

聚百货精品 汇采购平台

第118届 CDATF 2025

中国日用百货商品交易会

The 118th China Daily-use Articles Trade Fair

2025

7.24 ④ → 7.26 ⑥

上海新国际博览中心 (SNIEC)

W1-W5

E1-E7

N1-N3

N5

展览规模

Exhibition Area

190,000m²

展位数量

Exhibitor Booths

10,000+

展后报告

POST SHOW REPORT

* 报告数据来源于 2025年展会统计

Data based on 2025 exhibition statistics

www.CDATF.com

主办单位
Organizer:

RX Huabai

励展华百展览(北京)有限公司

支持单位
Supporter:



中国百货
商业协会



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Overview & Highlights

展会数据和亮点



Exhibition Area (sqm)
展示面积(平方米)

190,000

Trade Buyers
到场买家人数

110,000+



3,000

Exhibitors
参展企业



78

批发市场组团参观
Wholesale Market Delegations

1,184



Overseas Buyers
境外买家人数

325,348



Online Visitors
线上观众人数



90,627,583

达人直播GMV Livestreaming GMV

第118届中国日用百货商品交易会于2025年7月24-26日在上海新国际博览中心成功举办!展会现场人潮涌动,气氛热烈,19万㎡展示面积,15大主题展区精准赋能,超3000家知名品牌演绎卓越品质,超11万名观众到场参观,数十万款品牌力作全新亮相。数十场高峰论坛,精彩纷呈;商超配对会,商贸对接更高效;国际化再提速,助力精准对接国际买家。

The 118th China Daily-use Articles Trade Fair took place from July 24-26, 2025 at the Shanghai New International Expo Center, featuring 190,000 sqm of space and 15 themed zones. Over 3,000 brands showcased their products to more than 100,000 professional visitors, with new launches, forums, and matchmaking sessions driving efficient connections and stronger international engagement.

