

CCF SHANGHAI 2026

2026
3.19-21
上海新国际博览中心
SNIEC

2026上海国际城市礼物 及名优商品展览会

2026 China (Shanghai) International City Gifts
& Premium Products Exhibition

同期举办：上海国际家居及时尚生活博览会 上海国际日用百货（春季）博览会
上海国际生活用纸及个人卫生用品展览会 上海家庭清洁、洗涤及个人护理展览会

组织单位：



上海市商业联合会
SHANGHAI COMMERCIAL ASSOCIATION



中国轻工工艺品进出口商会
China Chamber of Commerce for Import and Export of
Light Industrial Products and Arts-Crafts

DATTOR 德钛
EXHIBITION 展览

让世界好礼 遇上优质渠道

CONNECTING GLOBAL GIFTS WITH PREMIUM CHANNELS

1500⁺

参展企业
Exhibitors

6000⁺

品牌
Brands

10万 m²

展出规模
Scale

10万⁺

专业观众
Visitors



“2026上海国际城市礼物及名优商品展览会”由上海市商业联合会携手中国轻工工艺品进出口商会、上海德钛展览有限公司共同组织举办，与CCF上海国际家居及时尚生活博览会同期同馆，将于2026年3月19-21日在上海新国际博览中心璀璨启幕。

为积极响应《提振消费专项行动方案》，有效推进各省市的城市文化与优质商品的品牌升级，以高质量供给增强消费意愿，促进各区域名特优品牌产品的市场流通与消费。组委会联合各区域相关部门与机构共同组织举办“2026上海国际城市礼物及名优商品展览会”，充分展示具有地域文化特色的品牌产品，传播地域文化故事，消费地域特色品牌产品。为来自国内外贸易商、品牌经销商、供应链平台、公共商业场所等产业链采购商搭建交流与合作平台，从而拓展地域文化特色品牌产品的市场流通渠道，促进品质消费。

“2026 China (Shanghai) International City Gifts & Premium Products Exhibition” will be co-organized by the Shanghai Commercial Association, China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts (CCCLA) and Shanghai Dattor Exhibition Co., Ltd. It will debut in tandem with the CCF China (Shanghai) International Consumer Goods Fair & Modern Lifestyle Expo (Spring) at the Shanghai New International Expo Centre from March 19–21, 2026.

Aligned with China's <Action Plan to Boost Consumption>, this exhibition aims to elevate regional cultural branding and premium product upgrades. It seeks to stimulate consumer demand through high-quality supply and accelerate market circulation of geographically distinctive products. The organizing committee, in collaboration with regional authorities, will showcase brands with regional cultural features and spread their stories and products. This offers a platform for domestic and international traders, brand distributors, supply chain platforms, and public business venues to communicate and cooperate. It will expand market channels for regional – cultural brands and promote quality consumption.



展品范围

EXHIBIT RANGE



地理标志及地方特产

城市地标性景观衍生品、茶叶、酒类、果蔬制品、各地特色风味食品、南北干货、有机食品、肉禽鱼类制品、海产类制品等。

Geographical Indications (GI) & Local Specialties

City landmark-inspired products, tea, alcoholic beverages, fruit/vegetable preserves, regional flavored foods, North-South dried goods, organic foods, meat/poultry/fish products, seafood delicacies, etc.



非遗精品及文创IP产品

瓷器、陶器、织绣、染织、面塑、玉雕、木雕、石雕、泥塑、漆器、金属工艺、文房四宝、书画工艺、饰品、剪纸、风筝、灯彩、竹编、草编、伞、扇、皮影、乐器制作、茶文化、潮玩手办、IP联名文具、影视周边、景区文创、IP形象授权等。

Intangible Cultural Heritage (ICH) & Creative IP Products

Porcelain, pottery, embroidery, dyeing and weaving, dough figurines, jade carving, wood carving, stone carving, clay sculpture, lacquerware, metal crafts, the Four Treasures of the Study, painting and calligraphy crafts, accessories, paper - cutting, kites, lanterns, bamboo weaving, straw weaving, umbrellas, fans, shadow - puppetry, musical instrument making, tea culture, trendy figurines, IP - licensed stationery, film - and - TV - related products, scenic - spot - themed creative items, and IP image licensing.



老字号产品

传统糕点、传统茶饮、传统特色小吃、调味品、酱料、熟食、黄酒、药酒、药膏、服饰织造、家居器具、老字号集合店等。

Time - Honored Brand Products:

Traditional pastries, tea drinks, local snacks, condiments, sauces, cooked foods, yellow rice wine, medicinal wine, ointments, clothing weaving, household utensils, and time - honored brand stores, etc.



