



East China Fair
華東進出口商品交易會

www.ecf.org.cn

第 33 届华东进出口商品交易会 展后报告

FINAL REPORT OF THE 33RD EAST CHINA FAIR

华交会理事会办公室

The Council Office of East China Fair

展会概述 About the 33rd ECF

第33届华东进出口商品交易会（以下简称：华交会）于2025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11.5万平方米，覆盖上海新国际博览中心10个展馆，共设服装服饰展、纺织面料展、家庭用品展、装饰礼品展四大专业子展，以及跨境电商展区和境外展区两大特色展区，总展位数突破5100个，吸引了来自全球130个国家和地区的45253名采购商到场。

作为我国服装纺织及轻工产品领域规模最大、国际化水平最高的经贸盛会之一，本届华交会以“开放共赢”为核心理念，全面展现中国外贸创新突破与韧性发展的蓬勃气象，为深化高水平对外开放、推动外贸稳量提质注入强劲动能。

The 33rd East China Fair (2025 Shanghai), also known as ECF, took place at the Shanghai New International Expo Centre from March 1 to 4, 2025. The exhibition spanned 115,000 square meters, 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. Over 5,100 booths were set up, attracting a total of 45,253 buyers from 130 countries and regions.

As one of the largest and most internationalized economic and trade events in the field of garments, textiles and light industrial products in China, this year's ECF took openness and win-win results as its core concept. It comprehensively demonstrated the vigor and resilience of China's foreign trade and injected strong momentum into deepening high-level opening up and promoting the stability and quality of foreign trade.





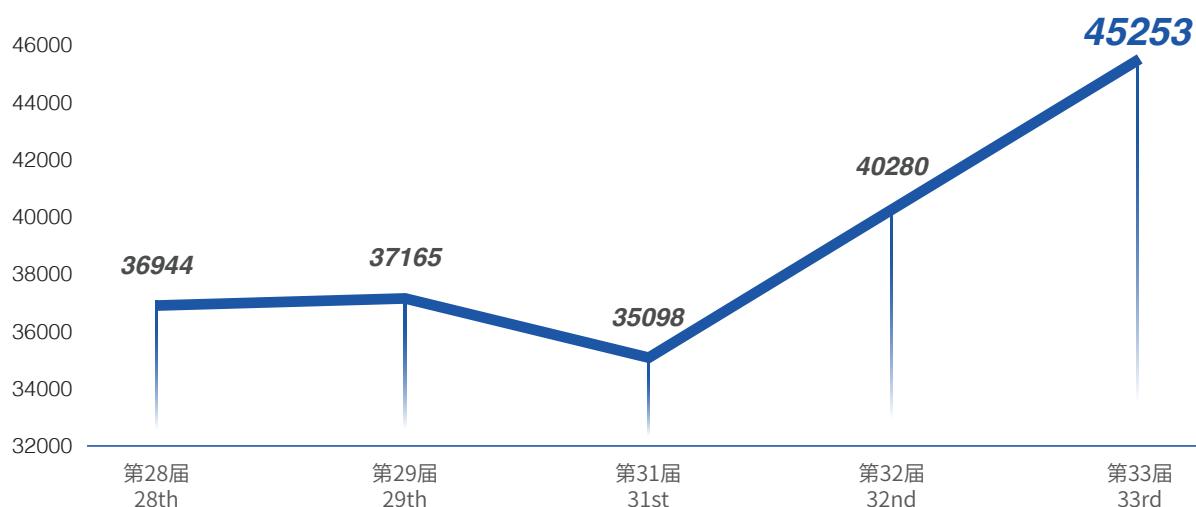
采购商分析 Buyer Analysis

本届华交会吸引了来自全球 130 个国家和地区的采购商，到会的境内外采购商共计 45253 人。其中境内采购商 31826 人，较上届增长 12.93%，境外采购商 13427 人，较上届增长 10.99%，日本、东南亚地区采购商较上届均有显著增长。

This year's ECF attracted buyers from 130 countries and regions around the world, with a total of 45,253 domestic and foreign buyers attending the fair. Among them, there were 31,826 domestic buyers, an increase of 12.93% over the previous session, and 13,427 foreign buyers, an increase of 10.99% over the previous session. The number of Japanese and Southeast Asian buyers saw significant increases.