Exhibitor Statistics

展商统计



展商整体满意度

Exhibitor Overall Satisfaction

展商对本届展会
表示满意

Satisfied with This Edition

96%

89%

展商表示会推荐
商业伙伴来参展

Would Recommend to
Partners

展商已经或有计划
预订下届展位

Booth Reserved for Next Edition

73%

88%

展商认同展会推进低碳、
绿色展会的宣传和举措

Satisfied with Sustainability
Measures



参观目标满意度

Satisfaction with Exhibiting Objectives

 **88%**

提升整体品牌形象/知名度

Enhance brand image and awareness

 **84%**

推出新产品

Launching new products

 **84%**

竞争评估 - 了解竞争对手的近况

Competitive evaluation & market insights

 **83%**

学习/参加会议机会

Attend forums & networking sessions

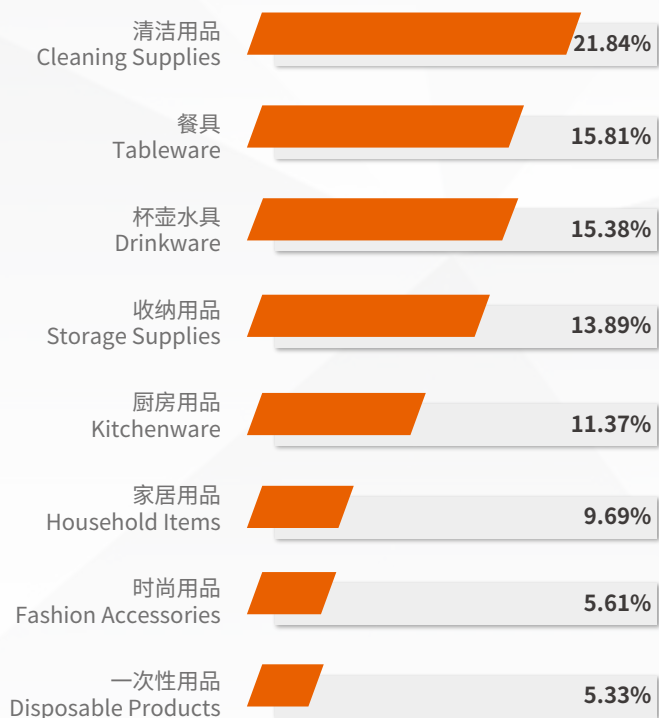
 **80%**

曝光/推广您的产品和服务

Promote products and services

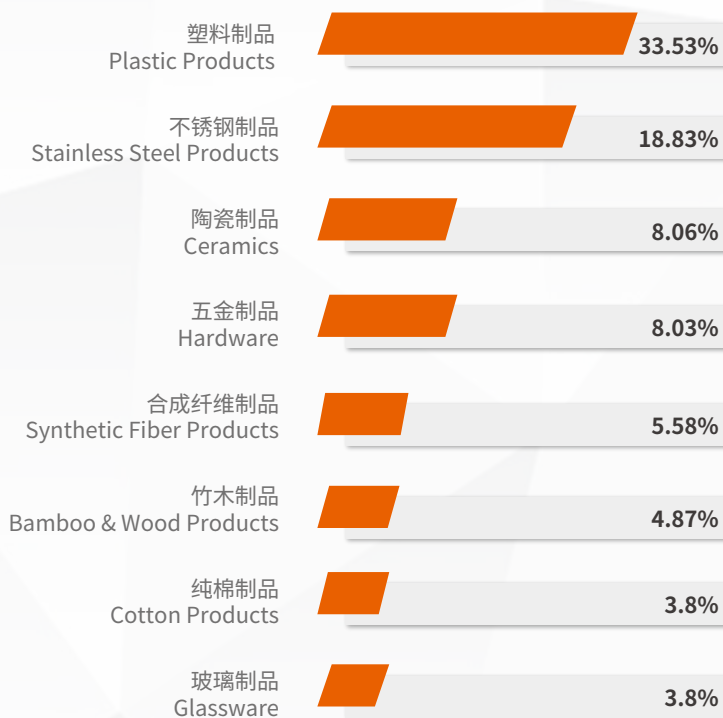
按产品类别前8项

Top 8 by Product Category



按材质类别前8项

TOP 8 by Material Category



部分合作展团

Featured Partner Pavilions

福建组团

Fujian Pavilion

怀仁展团

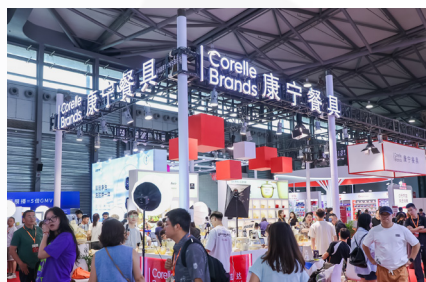
Huairan Pavilion

高阳毛巾展团

Gaoyang Towel Pavilion

杯壶协会

Cup & Flask Sub-Committee, CSAIA



长三角工业设计展暨时尚生活博览会

Yangtze River Delta Industrial Design & Fashion Lifestyle Expo

涵盖工业设计及时尚生活，包括国之重器、人工智能、时尚家居等各个领域，展现了前沿趋势，全新的科研成果、技术应用以及现场体验！

The expo spans industrial design and fashion lifestyle, covering fields such as major national innovations, artificial intelligence, and home fashion. It highlights cutting-edge trends, new research achievements, technological applications, and immersive on-site experiences.



时尚设计
Fashion Design



数字产品
Digital Products



智能家居
Smart Home Appliances



家居用品
Home Products



时装与饰品
Fashion & Accessories



装饰纺织品
Decorative Textiles



美妆美容
Beauty and Cosmetics



非遗精品
Cultural Heritage Crafts



办公设备
Office Equipment



服务机器人
Service Robots



商用智能产品
Smart Commercial Products



产业用品
Industrial Supplies



智能制造
Intelligent Manufacturing



其他产品
Other Products



展商高度评价

Exhibitor Testimonials

TERRIFIC®
特瑞菲克

淄博治德轻工 制品有限公司

今年上海百货会，我们收获颇丰！不仅深化了与老客户的合作关系，也结识了众多的新客户，为业务拓展带来了新机会。感谢上海百货会这一高质量的交流平台，面对面交流，让产品价值被真正展现。期待明年七月，上海再会！

This year's CDATF was highly rewarding. We further strengthened relationships with existing clients and connected with numerous new ones, creating fresh opportunities for business growth. As a high-quality industry platform, the fair enabled face-to-face communication that truly showcased the value of our products. We look forward to returning in July next year!

禧天龙

禧天龙

科技发展有限公司

我们连续多年参展上海百货会，在上海百货会，我们与来自全国各地的买家进行了深入的洽谈，现场反响热烈，我们的新品不仅被更多的买家看见，还开拓了全新的业务机会。感谢主办方在展会期间提供的服务与全方位的支持，期待明年七月再次相聚！

We have participated in CDATF for many years. At this year's event, we held in-depth discussions with buyers from across the world. The feedback was very positive, our new products gained wide attention and created new business opportunities. We sincerely appreciate the organizer's professional services and comprehensive support, and look forward to returning to Shanghai next July.

SHOY
尚泰

顺美塑业 有限公司

今年参展上海百货展，我们与来自不同渠道的采购商进行交流，不仅收获了很多订单，也收集到许多宝贵的意见及反馈。展会现场热度高涨，期待明年再次相聚上海，也衷心祝愿百货会越办越精彩！

Participating in this year's CDATF was a great success. We engaged with procurement professionals from diverse channels, secured a strong volume of orders, and collected valuable feedback and insights. The exhibition was vibrant and dynamic. We look forward to returning to Shanghai next year and sincerely wish the CDATF continued success and growth.

