



中国国际消费电子博览会

CHINA INTERNATIONAL CONSUMER ELECTRONICS EXPOSITION

2026 9/4-6 Fri-Sun

青岛国际会展中心(红岛馆)
QINGDAO INTERNATIONAL CONVENTION CENTER
(HONGDAO)



ICE

展会概况Exhibition Overview

中国国际消费电子博览会（以下简称“电博会”）是经国务院批准，由山东省人民政府主办，中国机电产品进出口商会、中国电子学会、青岛市人民政府承办的国际性消费电子专业展会，自2001年以来电博会已成功举办了22届，为山东省唯一国家级展会。2026电博会拟于9月4日至6日在青岛国际会展中心（红岛馆）举办，预计展示面积6万平方米，集中展示智能家居家电、人工智能、低空经济、智能网联新能源汽车、智能康养、新型显示、虚拟现实、声学科技等领域的新产品新技术。

The China International Consumer Electronics Expo (hereinafter referred to as "CICE") is an international professional consumer electronics exhibition approved by the State Council, organized by the Shandong Provincial People's Government, and cohosted by the China Chamber of Commerce for Import and Export of Machinery and Electronic Products, the Chinese Institute of Electronics, and the Qingdao Municipal People's Government. Since its inception in 2001, CICE has successfully held 22 sessions, making it the only national-level exhibition in Shandong Province. 2026 International Electronics Expo will be held from September 4th to 6th at Qingdao International Expo Center (Hongdao Hall), with an expected exhibition area of 60,000 square meters. The event will showcase cutting-edge products and technologies in smart home appliances, artificial intelligence, low-altitude economy, Smart NEV, intelligent health care, new display technologies, virtual reality, acoustic science and more.

为加快构建以国内大循环为主体、国内国际双循环相互促进的新发展格局，赋能新质生产力，增强产业链供应链韧性，深化企业展示、沟通、分享、合作，2026年9月4日，电博会再次起航。届时，全球消费电子头部企业将如约到场，全面展现中国消费电子产业发展成果，共同推动上下游全产业链资源集聚，生动呈现消费电子产业的创新实力和发展潜能。

To accelerate the establishment of a new development pattern that takes the domestic market as the mainstay and features the mutual promotion of domestic and international dual cycles, empower new quality productive forces, enhance the resilience of industrial and supply chains, and deepen enterprise exhibition, communication, sharing and cooperation, CICE will set sail again on September 4th, 2026. On that occasion, leading global consumer electronics enterprises will attend as scheduled, fully presenting the development achievements of China's consumer electronics industry, jointly promoting the aggregation of resources across the entire upstream and downstream industrial chain, and vividly demonstrating the innovation strength and development potential of the consumer electronics sector.

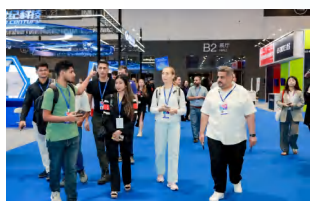
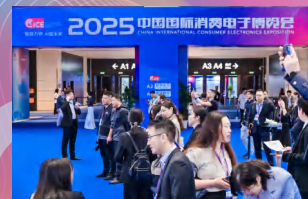