采购商总数 5 年数量趋势

The Number of All Buyers in the Last Five Years

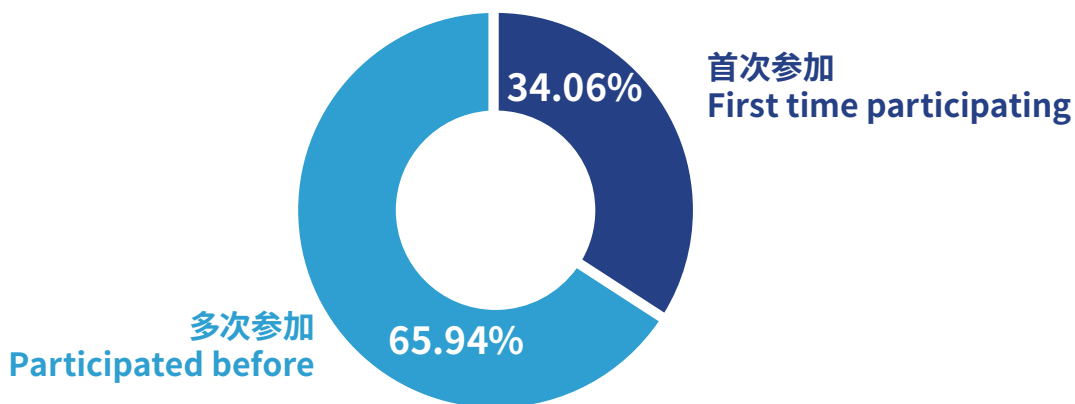


* 第 30 届华交会为线上展会，故不在此表中体现。

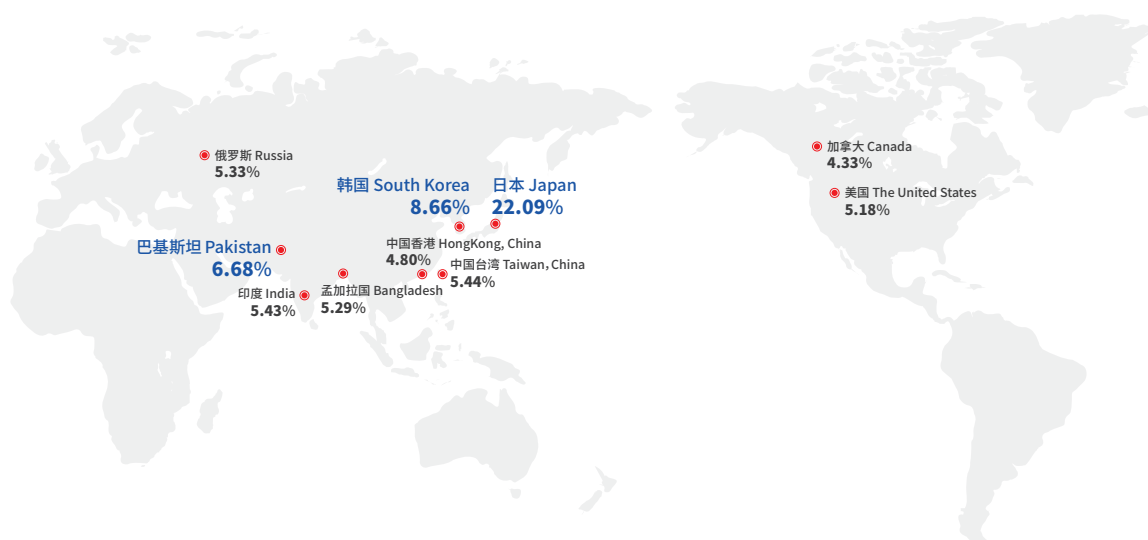
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采购商重复参加率