ARST 雅誠德®
中国家居·雅诚德

广东雅诚德 实业有限公司

每年七月，我们都会来参展上海百货会，我们接触到了经销商、批发商、商超、电商等多渠道的买家。通过与买家的面对面交流，我们也捕捉到了当下的消费趋势与场景化体验。感谢上海百货展提供的专业平台，期待明年七月！

Every July, we return to the CDATF to connect with buyers from multiple channels—including distributors, wholesalers, supermarkets, and e-commerce platforms. Through direct conversations, we gained clear insights into current consumer trends and market needs. We are grateful to the fair for providing a professional and effective platform and look forward to participating again in July next year.

品牌展商齐聚

Leading Brand Exhibitors Gather

CDATF



*部分展商logo，排名不分先后

Exhibitor logos displayed are for partial reference only, in no particular order.

Buyer Statistics

观众统计



观众类型占比

Breakdown by Business Type

18.39 %

批发商
Wholesalers



21.98 %

代理/经销 Dealers/Distributors



13.16 %

超市便利店
Supermarkets &
Convenience Store

3.6 %

单位/个人采购
Institutional & Individual Buyers



11.53 %

电商
E-commerce

6.52 %

百货商场/购物中心
Department Stores / Shopping Malls



4.21 %

进出口
Import/Export



单位/个人采购:

Breakdown – Institutional &
Individual Buyers

企业采购 2.12%

Corporate Procurement

个人采购者 1.48%

Individual Buyers



电商:

Breakdown – E-commerce



平台电商 8.39%

E-commerce Platforms

直播电商/MCN机构 1.65%

Livestreaming E-commerce / MCN Agencies

社群团购 1.49%

Community Group-buying

商超:

Breakdown – Supermarkets & Retail:

百货商场/购物中心 6.52%

Department Stores / Shopping Malls

超市/大卖场 5.75%

Supermarkets / Hypermarkets

生活馆/潮品店 3.82%

Lifestyle & Trendy Stores

便利店 3.59%

Convenience Stores

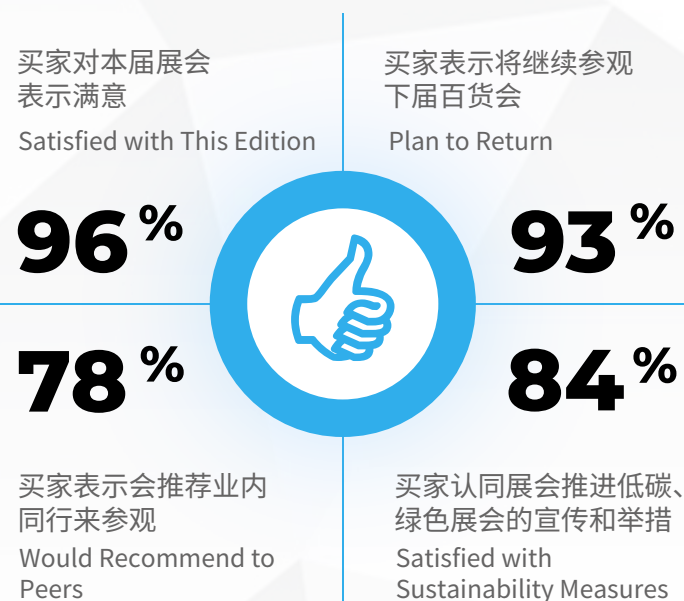


观众满意度

Buyer Satisfaction

观众整体满意度

Overall Buyer Satisfaction

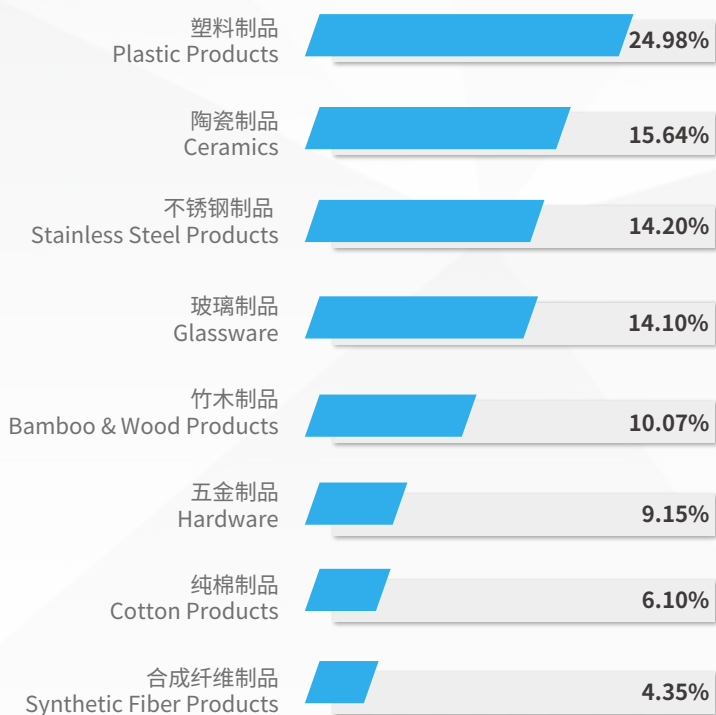


最受观众青睐产品

Popular Products among Visitors

前8项产品材质

Top 8 Product Materials



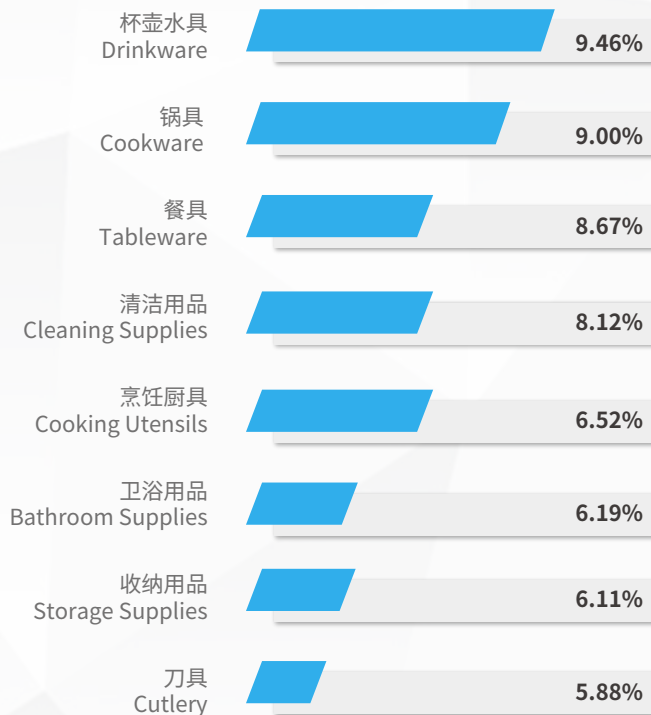
参观目标满意度

Satisfaction with Exhibiting Objectives



按产品类别前8项

Top 8 Categories of Products

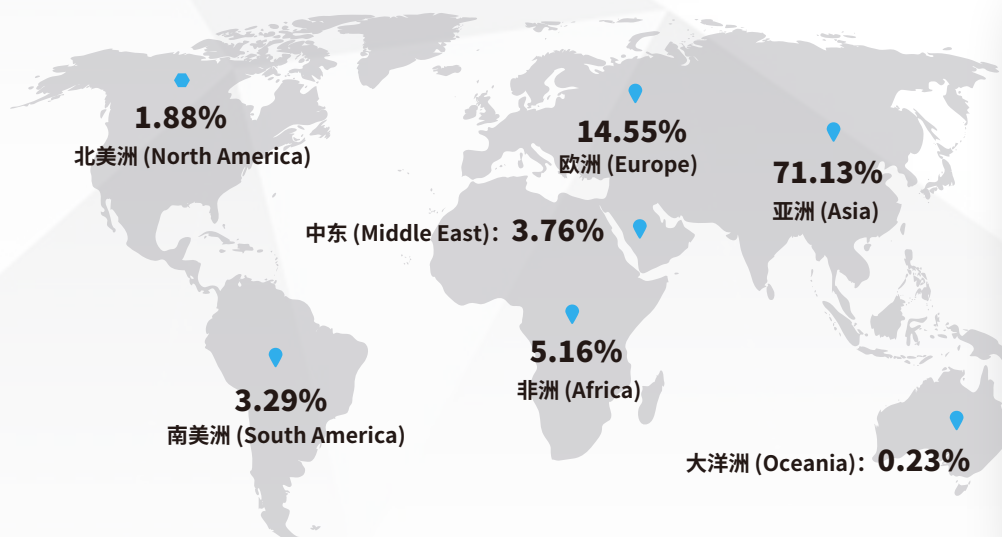


全球买家到场亮点

Global Attendance at a Glance

本届百货会共吸引来自70多个国家和地区的1,184位境外观众到场参观，创下历史新高。充分展现了百货会不断提升的国际影响力。买家覆盖亚洲、欧洲、中东、非洲及美洲，彰显出展会的全球采购号召力。

Record-breaking attendance of 1,184 overseas buyers from 70+ countries and regions showcased CDATF 2025's growing international influence. Buyers came from Asia, Europe, the Middle East, Africa, and the Americas, demonstrating CDATF's global reach.