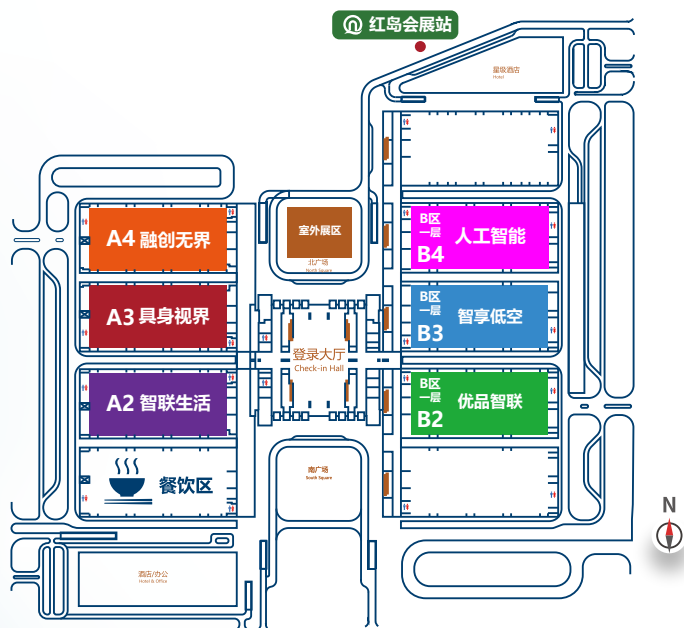
展会亮点Exhibition Highlights

- 汇聚全球顶尖消费电子企业，集中展示前沿科技产品和技术
- 特设招商引资与项目洽谈专区，搭建“政产学研金介用”高效协同的产业对接平台
- 整合跨境电商与海外采购资源，打造“科技+康养+外贸”深度融合的数字贸易新范式
- 邀请众多行业专家座谈交流，把脉产业新动能与市场新机遇
- 集展示、测评、竞技、娱乐为一体，打造沉浸式的全民科技嘉年华
- Bring together global top-tier consumer electronics enterprises to showcase cutting-edge technology products and innovations.
- Establish dedicated investment promotion and project negotiation zones to build an efficient industry collaboration platform among government, enterprises, academia, research institutions, finance, intermediaries, and end-users.
- Integrate cross-border e-commerce and overseas procurement resources to pioneer a new digital trade model combining technology, smart healthcare, and international business.
- Invite industry experts and corporate leaders to share insights on emerging trends, industrial drivers, and global market opportunities.
- Combine exhibitions, product evaluations, competitions, and interactive entertainment to create an immersive, city-wide tech carnival for public engagement.

交流活动Exchange Activities

- 行业交流：汇聚领袖，探讨趋势，引领行业未来
- 经贸洽谈：促进国内外企业精准对接，拓展合作机会
- 技术交流：聚焦前沿技术，加速成果转化，推动产业升级
- 赛事路演：展示创新成果，助力初创企业成长，挖掘市场潜力
- 科普研学：传播科技知识，启迪创新思维，培育未来人才
- Industry Exchange: Gather industry leaders to discuss trends and shape the future of the sector.
- Business Matchmaking: Facilitate precise connections between domestic and international enterprises to expand cooperation opportunities.
- Technical Exchange: Focus on cutting-edge technologies, accelerate the transformation of achievements, and drive industrial upgrading.
- Event and Roadshows: Showcase innovative achievements, support the growth of startups, and explore market potential.
- Science Popularization & Educational Tours: Spread scientific knowledge, inspire innovative thinking, and nurture the talents of tomorrow.





展区规划 Exhibition Zone Planning

A2智联生活展区 Smart Connected Living Zone

创新智能化、便捷化、舒适化人居生活范本，聚焦智慧家居、智慧健康、智慧娱乐、智慧教育等场景，集中展示年度引领产品及终端创新应用。

Unlock innovative, convenient, and comfortable living paradigms as the AI showcases leading products and terminal innovation applications across smart home, smart health, smart entertainment, and smart education ecosystems, redefining everyday life through seamless technology integration.

A3具身视界展区 Embodied Vision Zone

聚焦具身智能与沉浸式交互体验，汇聚全球消费电子领域知名品牌与创新产品，集中展示XR（扩展现实）、智能穿戴、仿生机器人、脑机接口等前沿技术与解决方案。旨在推动人机交互范式革新，促进产业链协作与跨领域融合，引领下一代智能消费电子生态发展。

Embodied intelligence, immersive interaction. Gathers global consumer electronics brands. Features XR, smart wearables, bionic robots, brain-computer interfaces. Drives human-computer interaction innovation & cross-domain integration.

A4融创无界展区 Unbounded Synergy Zone

聚焦文化、科技与生命健康的多元融合，旨在通过科技与人文的深度对话，重构人与海洋、人与艺术、人与健康的连接方式，开启智慧生活的无限可能。

Elevate the convergence of culture, technology, and life health—redefining humanity's relationship with the ocean, art, and well-being through synergistic innovation and humanistic design, thereby unlocking unprecedented dimensions of intelligent living.