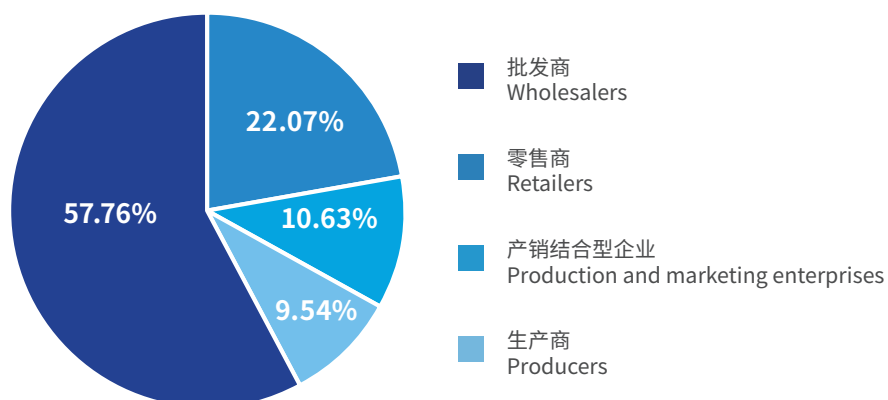
Buyers' Repeated Participation Rate



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



采购商类型分析 Analysis of Buyer Types

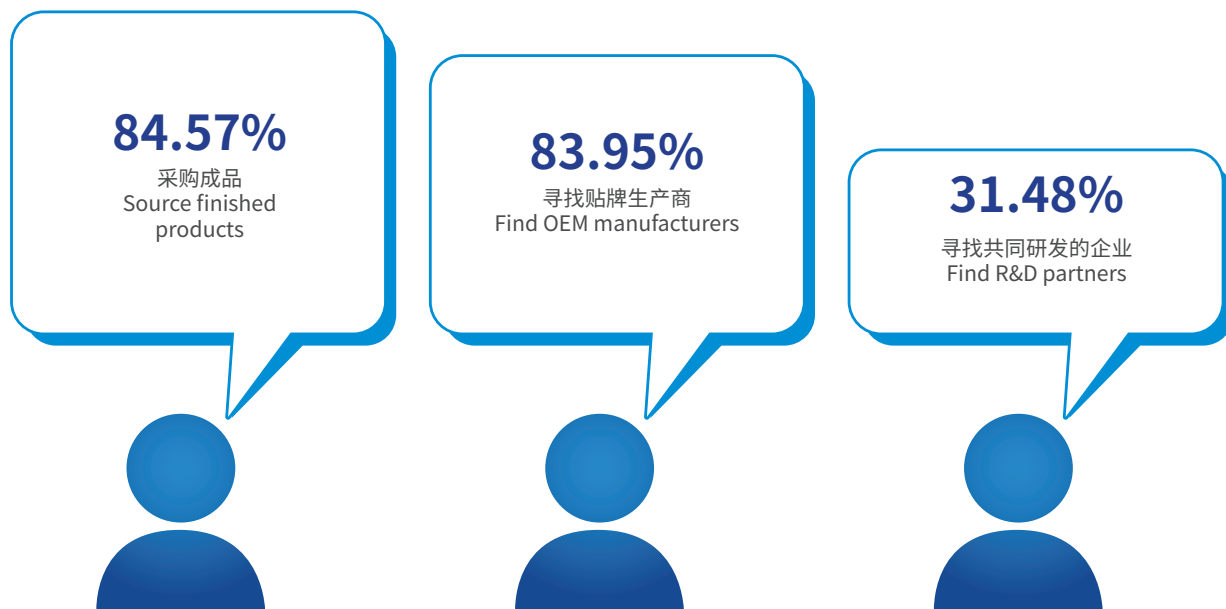




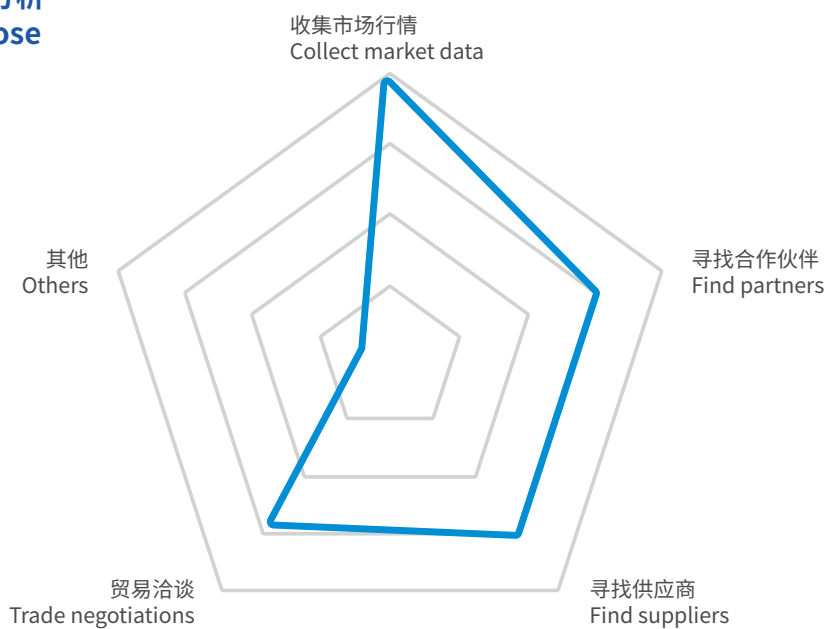
采购意向 Buyer Intentions

根据调查，本届到场采购商中近 9 成采购商带着明确的采购意向到场。他们的采购意向如下：

According to the survey, nearly 90 percent of buyers came with a clear intention to buy. Their buying intentions are as follows:



采购商与会目的分析 Buyers' s Purpose



展商分析 Exhibitor Analysis

本届华交会展览规模为 11.5 万平方米, 展位总数 5143 个, 15 个交易团共组织 3250 家企业参展, 其中境外参展企业 364 家。

The exhibition area of this edition of the ECF was 115,000 square meters. There were 5,143 booths set up within this area, 3,250 exhibitors, including 364 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, 参展企业结构明显优化, 跨界企业比例提升, 产业链协同效应逐渐凸显。其中, **品牌企业占比达 20%, 专利企业占比 15.2%, 拥有新材料、新工艺的企业占比 6.6%, 还有 52 家专精特新企业闪亮登场**, 展览的科技含量与创新浓度持续攀升。

The 33rd ECF actively conformed to the new situation and new requirements of China's trade transformation and upgrading, with the structure of exhibitors significantly optimized, the proportion of cross-border enterprises increased, and the synergistic effect of the industrial chain gradually highlighted. Among them, brand enterprises accounted for 20%, patent enterprises accounted for 15.2%, enterprises with new materials and new processes accounted for 6.6%. 52 innovative and specialized new enterprises debuted, enhancing the technological and innovative concentration of the exhibition.

在新技术方面, 涌现了众多融合了人工智能技术、绿色低碳技术、3D 打印技术、先进专利技术的最新应用成果, 如首创 PVC 薄膜印刷机、塑料光纤技术、智控小家电等。

In terms of new technologies, many of the latest application achievements integrating artificial intelligence, green and low-carbon technology, 3D printing, and advanced patented technology have emerged, such as the pioneered PVC film printing machine, plastic optical fiber technology, intelligent small household appliances, etc.

在新材料方面, 彰显了纳米材料、航空新材料、高性能纤维材料的广泛应用, 体现了新材料在提升产品性能和功能方面的优势。

In terms of new materials, the wide application of nanomaterials, new aviation materials and high-performance fiber materials was highlighted, reflecting the advantages of new materials in improving product performance and function.