城市礼物

城市文博文创、农特创意产品、时尚潮玩产品、城市跨界融合产品、洗护产品等。

City Gifts

City museum inspired cultural products, creative agricultural and specialty products, fashionable and trendy toys, cross-industry collaborative products, and personal care products, etc.

同期活动

CONCURRENT EVENTS



- 地方特产与地理标志品牌创新发展峰会
- “城市礼物”高质量发展交流会
- 积分兑换礼品商城战略发展私董会
- 礼品供应商/经销商可持续发展论坛
- 非遗技艺与特产现代化转型研讨会
- IP文创/定制礼品趋势论坛
- 全球新品上海首发发布会
- Geographical Indications (GI) Branding Forum
- High-Quality Development Session for “City Gifts”
- Private Board Meeting: Strategy for Points-Redemption Gift Platforms
- Sustainable Development Forum for Gift Suppliers/Distributors
- ICH Craftsmanship & Specialty Modernization Forum
- IP Cultural Creative & Custom Gift Trends Forum
- Global Product Premiere: Shanghai Launch Event



买家构成

BUYER PROFILE

- 各地公共商业场所（机场、高铁站、高速公路服务区等）
- 各地文旅机构/景区
- 各地商业中心/购物中心/街区/市集等
- 连锁商超/便利店/会员店/生活馆/集合店/零食店/伴手礼店
- 礼品行业经销商/代理商/批发商
- 各地设计公司/广告公司/礼品公司/文创公司
- 大型集采/供应链平台
- 电信/金融/交通等集团公司积分兑换平台
- 礼品商城/集团福利平台
- 电商选品/直播电商/跨境电商/社区团购
- 连锁酒店/民宿

Public commercial hubs (airports, high-speed rail stations, highway service areas, etc.)

Cultural tourism agencies/scenic spots

Shopping malls/commercial streets/markets

Retail chains/supermarkets/convenience stores/membership stores/souvenir shops

Gift industry distributors/agents/wholesalers

Design/advertising/gift/creative companies

Bulk procurement/supply chain platforms

Corporate points-redemption platforms (telecom, finance, transport)

Gift Mall/Group Welfare Platform

E-commerce/livestreaming/cross-border/community group-buying platforms

Hotels/B&Bs

强大宣传攻势 精准买家邀请

POWERFUL PROMOTION, PRECISE BUYERS INVITATION



国内外合作媒体

DOMESTIC AND FOREIGN COOPERATIVE MEDIA



*排名不分先后 Listed in no particular order

参展商尊享服务

EXHIBITORS SERVICES



全面周到的展商服务

展台搭建服务商推荐
展品运输商推荐
展馆会议室租赁
《参展商手册》

Comprehensive Exhibitor Services

Recommending Booth Builders
Recommending Transporters
Renting Meeting Room
Exhibitor Manual



有效的宣传服务

广告赞助服务
会刊宣传
媒体宣传报道
展商获得宣传推广

Effective Promotion Service

Advertisement Sponsor
Show Directory
Media Report
Activity Promotion



便捷的在线服务

定制展商电子邀请函
商贸配对提前确定现场会谈
各类参展观展资料下载
展前预览刊登公司展品信息

Convenient Online Services

Customizing E-invitation
Procurement Meeting Confirmation before Exhibition
Download Exhibiting/Visiting information
Publishing Item information In Exhibition Preview



便捷的商旅服务

签证服务 (提供会展商务邀请函)
协议酒店优惠预订
协议酒店 (部分) 展馆穿梭巴士
展会现场地图及信息手册

Helpful Business Travel Service

VISA Assistant (Exhibition Invitation)
Discounted Hotel Booking
Shuttle Bus
Floorplan And Brochure



高效的新媒体服务

60,000微信粉丝粘性互动
行业趋势、展会动态、展商新品轮番播报
实时展会及行业互动
实时分享展会信息及行业动态

Efficiency New Media Service

WeChat: 60,000 Active Followers
Broadcasting Industry Trend, Exhibition Dynamics, New Products
WeChat Channels: Interact Within Exhibition And industry
Tik Tok: Sharing Exhibition Information And industry Trends

展台类型及费用

BOOTH TYPE AND COST

标展展位 9m² (3mx3m)

- ① 一张咨询桌
- ② 两把椅子
- ③ 一块中英文公司楣板
(双开口提供两块楣板)
- ④ 一个220V电源插座
- ⑤ 两支射灯
- ⑥ 两/三面间板
- ⑦ 展位内满铺地毯

* 标准展位双开口另加1000元;
* 展位效果图仅供参考, 具体以现场实物为准;