B2优品智联展区 Premium Smart Connected Zone

聚焦数字贸易新生态与外贸优品全球流通，集中展示数字化赋能外贸转型升级的多元路径，呈现优质中国制造与全球消费市场的智能连接，推动数字贸易与实体经济深度融合。

Focusing on the new digital trade ecosystem and the global flow of high-quality exports, it spotlights digitally driven pathways for foreign trade transformation, seamlessly linking premium Chinese manufacturing with global consumer markets while fostering the deep integration of digital trade into the real economy.

B3智享低空展区 Smart Low-Altitude Zone

聚焦低空经济与智能空中生态，汇集无人机、eVTOL、空联网、低空感知与管控系统等领域的企业与创新成果。集中展示低空载人载货、应急救援、物流配送、城市管理场景的智能化解决方案，推动低空产业与人工智能、物联网技术的融合共生。

Low-altitude economy, intelligent aerial ecosystem. Features drones, eVTOL, aerial internet, low-altitude sensing/control systems. Displays solutions for passenger/cargo transport, emergency rescue, logistics, urban management. Integrates AI & IoT technologies.

B4人工智能展区 Artificial Intelligence Zone

聚焦人工智能技术创新与产业融合应用，汇集大模型、智能终端、AIGC工具等领域的创新成果，集中展示AI在智能制造、创意设计等场景的深度赋能，引领智能科技产品与应用生态升级。

Centered on AI technology innovation and cross-industry integration, this event brings together breakthroughs in large models, intelligent terminals, and AIGC tools—showcasing the deep empowerment of AI across scenarios such as smart manufacturing and creative design, thereby driving the upgrade of intelligent technology products and their application ecosystems.

上届展会回顾Review of The Last Exhibition

60000 m²

展览面积
Exhibition Area

45000+

观众
Attendance

330+

参展商
Exhibitors

20+

同期活动
Concurrent Activities

100+

媒体报道
Media Entities

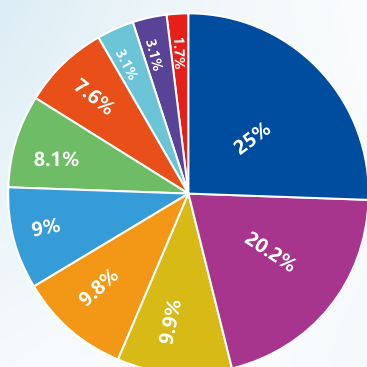
46000000+

展会信息曝光量
Exhibition Impressions

800+

新闻报道
News Reports

观众职业属性Audience Occupation Attributes



■ 制造类企业Manufacturing Enterprises

■ 代理/分销/贸易商Trading & Distribution Agent

■ 零售商Retailer

■ 院校及科研机构Colleges & Research Institutions

■ 协会/商会Associations/Chambers of commerce

■ 终端消费者Ultimate consumer

■ 政府机关Government

■ 媒体Media

■ 投融资机构Investment and Financing Institutions

■ 康养/医疗机构Health and Wellness/Medical Institutions Exhibition

25%

制造类企业
Manufacturing
Enterprises

20.2%

代理/分销/贸易商
Trading &
Distribution Agent

9.9%

零售商
Retailer

9.8%

院校及科研机构
Colleges &
Research Institutions

9%

协会/商会
Associations/
Chambers of commerce

8.1%

终端消费者
Ultimate consumer

7.6%

政府机关
Government

3.1%

媒体
Media

3.1%

投融资机构
Investment and
Financing Institutions

1.7%

康养/医疗机构
Health and Wellness/
Medical Institutions Exhibition



部分合作媒体(排名不分先后)Partial Medias (ranked in no particular order)