在新工艺方面, 出现了一批外贸企业通过革新材料加工或处理方式, 赋能贸易升级的典型案例。包括竹编工艺、仿手工扎染工艺、陶瓷工艺等, 这些新工艺不仅提升了产品的艺术价值和文化内涵, 还为传统文化出海注入了新的活力。

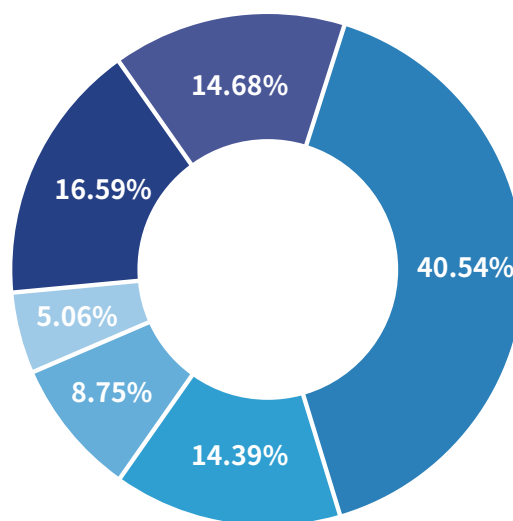
In terms of new processes, a number of foreign trade enterprises empowered trade upgrading by revolutionizing the way materials are processed or handled. New processes including bamboo weaving, handmade-style tie-dye, ceramic technology, etc., not only enhanced the artistic and cultural value of products, but also helped traditional culture go global.



展品类别比例

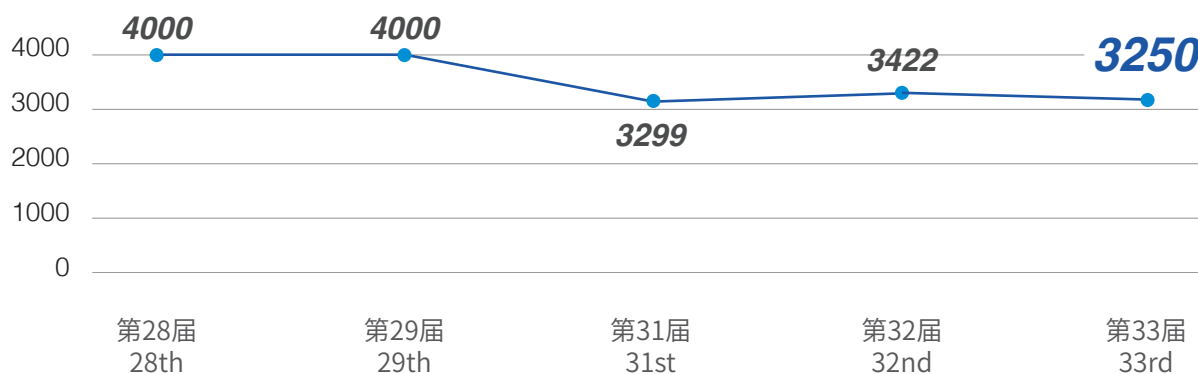
Distribution of Exhibited Product Categories

- 服装服饰展
Garments
- 纺织面料展
Textiles
- 家庭用品展
Home Products
- 装饰礼品展
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

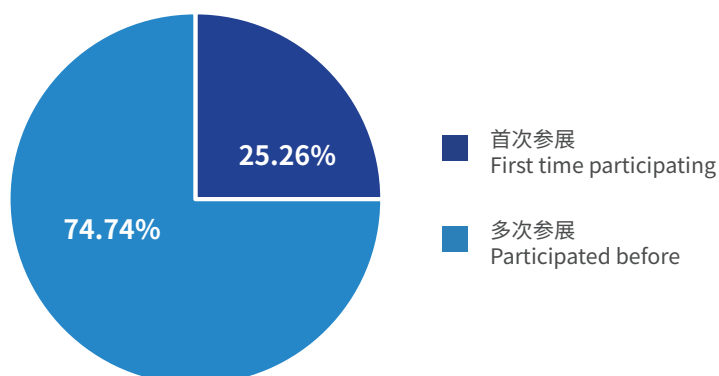
The Number of All Exhibitors in the Last Five Years



