

2024义乌国际 小家电博览会



Yiwu International
Appliance & Electronics Expo 2024

2024年09月12日-14日 | 义乌国际博览中心
Sept 12-14, 2024 | Yiwu International Expo Centre



主办单位 | Hosted by

中国商业联合会
China General Chamber of Commerce
高登会展集团
Golden Conference and Exhibition Group

承办单位 | Organized by

义乌市中礼展览有限公司
Yiwu Brand Light Exhibition Co., Ltd.

www.appliancefair.com.cn

展会背景 | Exhibition Introduction

义乌小家电展作为国内小家电出口领域专业采购盛会之一，展会将依托义乌-全球最大的小商品批发市场与独特电商资源优势，汇聚国内外众多小家电与消费电子等优秀企业和外贸公司参展参会。疫情复苏后使得各国消费者居家时间发生改变，全球宅经济愈发火热。出于料理、清洁、个人护理等需要，各国消费者对小家电的需求增长明显，新兴品类不断涌现，市场规模持续增长。小家电一跃成为家电市场新宠儿。同时，义乌小家电与消费电子行业也及时抓住了线上消费新风口，借助网红直播、跨境电商、海外电商等新业态、新模式，打通线上线下渠道，重构传统销售模式。该展会将作为经济复苏后义乌首场小家电与消费电子领域的外贸展会，对推动小家电贸易与行业发展有着十分重要的里程碑式意义。为更好帮助企业拓展外贸新渠道，实现共赢发展。在上级主管单位的指导下，中礼展览联合相关机构共同定于2024年09月12日-14日在浙江省义乌国际博览中心继续召开“2024义乌国际小家电博览会”。主办方希望通过展会的举办能够帮助更多企业在全球经济复苏下更加及时有效的获取市场信息和展会平台，细分主体需求衔接产业链上下游，搭建专业实效的行业交流及资源共享平台，打通供需交易与合作渠道，在义乌助推中国小家电产业的高质量发展。

As one of the professional procurement events in the field of domestic appliance exports, the exhibition will rely on Yiwu, the world's largest small commodity wholesale market and unique e-commerce resource advantages, to bring together domestic and foreign outstanding appliances and electronics companies and foreign trade companies to participate in the exhibition. After the recovery of the epidemic, the time spent at home by consumers in various countries has changed, and the stay-at-home economy grows fast. Based on the needs for cooking, cleaning, personal care, etc., consumers have a significant increase in demand for small appliances. As new categories continue to emerge and the market size continues to grow, small appliances have become the new darling of the home appliance market. Furthermore, Yiwu's appliances and electronics industries have promptly seized the new trend of online consumption. With the help of new business formats and new models such as Internet celebrity live broadcasts, cross-border e-commerce and overseas e-commerce, it has opened up offline and online channels and reconstructed the traditional sales model. This exhibition will be the first foreign trade exhibition in the field of appliances and electronics in Yiwu after the economic recovery, which has a very important milestone significance in promoting the trade and industry development of appliances. In order to better help enterprises expand new channels for foreign trade and achieve win-win development, Yiwu International Appliance & Electronics Expo, directed by superior authorities and hosted by Yiwu Brand Light Exhibition Co., Ltd. together with relevant agencies, will be held on Sept 12-14, 2024 at Yiwu International Expo Centre. The organizer aims to assist enterprises in obtaining market information and exhibition resources in a more timely and effective manner under the global economic recovery, segment the needs of entities to connect the upstream and downstream of the industrial chain, build a professional and effective industry communication and sharing platform, open up supply and demand transactions and cooperation channels, and promote the high-quality development of China's appliances industry in Yiwu.