Standard Booth 9m² (3mx3m)

- ① One Table
- ② Two Chairs
- ③ Exhibition Lintel (Bilingual)
(Two Side Open With Two Lintel)
- ④ One 220V Socket
- ⑤ Two Spot Lights
- ⑥ Two/Three Panels
- ⑦ Space And Carpet

The double-open standard booths add 1000RMB
Note: The picture is for your reference, the real booth comply with release onsite



光地 (36m²起租)

展出场地, 无任何设施

Raw Space (Minimum 36m²)

Exhibiting space and no furniture package

类型/展区 Type/Area	标准展位 / Standard (3m×3m)		光地 / Raw Space	
	A区 / A Area	B区 / B Area	A区 / A Area	B区 / B Area
国内企业 / Domestic	14800元/9m ²	12800元/9m ²	1480元/m ²	1280元/m ²
境外企业 / Oversea	2800 USD/9m ²		280 USD/m ²	

2026 上海国际城市礼物及名优商品展览会

2026年3月19-21日 上海新国际博览中心

参展申请表

1. 公司信息（以下内容将被刊登在展位楣板，展览会会刊及展前宣传资料上，请以正楷认真填写，画 * 的为必填）

公司性质：☐ 生产商 ☐ 品牌运营商 ☐ 代理经销商 ☐ 其他_____ 业务类型：☐ 内销 ☐ 出口

* 公司名称：_____

* 联系人姓名：_____ * 手 机：_____ * 负责人姓名：_____ * 手 机：_____

* 地 址：_____ * 邮 编：_____

* 电 话：_____ 传 真：_____

* 电子邮箱：_____ 公司主页：_____

2. 参展主要需求有哪些？（请√其中三项）

☐ 获取新的销售线索、新客户

☐ 签单/缔结交易

☐ 会见现有客户以加强业务关系

☐ 与行业人士联络，拓展人脉和合作机会

☐ 发展新的经销商、代理商及合作伙伴

☐ 提升品牌知名度、曝光度，加强行业地位

☐ 通过数字营销工具在全年与目标客户保持互动、促成交易

☐ 通过展会亮相获得/重塑市场对品牌的信心

☐ 推广现有主营设备和产品，增加销售

☐ 推出新产品/新技术并获得市场关注

☐ 了解最新行业趋势、政策及市场信息

☐ 与同行交流切磋，抱团促进行业发展

☐ 开辟/进入新的国内市场

☐ 开辟/进入新的国际市场

3. 参展产品类别及介绍（请√材质及产品类别，可多选）

产品类别

E3 地理标志及地方特产 ☐ E3 非遗精品及文创 IP 产品 ☐ E3 老字号产品 ☐ E3 城市礼物 ☐

品牌名称：_____

产品介绍（中文简介不超过 20 字）：_____

4. 是否有直播需求？

是 ☐

5. 展位选择

展位配备说明：每个 9M² 的标准配置包括：展板、地毯、公司名称楣板、咨询桌 1 张、椅子 2 把、射灯 2 盏、纸篓 1 个和电源插 1 个。

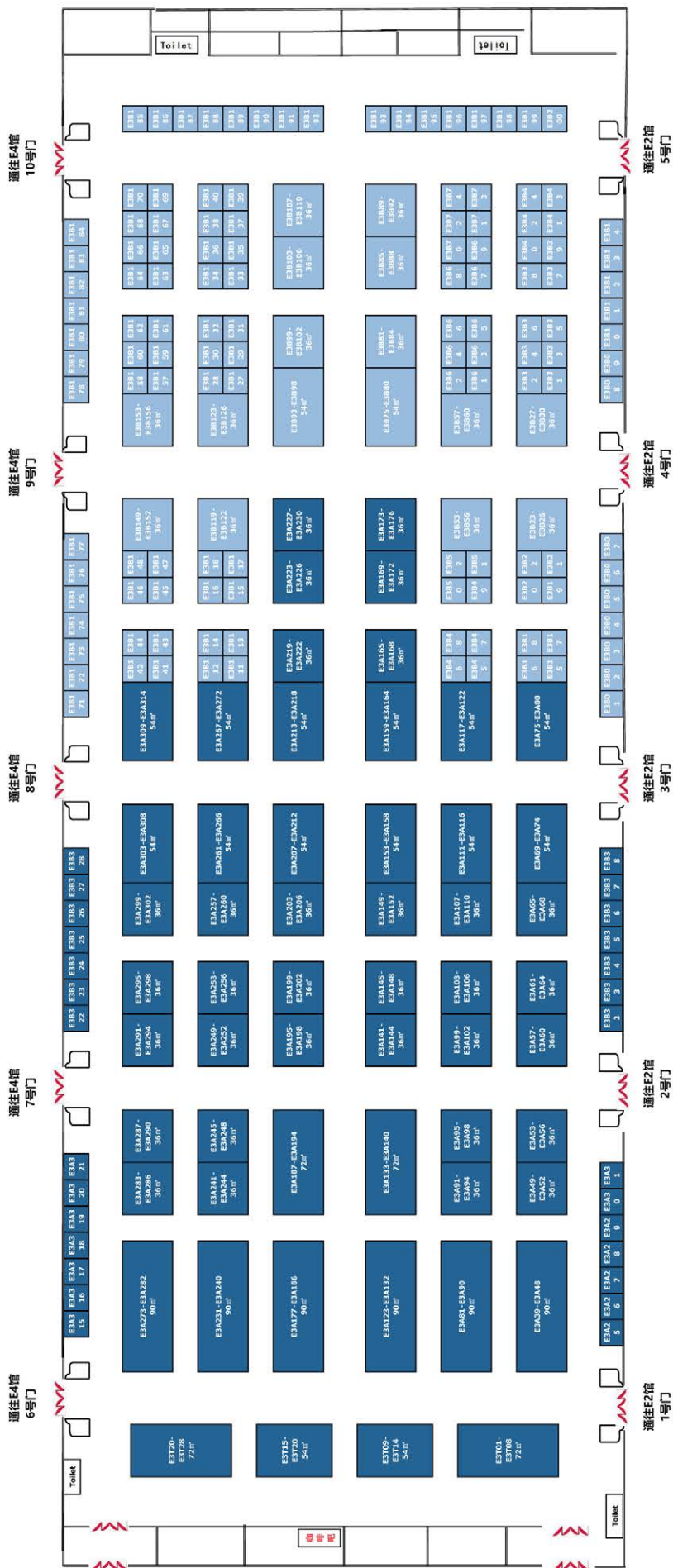
展位选择：标准展位_____个，特装展位（36 平方米起订）_____平方米（自行设计装修/费用自理）