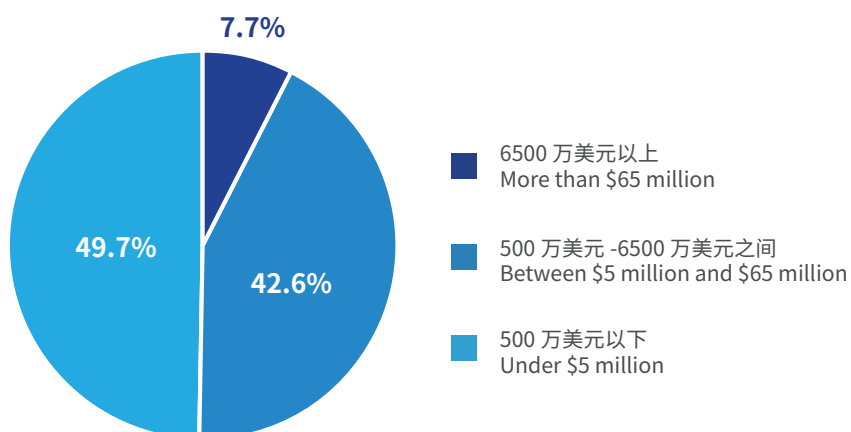
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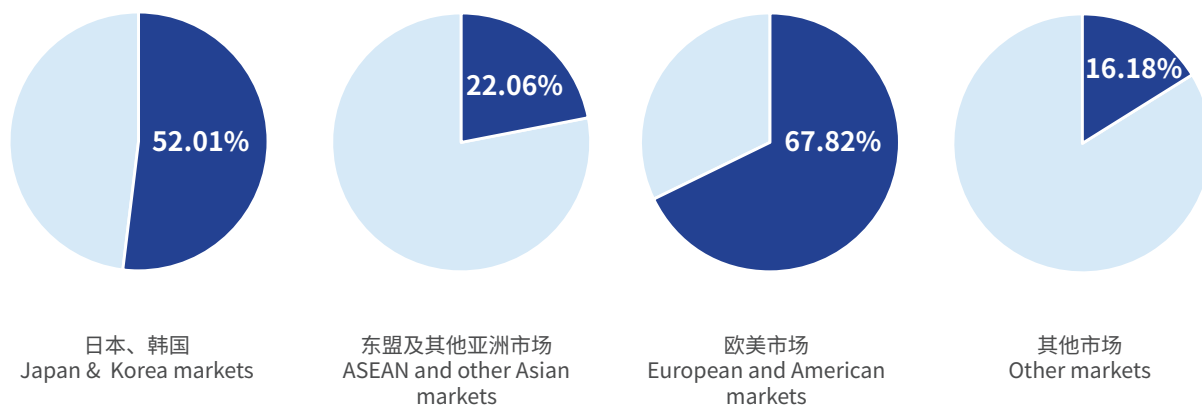
展商重复参展率 Repeat Participation Rate of Exhibitors