TOP12核心买家市场

Top 12 Leading Buyer Markets

- South Korea/韩国
- Japan/日本
- India/印度
- Vietnam/越南
- Pakistan/巴基斯坦
- Malaysia/马来西亚
- Indonesia/印度尼西亚
- Philippines/菲律宾
- Thailand/泰国
- Myanmar/缅甸
- United Kingdom/英国
- Cameroon/喀麦隆

一站式采购平台 · 展期对接 持续延展

One-Stop Sourcing – Onsite & Beyond

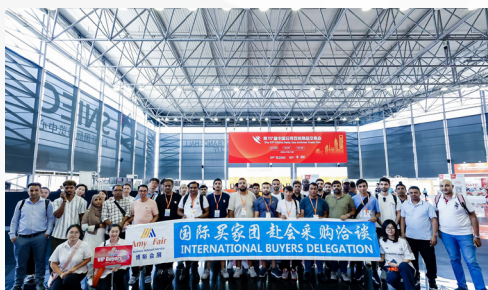


境外买家专场对接会

Onsite Matchmaking Sessions

展会期间，主办方共举办四场境外买家专场对接会，涵盖厨房用品、杯壶水具、收纳用品、清洁用品等重点品类。现场累计进行 223 场一对一洽谈，帮助境外买家快速对接优质工厂，挖掘切实的合作机会。

At CDATF 2025, four dedicated sessions connected overseas buyers with export-ready Chinese source factories in categories such as kitchenware, drinkware, storage, and cleaning supplies. A total of 223 one-on-one meetings were arranged, enabling overseas buyers to connect directly with qualified factories and secure concrete export opportunities.



多语种主题导览

Multilingual Guided Tours

展会特设英语、韩语、越南语多语种主题导览，每场约90分钟，带领境外买家高效对接甄选的出口型工厂。导览不仅让买家直达目标展位，更大幅提升了参观效率与选品体验。

CDATF 2025 organized multilingual tours in English, Korean, and Vietnamese, each lasting 90 minutes and featuring selected export-ready factories. The tours provided motivated buyers with an efficient, solution-oriented sourcing experience while guiding them directly to selected export-ready factories.

智能选品助手 · 365天服务

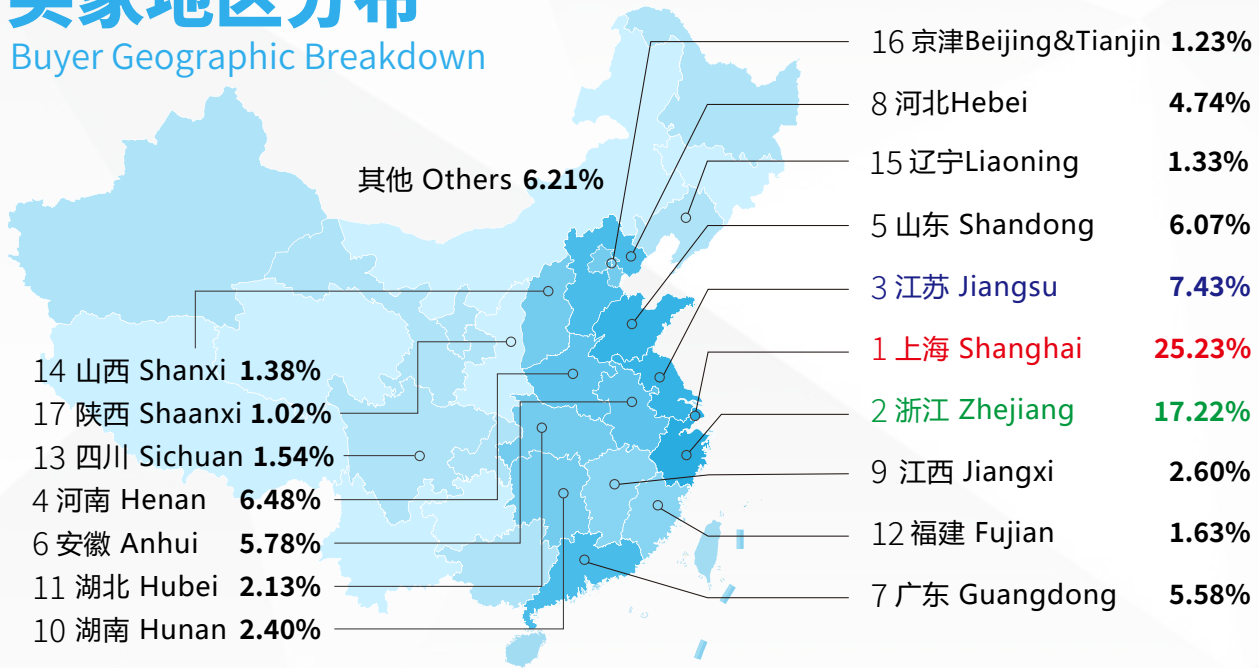
Smart Sourcing Assistant

“百货汇”智能选品助手海外版为境外买家提供全年无间断的采购支持。借助这一服务，买家可以高效发现新品、保持与可靠供应商的长期联系，并将采购体验延伸至展会之外。

The Smart Sourcing Assistant offers overseas buyers 365-day access to sourcing support, continuously matching their procurement needs with exhibitor product portfolios. This year-round service enables buyers to discover new products efficiently, stay connected with reliable suppliers, and extend their sourcing journey well beyond the show floor.