组委会联系方式

联系人：_____ 联系方式：_____ 参展企业签名并盖章：_____

邮箱：_____ 日期：_____





光地展位 1480元/m² (36m² 起订)、标准展位 14800元/9m²、(双开口加1000元)

光地展位 1280元/m² (36m² 起订)、标准展位 12800元/9m²、(双开口加1000元)

内 广 场

展馆平面图

HALL PLAN



E3 城市礼物/名优商品/直播电商

E2 家纺/装饰品/拖鞋

E1 家清洗涤/生活用纸/卫生护理

W1 时尚厨房

W2 时尚餐厅

W3 时尚生活电器/杯壶

W4 时尚生活用品/潮玩潮品/香薰制品

W5 时尚家居

E3 City Gifts/Premium Products/Live e-commerce

E2 Home Textiles/Decor/Slippers

E1 Cleaning & Laundry/Household Paper/Personal Care & Hygiene

W1 Fashion Kitchenware

W2 Stylish Dining Supplies

W3 Fashion Lifestyle Appliances/Drinkware

W4 Fashion Lifestyle Products/Trendy Collectibles/Fragrance products

W5 Fashion Houseware

中国好礼 链全球商机

PREMIUM CHINESE GIFTS, LINKING GLOBAL BUSINESS

联系组委会

上海市商业联合会

地址：上海市静安区新闻路945号315A室

何老师：021-62713122 shslh315@163.com

SHANGHAI COMMERCIAL ASSOCIATION

Add: Room 315A, No. 945, Xinzha Road, Jing'an District, Shanghai

Mr. He: 021-62713122 shslh315@163.com

上海德钛展览有限公司

地址：上海市静安区河南北路441号锦艺大厦15楼

展览部：021-56623370 (招展招商/项目合作) jacky@ccfsh.net

市场部：021-56510386-8007 (活动合作/宣传推广) lynnfan@ccfsh.net

021-56710358 (市场合作/观众组织) nessfu@ccfsh.net

SHANGHAI DATTOR EXHIBITION CO., LTD.

Add: 15F, Jinyi Building, No.441 North Henan Road, Jing'an District, Shanghai

Exhibition Department: 021-56623370 (Investment Promotion/Project Cooperation) jacky@ccfsh.net

Marketing Department: 021-56510386-8007 (Event cooperation/promotion) lynnfan@ccfsh.net

021-56710358 (Market cooperation/audience organization) nessfu@ccfsh.net



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源货昌 一键链接供需