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



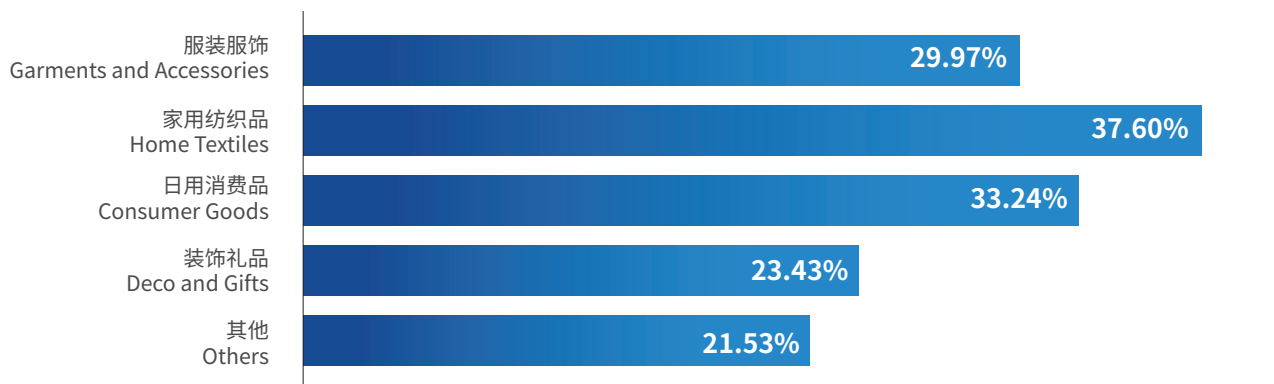


成交统计 Transaction Analysis

本届展览规模与上届基本持平，到会采购商数量显著增长。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 20.9 亿美元。

The scale of this year's exhibition is basically the same as the previous one, and the number of buyers attending has increased significantly. Domestic exhibitors unveiled new products one after another, overseas exhibitors introduced high-quality boutiques, and emerging industries such as cross-border e-commerce continued to attract much attention. The total turnover of the four-day exhibition was \$2.09 billion.

采购商签约的行业分布 Industry Distribution of Buyer Order



重要活动 Events

1. 开幕式 Opening Ceremony

3月1日上午，由上海、江苏、浙江、安徽、福建、江西、山东、南京和宁波等9省市商务部门联合主办的第33届华东进出口商品交易会开幕式成功举办。

开幕式以“识变应变 拓展外贸新空间”为主题，由上海市商务委副主任申卫华主持，上海市人民政府副秘书长刘平、浙江省商务厅党组成员方晓出席并致辞，中金公司首席经济学家、研究部负责人、中金研究院院长彭文生作开幕演讲。上海进出口商会会长、东方国际（集团）有限公司党委副书记、总裁季胜君，阿里巴巴国际站中国区副总裁兼中小企业国际贸易事业部总经理刘光俊，中国人民大学区域国别研究院院长翟东升，中国丹麦商会会长、特雷通集团创始人兼CEO李曦萌等行业领袖、专家学者，分别从新形势下外贸经营新策略、数智化技术赋能企业新出海、美国关税新变化及其应对策略、全球供应链调整等角度，围绕新时期新格局下外贸发展新趋势、新机遇与新挑战等议题作交流发言。

参加开幕仪式的还有华交会主办省市、组团城市、联合交易团等商务部门负责人、特别支持单位中国经济信息社上海总部代表、华交会合作伙伴机构代表、以及主流新闻媒体记者等。

随后，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、安徽、浙江、福建、南京、江西、山东、宁波，以及杭州、厦门、青岛、联合、境外、跨境等15个交易团的44家优秀外贸企业授牌。

On the morning of March 1, the opening ceremony of the 33rd East China Fair was held, sponsored by the commerce departments of nine provinces and cities, including Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing and Ningbo.

The opening ceremony, with the tagline "Adapt to Changes and Expand New Horizons in Foreign Trade", was presided over by Shen Weihua, deputy director of the Shanghai Municipal Commission of Commerce, Liu Ping, deputy secretary-general of the Shanghai municipal government, and Fang Xiao, member of the leading Party members group of the Zhejiang Provincial Department of Commerce. Peng Wensheng, Chief Economist and Head of the Research Department of CICC and President of the CICC Research Institute, delivered an opening speech. Industry leaders, experts and scholars like Ji Shengjun, President of the Shanghai Chamber of Commerce for Imports and Exports, Deputy Secretary of the Party Committee and President of Orient International (Holding) Co., Ltd., Liu Guangjun, Vice-President of Alibaba.com China and General Manager of the International Trade Division of Small and Medium-sized Enterprises, Di Dongsheng, Dean of the School of Global and Area Studies of Remin University of China, and Simon Lichtenberg, President of the Danish Chamber of Commerce in China and Founder and CEO of Trayton Group, gave speeches on topics such as new trends, new opportunities and new challenges in foreign trade development in the new era and new patterns from perspectives such as the new strategy of foreign trade operation under the new situation, digital and intelligent technology to empower enterprises to go overseas, new changes in US tariffs and their response strategies, and global supply chain adjustment.