买家地区分布

Buyer Geographic Breakdown



部分专业买家团

Selected Professional Buyer Groups

来自全国23个省份52个城市的78个专业批发市场组团亮相上海百货会，现场开启专业采购。

78 professional wholesale markets from 52 cities in 23 provinces across China joined CDATF 2025, engaging in dedicated onsite sourcing activities.

青海省 Qinghai Province

西宁市小商品市场
Xining City Commodity Market

山东省 Shandong Province

烟台三站小商品批发市场
Yantai Sanzhan Commodity Wholesale Market

聊城香江光彩大市场
Liaocheng Xiangjiang Guangcai Big Market

威海小商品市场
Weihai Commodity Market

临沂市罗庄区陶瓷商城
Linyi City Luozhuang District Ceramic Mall

菏泽花都商品城
Heze Huadu Commodity City

临沂美多商贸城
Linyi Meiduo Trade City

聊城市福源商城
Liaocheng Fuyuan Mall

江苏省 Jiangsu Province

盐城招商场
Yancheng Investment Promotion Market

南京苏宁环球商贸城
Suning Universal Commerce & Trade City

无锡国际招商城
Wuxi International Investment Promotion City

泰州温泰大市场
Taizhou Wentai Big Market

太仓电商协会
Taicang E-commerce Association

苏州电商协会
Suzhou E-commerce Association

无锡电商协会
Wuxi E-commerce Association

常州电子商务协会
Changzhou E-commerce Association

山西省 Shanxi Province

太原尖草坪市场
Taiyuan Jiancaoping Market

辽宁省 Liaoning Province

沈阳五爱大市场
Shenyang Wu'ai Big Market

浙江省 Zhejiang Province

黄岩电子商务协会
Huangyan E-commerce Association

义乌市国际商贸城
Yiwu City International Trade City

宁波电商协会
Ningbo E-commerce Association

嘉兴电商协会
Jiaxing E-commerce Association

浙江商贸联合会
Zhejiang Business and Trade Federation

杭州临平电商协会
Hangzhou Linping E-commerce Association

安徽省 Anhui Province

合肥安徽大市场
Hefei Anhui Big Market

宿州市义乌商贸城
Suzhou City Yiwu Trade City

淮北批发采购商
HuaiBei Wholesale Purchasing Group

吉林省 Jilin Province

长春中源商贸城
Changchun Zhongyuan Commerce & Trade City

日杂商城
Daily Necessities Mall

湖南省 Hunan Province

长沙高桥大市场
Changsha Gaoqiao Big Market

邵东国际商贸城
Shaodong International Trade City

河南省 Henan Province

郑州百荣世贸商城
Zhengzhou Bairong World Trade Mall

周口华耀城
Zhoukou Hua Yao City

开封豪德贸易广场
Kaifeng Haode Trade Plaza

郑州世贸万货城
Zhengzhou World Trade Mall

洛阳关林市场
Luoyang Guanlin Market

安阳红河小商品批发市场
Anyang Honghe Commodity Wholesale Market

焦作新山阳商城百货批发市场
Jiaozuo Xinsanyang Mall Department Store Wholesale Market

南阳光彩国际市场
Nanyang Guangcai International Market

许昌家家乐批发市场
Xuchang Jiajiale Wholesale Market

河北省 Hebei Province

石家庄太和南三条市场
Shijiazhuang Taihe South Third Market

邯郸浙江商贸城
Handan Zhejiang Trade City

衡水润津街批发市场
Hengshui Wenjin Street Wholesale Market

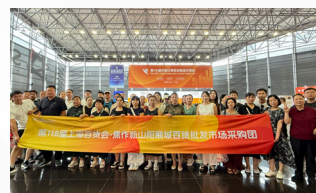
邢台豫东市场
Xingtai Yudong Market

陕西省 Shaanxi Province

西北轻工批发市场
Northwest Light Industry Wholesale Market

榆林市广榆批发市场
Yulin City Guangyu Wholesale Market

榆林市天承综合批发商城
Yulin City Tiancheng Comprehensive Wholesale Mall



TAP特邀买家俱乐部

Targeted Attendee Program (TAP) – Privileged Buyers Club

*带有明确采购意向和计划的全国及各区域商超、生活馆及电商平台等贵宾买家。

Target buyers with clear procurement intention who are from shopping mall, supermarket, lifestyle store, e-commerce platform, etc.