展馆简介Exhibition Hall Introduction

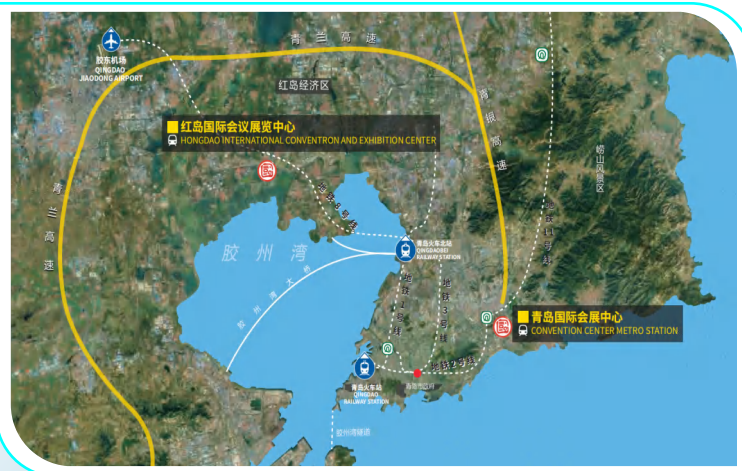
青岛国际会展中心(红岛馆)是由德国著名设计公司GMP根据第五代会展综合体定位设计的。室内展览面积15万平方米,共设有14个展厅。其中,西侧4个无柱式单层展厅,东侧展厅为复式结构,首层5个展厅设有立柱,二层的展厅为无柱空间,可满足各种国际级展览、会议的需求。双层展馆部分采用了双首层设计,拥有独立物流及人流通道。展厅两侧通廊设有服务处、餐饮区、商务区、休闲区,功能布局高效。室外展览面积20万平方米。

Qingdao International Convention Center (Hongdao), China is designed by the famous German company GMP in accordance with the positioning of fifth generation exhibition complex. The indoor exhibition area occupies 150,000 square meters with most parts of column-free structure, including 4 single-storey exhibition hall and 10 two-storey exhibition halls which will meet different demands. Design of double first floor is adopted in part of the two-storey exhibition halls for the first time. All have independent logistics and people channels. Out door exhibition area covers 200,000 square meters.

展馆位置Exhibition Hall Location

青岛国际会展中心(红岛馆)所处青岛市高新区核心区域,交通便利。乘地铁8号线,45分钟内直达青岛各区,21分钟5站可达青岛胶东国际机场(新建4F级),4分钟2站可达红岛高铁枢纽站,19分钟4站可达青岛北高铁站,乘高铁至北京仅3小时,至上海仅4小时。距离青岛港33公里,高速公路1小时抵达烟台、威海等周边区市。青兰高速、青银高速、沈海高速、海湾大桥以及多条国道直通会展中心,货运物流24小时畅行无阻。

Located in Qingdao's rapidly developing High-tech Industry Zone, QICC (Hongdao) is conveniently located near major transportation hubs. Using Metro Line 8, downtown Qingdao can be reached within 45 minutes, and 5 stops away to the new Qingdao-Jiaodong International Airport (4F class Airport) (21 minutes). QICC is also located near the two High Speed Railway Stations—the Hongdao High Speed Railway Station (4 minutes, 2 stops), and the Qingdao North Railway Station (19 minutes, 4 stops), which is the terminus for the new Qingdao-Beijing and Qingdao-Shanghai bullet trains and take just three to four hours travel time. QICC is 33 km away from the Qingdao Port, by using expressway, it takes only an hour to surrounding cities like Yantai and Weihai. G22 Qinglan Expressway, G20 Qingyin Expressway, G15 Shenhai Expressway, S85 Haiwan Bridge and a number of national roads are directly connected to the QICC, which means the freight logistics can be unimpeded day and night.



展位价格Booth price

展位	价格	备注
标摊	11800元/个	9平方米
光地	1180元/平方米	36平方米起租

• 以上价格为含税价格

Booth	Price	Remarks
Standard Booth	€1,466 or \$1,711 per booth	9m ²
Bare Space	€146 or \$171 per square meter	Rental starts from 36 m ²

• The above prices are inclusive of taxes