Also attending the opening ceremony were the heads of the host provinces and cities, the group cities, the joint trading delegations and other commercial departments, representatives of the Shanghai headquarters of the China Economic Information Service, the special support unit, representatives of the partner institutions of the ECF, and reporters of mainstream news media.

Subsequently, the awarding ceremony for product innovation was also held on the spot, and 44 outstanding foreign trade enterprises from 15 trading groups were awarded, including groups from Shanghai, Jiangsu, Anhui, Zhejiang, Fujian, Jiangxi, Shandong, Nanjing, Ningbo, Hangzhou, Xiamen, and Qingdao, as well as a joint group, overseas group and cross-border group.





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。展会期间开展的以4大专业展区和3个重点国别地区为主题的7场专题对接会，总洽谈量达1065轮次，供需双方在“面对面”、“屏对屏”交流中碰撞商机，合作意向持续升温。

This year's ECF continued to emphasize the in-depth docking of supply and demand. During the exhibition, 7 matchmaking meetings theming 4 specialized exhibition areas and 3 key regions were carried out, with a total of 1,065 rounds of negotiations, and the supply and demand sides sparked with business opportunities in "face-to-face" and "screen-to-screen" exchanges, while cooperation intentions continued to heat up.



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

本届华交会现场举办了跨境电商高层论坛、“亚马逊全球开店专场论坛”两场主题论坛，组织了“南京优质跨境电商平台企业推介会”、“跨境电商金融投资服务对接活动”等多场对接活动，开展了多场知名企业赋能分享会，持续为参会企业提供有关前沿市场趋势、品牌国际化策略、智能物流解决方案、跨境支付安全等多领域深入分享，全方位、多层次地满足跨境行业不同层级参与者的需求与期望，助力国内跨境电商企业加速出海步伐。

At this year's East China Fair, two themed forums were held on-site: the Cross-Border E-Commerce High-Level Forum and the "Amazon Global Selling Special Forum". Additionally, several matchmaking activities were organized, including the Nanjing Quality Cross-Border E-Commerce Platform Enterprises Promotion Conference and the Cross-Border E-Commerce Financial Investment Service Matchmaking Event.

A number of empowerment sharing sessions by well-known companies were conducted, continuously providing participating enterprises with in-depth insights into various fields such as cutting-edge market trends, brand internationalization strategies, intelligent logistics solutions, and cross-border payment security. This comprehensive and multi-layered approach aims to meet the needs and expectations of participants at different levels within the cross-border industry, assisting domestic cross-border e-commerce enterprises in accelerating their expansion overseas.



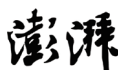
新闻媒体 Press

本届华交会积极提升境内外线上推广力度，依托 TikTok、Facebook、微信视频号等境内外社媒矩阵，推出“直击华交会”系列短视频，总计播放量达 30.1 万余次，精准触达境外采购商。并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 500 余篇。

This year's ECF enhanced its online promotion efforts at home and abroad. Relying on domestic and foreign social media matrices such as TikTok, Facebook, and WeChat video accounts, it launched a series of short videos displaying the latest information on ECF, reaching targeted overseas buyers. The total number of views exceeded 301,000. By releasing exhibition services, activities, highlights and other information in various forms, it makes it easier for exhibitors to participate in and visit the exhibition.

Meanwhile, 27 authoritative media and institutions were invited to carry out multi-dimensional publicity activities and help the comprehensive promotion of brand image both online and offline. To date, the number of news reports about this year's ECF in all forms has exceeded 500.



* 排名不分先后 In no particular order



合作机构 Cooperative Organizations



* 按首字母顺序排列 In alphabetical order



第 34 届华东进出口商品交易会

展会时间: 2026 年 3 月 1 日至 4 日

展会地点: 上海新国际博览中心

THE 34TH EAST CHINA FAIR

March 1 – 4, 2026

Shanghai New International Expo Centre

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