同期活动 | Concurrent activities

展会同期将举办小家电技术贸易措施宣讲会、小家电与消费电子电商选品大会、小家电检测技术与认证培训班等。宣讲会针对当前小家电产品出口主要国家（地区）在技术、安全、环保等相关方面技术法规进行解析，为企业应对技术贸易壁垒提供强有力技术支撑，引导产业基地小家电产品产业走出国际化、先进化、高科技、高附加值路线。展会还将开设多场对接会与新品发布会，结合系列缤纷体验活动，为制造商、品牌商及渠道商提供的产品发布、互动交流及企业品牌打造的年度展示交流与对接平台。

During the exhibition, there are a series of activities such as Seminar on Technical Measures to Trade for Small Home Appliances, Small Home Appliances and Electronics E-Commerce Product Selection Conference, and Small Home Appliance Testing Technology and Certification Training Course to be held. The seminar will analyze the technical regulations on technology, safety, environmental protection and other related aspects of the current major countries (regions) exporting small home appliances, so as to provide strong technical support for enterprises to deal with technical trade barriers and guide the small home appliances industry in the industrial base to follow the international, advanced, high-tech and high value-added route. In addition, the exhibition will also host a number of matchmaking sessions and new product launches. Combined with colorful experiential activities, the exhibition is committed to providing an annual matchmaking platform for manufacturers, brands and distributors to release products, deepen interaction and communication.



展出大类 | Major Exhibits

- | | |
|----------------|--|
| ◆ 各类智能厨卫与厨房小家电 | Smart kitchen and bathroom
small kitchen appliances |
| ◆ 家用电器与生活电器 | home appliances and daily appliances |
| ◆ 家用取暖电器 | home heating appliances |
| ◆ 美健（个护）电器 | beautify and health (personal care) appliances |
| ◆ 环境及健康家电 | environmental and health appliances |
| ◆ 智能科技产品 | smart technology products |
| ◆ 消费电子与家庭娱乐产品 | consumer electronics and home entertainment products |
| ◆ 家电配件及配套服务 | home appliance accessories and supporting services |

AYE 2024

2024.09.12-14
义乌国际博览中心
Yiwu International Expo Centre



参展费用 | Participation Fees

• 标准展位:

A: 国内企业 9800.00/展期(RMB) 3m×3m

B: 国外企业 3200.00/展期(USD) 3m×3m

每个标准展位包括 (包括: 三面白色壁板、中(英)文楣牌制作、铝合金洽谈桌一张、折椅二张、地毯满铺、展位照明、220V/1电源插座一个、废纸篓一个。)

注: 双开口展位两个起订, 在1月1日后预定展位将加收20%的展位费用。

• 室内光地:

A: 国内企业 1000(RMB)/平方米

B: 国外企业 320(USD)/平方米

注: (最少36平方米起租) “光地”只提供参展空间, 不包括展架、展具、地毯、电源等。本届展会特设协办单位, 预知详情请向组委会索取资料。

目标观众 | Target Audience

重点邀请国内外小家电与消费电子领域的进出口公司、贸易公司、跨境电商平台、百货公司、连锁商超、电子商务、集团公司及礼品公司等渠道重要买家参会。

Important buyers from domestic and foreign import and export companies, trading companies, cross-border e-commerce platforms, department stores, chain supermarkets, e-commerce, group companies and gift companies in the field of appliances and electronics will be invited to participate in the exhibition.

预定展位 | Booth Reservation

请立即预定“2024义乌小家电展”展位,

越早预留位置越佳, 争取最大曝光率, 领先竞争对手, 开拓无限商机。

Please book the booth of “AYE 2024”. The sooner you reserve, the better position you will get. The show can help you to increase exposure rate, stay ahead of the competitor, and open up unique business opportunities.

如欲预订“AYE 2024”采购交易会展位, 或了解更多信息, 请发电子邮件至info@goldenexpo.com.cn, 或通过以下联络方法, 预订展位

To reserve the booth or learn more information, please contact:

上海 Shanghai Office

电话/Tel: (86-21) 6439-6190

E-mail: info@goldenexpo.com.cn