仓对接会”等系列活动,高效促进供需精准对接,充分展现了数字化赋能背景下我国外贸转型发展的新风尚。

The Cross-border E-commerce Exhibition Area at this year's ECF hosted a range of activities, including the Amazon Global Selling Sub-Forum, Cross-border E-Commerce Platforms Strategy Seminar, Cross-border E-Commerce Buyers Goods Selection Fair, Cross-border E-Commerce Finance & Investment Services Matchmaking Meeting, and Cross-border E-Commerce Overseas Warehouse Matchmaking. These activities efficiently facilitated precise supply-demand connections, showcasing the new trajectory of China's foreign trade transformation and development in the context of digital empowerment.





## 新闻媒体 Press

本届华交会积极提升新媒体线上推广力度,不仅有微信服务号、微信视频号、抖音短视频等国内平台,还加强了Facebook、TikTok、YouTube等海外社媒的同步宣发,通过多样化形式发布展会服务、展会活动、展会亮点等讯息,方便展客商参展、观展。

同时也汇聚了27家权威媒体和机构,进行多维度宣传,助力品牌形象线上、线下全面推广。截至目前,关于本届华交会的各类新闻报道数量已达550余篇。

This year's ECF utilized various new media platforms, not only has domestic platforms such as the official WeChat account, WeChat video accounts, and the Douyin short-video platform, but also has strengthened the synchronous publicity of overseas social media such as Facebook, TikTok, and YouTube, to publish information about exhibition services, activities and highlights in different forms. This allowed exhibitors and buyers to easily access and participate in the event.

Moreover, the event brought together 27 authoritative media and institutions to conduct various types of publicity, comprehensively promoting its brand image both online and offline. To date, the number of news reports on this year's ECF has exceeded 550 articles, further amplifying its impact and reach.



\* 排名不分先后 In no particular order

## 合作机构 Cooperative Organizations

本届华交会利用多渠道扩大内外合作,先后与英中贸易协会、外交部南南合作促进会、香港贸易发展局、日本贸易振兴机构、韩国贸易协会、新加坡中华总商会等海外驻华贸易机构和国内商协会达成合作,拓展华交会全球网络的招商渠道、扩大品牌影响力。

This year, ECF expanded internal and external cooperation through multiple channels, and successively reached cooperation with overseas trade institutions in China such as China-Britain Business Council, Council for Promoting South-South Cooperation, Hong Kong Trade Development Council, Japan External Trade Organization, Korea International Trade Association, Singapore Chinese Chamber of Commerce & Industry and domestic business associations to expand investment channels of ECF's global network and expand brand influence.



\* 按首字母顺序排列 In alphabetical order





# 第 33 届华东进出口商品交易会 (2025 上海)

展会时间: 2025 年 3 月 1 日至 4 日

展会地点: 上海新国际博览中心

## THE 33<sup>RD</sup> EAST CHINA FAIR (2025 SHANGHAI)

March 1 – 4, 2025

Shanghai New International Expo Centre

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