1408

贵宾买家
TAP Privilege Buyers

314

商务采购对接活动
Business Matchmaking Meetings

部分TAP特邀买家

Sample TAP Buyer List



买家现场精选活动

Highlighted Onsite Activities

- 咖啡周边产品开发对接会**
Coffee Peripheral Products Development Matchmaking
- 线上渠道及主播采销团队选品对接会**
Online Channels & Anchor Procurement – Product Selection Matchmaking
- 境外买家采购团专场对接会(越南/韩国场)**
Overseas Buyer Delegation Matchmaking (Vietnam/Korea)
- 商超采配对接会**
Supermarket Procurement Matchmaking
- 京东家清&日用百货最新行业趋势分析及采购选品对接**
JD.com Household Cleaning & Daily Necessities Sourcing and Trend Matchmaking

盒马 FRESHIPPO

今年的百货会展出商品非常满意，对接会服务周到，匹配的展商精准，服务高效，展商质量也很高，让我看到了很多新的产品，期待明年的对接会能举办的更出色，展会越办越好！

I was very satisfied with the products at CDATF 2025. The matchmaking sessions were well-organized, with precise exhibitor matches, efficient services, and high-quality participants. I discovered many new products and look forward to even better sessions and exhibitors next year.



小象超市 Xiaoxiang Supermarket (Meituan)

今年上海百货会展现了行业的最新趋势和创新成果，为我们买家提供了丰富的交流与合作机会。来自全国各地乃至全球的参展商和采购商汇聚一堂，共同探讨行业的发展前景和合作机会。商务采配对接服务也堪称一流，现场的工作人员热情友好，对接会服务周到，匹配的展商精准，让我看到了很多新的产品，期待明年更好的合作，希望展会越办越好！

CDATF 2025 showcased the latest industry trends and innovations, offering us valuable networking and collaboration opportunities. Exhibitors and buyers from across China and abroad gathered to explore business prospects. The matchmaking services were excellent, the staff were friendly, and exhibitors were precisely matched. I saw many new products and look forward to better cooperation next year and an even more successful exhibition.

Onsite Highlights Review

现场亮点回顾



会议论坛回顾

Conference Review



汇聚全国**200+**头部商超企业决策者、供应链专家与创新实践者，共同探索商超业态的破局路径。

Over 200 decision-makers from leading supermarket chains, supply chain experts, and innovation practitioners gathered to explore new pathways for supermarket transformation and sustainable growth.

商超新消费转型峰会 - 精效管理 · 区域突围 · 爆品战略

Supermarket New Consumption Transformation Summit: Precision Management · Regional Breakthrough · Hit Product Strategy



对当前电商趋势产品分析讨论，**150+**行业内精英现场分享，带你抓住行业趋势，打造爆品。

Featuring insights from 150+ industry leaders, this summit analyzed current e-commerce trends and product strategies, offering actionable guidance on trend forecasting, product development, and marketing innovation.

中国百货创新零售峰会 - 预见趋势 · 打造爆品 · 营销变革

China Department Store Innovation & Retail Summit: Trend Insights · Developing Hit Products · Marketing Transformation

跨境电商蓝海市场专题沙龙-纵横出海·链接全球

Cross-Border E-Commerce Blue Ocean Forum: Going Global · Connecting Worldwide



针对跨境电商的专场会议,由白鲸出海和上海百货会共同举办。通过对**10+跨境电商平台**的规则玩法,和对外市场的分析,获得更多行业要点。

E-commerce specialized session covered operational strategies across 10+ major cross-border platforms and in-depth analysis of overseas markets, equipping participants with key insights for international expansion.

抖音溜达节

Tiktok Strolling Festival

抖音携手上海百货会办溜达节,以话题引流、流量激励,引上千品牌联动,百位达人种草,带动千万级流量,并有峰会解析各大家居行业趋势。

Tiktok, in collaboration with CDATF, launched the Strolling Festival. By leveraging topic-driven traffic and incentives, it mobilized over 1,000 brands and hundreds of influencers, generating tens of millions of views. A dedicated summit further explored trends in the home & lifestyle industry.



中国日用百货商品交易会
China Daily-use Articles Trade Fair



天猫品质生活节

Tmall Quality Life Festival

日用百货高峰论坛,全域资源联动加持,品牌趋势新品发布,**100+探展达人**种草,发觉优质源头好货。

The Homelife Industry Forum brought together Tmall's ecosystem resources to showcase new product launches and trend insights. With over 100 influencers promoting high-quality OEM/ODM products, the event spotlighted premium suppliers and revealed evolving consumer preferences.

京东高峰论坛

JD.com Summit

存量竞争下的数字破局——万亿赛道趋势洞察与重构增长, 10+行业负责人和品牌商家共同分析行业爆品趋势, 分享成长经验, 在交流中取得进步商业先机。

Digital Breakthrough in a Saturated Market: Trend Insights and Growth Reengineering Over 10 industry leaders and brand representatives shared strategies on product trends, digital transformation, and sustainable growth, helping businesses seize competitive advantages in the evolving retail landscape.

2025跨界资源精准配对峰会

Cross-Industry Resource Matchmaking Summit 2025

IP引力场: CLE&上海百货会跨界交流对接会-IP&百货, 100+企业高效对接, 一站式解决IP授权需求。

IP Power Hub: CLE × CDATF Cross-Sector Networking
An exclusive IP licensing and collaboration event connecting 100+ enterprises across IP, design, and retail sectors, offering a one-stop solution for brand co-creation and commercialization.

IP引力场!

「CLE&上海百货会跨界交流对接会 - IP X 百货」
2025 跨界资源精准配对峰会

2025年7.25日14:00-16:00
上海新国际博览中心N1-B2B会议室



IP引力场!

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工业设计学术论坛

Industrial Design Academic Forum

长三角AI工业设计学术论坛——暨成果交流会, 汇聚10+顶尖设计师、行业专家以及创新企业代表, 共同探讨人工智能 (AI) 与工业设计领域的新方向和未来趋势。

Yangtze River Delta AI-Driven Industrial Design Forum Exchange
Bringing together 10+ leading designers, industry experts, and innovation-driven enterprises, the forum explored the integration of artificial intelligence (AI) into industrial design, shaping future directions in product innovation.



BKT巨人

艺术展震撼亮相百货会 统治人潮视线

BKT巨人艺术展现场人流如织,以巨人十米高庞大身躯为桥,启步探索人体工学的奥秘,聆听艺术与健康科技的独特对话。

The BKT Giant Art Exhibition drew a bustling crowd, where the towering ten-meter giant served as a bridge guiding visitors into the mysteries of ergonomics and opening a unique dialogue between art and health technology.

红人爆品直播

Influencer Livestreaming: Hit Products Showcase ▼



200+来自抖音、快手、小红书及视频号等各大平台的日用百货行业垂直类目TOP主播达人到场开播,共创家居赛道主播数量历史新高!

直播**总GMV 90,627,583!**

Over 200 top-tier influencers from TikTok, Kuaishou, REDnote, and WeChat Video Channel went live on-site, setting a new record for live-streaming participation in the home & lifestyle category.

Total GMV reached RMB 78,582,000!





境外买家精准对接活动

Overseas Buyer Matchmaking Program

多场国际买家专属活动，邀请100+优质海外采购商到场，通过精准对接会、主题导览等方式，帮助参展企业高效开拓国际市场、获取订单机会。

A series of dedicated events invited 100+ qualified overseas buyers to join one-on-one matchmaking sessions and themed guided tours, enabling exhibitors to efficiently expand into international markets and secure export opportunities.

中国日用百货商品交易会
China Daily-use Articles Trade Fair

商务配对活动

Business Matching Program

免费为特邀买家提供“采购配对专场活动”，致力为其搭建一个与优质产品供应商直面交流的高效贸易平台。

Complimentary matchmaking sessions offered invited buyers a high-efficiency platform for direct engagement with qualified suppliers and sourcing premium products.



中国日用百货商品交易会
China Daily-use Articles Trade Fair

百货刮刮乐 100%中奖



中国日用百货商品交易会
China Daily-use Articles Trade Fair

潮有引力

Trend Magnet

精彩互动礼遇不停，逛展更有趣！百货刮刮乐，打卡拍照赢咖啡、复古报亭拍照、抽盲盒...逛展之旅趣味满满，惊喜不断！

A fun-filled exhibition experience with nonstop surprises: scratch-card giveaways, blind-box draws, coffee-themed photo spots, and retro-style photo booths, making every visit engaging and full of fun.

全媒体平台矩阵

Omnichannel Media Platform Matrix

部分支持媒体

Media Partners (Partial List)

* 排名不分先后 Listed in no particular order

					
					
					
					
					...

媒体传播数据

Media Exposure



云逛展
累计观众数量
257,472 人



图片直播
总在线观看人数
67,876 人次



抖音信息
流总曝光量
13,242,357 次



微信公众号
阅读量
358,691 次



视频号曝光量
148,869 次



小程序曝光量
93,714 次



百度总展现量
5,877,461 次



权威媒体
发布发稿篇数
636 篇



小红书曝光量
1,798,081 次



媒体报道
阅读量
4,486,383 人



KOL传播
阅读总数
492,162 人

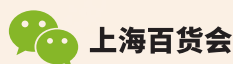
精彩回顾 Highlights

扫码回顾现场盛况
Photo Review



自媒体矩阵海量曝光

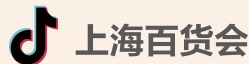
Exposure On Various Platforms



微信公众号
在这里读懂中国百货



一手货源,选品利器!
直播拓客,直达商机!



分享家居好物
点亮品质生活



微信视频号
尽览百货最新资讯

第119届

中国日用百货商品交易会

The 119th China Daily-use Articles Trade Fair

2026.7.23-25

上海新国际博览中心 (SNIEC)



17大展馆
规模更大



200,000m²
展示面积



前2日延长1小时
充分逛展

CDATF stretches across 17 halls of SNIEC with a total floor area of nearly 200,000m².

联系我们:

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SEE YOU IN
2026
再相会!

www.cdatf.com