



# 2026北京国际 地理标志产品博览会

Beijing International Protected  
Geographical Indication Products Exhibition 2026

2026年11月08日-10日  
中国国际展览中心-北京

November 08-10, 2026

China International Exhibition Center-Beijing

## 展会宗旨 | EXHIBITION PURPOSE

地理标志产品互认互保互通

Mutual Recognition, Mutual Protection and  
Mutual Interoperability of GI Products

[www.cgiaexpo.com](http://www.cgiaexpo.com)

### 批准单位 | Approved by

中华人民共和国商务部

Ministry of Commerce of the People's Republic of China

### 主办单位 | Hosted by

中国商业联合会

China General Chamber of Commerce

中国绿色食品协会

China Green Food Association

中国报关协会

China Customs Brokers Association

中国防伪行业协会

China Trade Association for Anti-counterfeiting

中国国际贸易促进委员会供销合作行业分会

Supply and Marketing Cooperatives Sub-council, CCPIT

高登会展集团

Golden Conference and Exhibition Group

### 承办单位 | Organized by

上海大道国服展览有限公司

Shanghai Supervip Exhibition Co., Ltd.





# PGIE BEIJING 2026

## 展会概括 | Exhibition Review

随着中欧地理标志协定正式生效，中国地理标志品牌迎来进入欧盟乃至全球市场的重要商机，也为地理标志产业发展带来重要机遇。目前中国正积极落实中欧地理标志保护与合作协定和区域全面经济伙伴关系协定，推动中欧、中法、中泰等地理标志互认互保，密切与“一带一路”国家交流对话，推动地理标志产品更大范围、更大规模、更高质量的跨境流动。据数据显示：截止2024年8月底中国累计认定地理标志产品、地理标志保护产品2523个，以地理标志作为集体商标、证明商标注册7385件，地理标志专用标志使用的市场主体超过3.1万家。去年中国地理标志直接产值超过9600亿元，实现了四连增；建设国家地理标志产品保护示范区123个。当前，世界各国正深化开放共享，推进地理标志国际合作。本届展会立足北京—中国的首都及政治文化中心，依托其庞大的消费市场和有力的政策支持，致力于打造地理标志国际交流合作平台，推动世界经济增长与贸易投资扩大。

With the official entry into force of the China-EU Agreement on Geographical Indications, Chinese geographical indication brands have not only ushered in important business opportunities to enter the EU and global markets, but also made significant contributions to the development of the geographical indication industry. At present, China makes great efforts to actively implement the China-EU Agreement on Protection and Cooperation of Geographical Indications as well as the Regional Comprehensive Economic Partnership Agreement, strengthen the mutual recognition and protection of geographical indications with the EU, France, Thailand, and others, engage in a close dialogue with countries along the Belt and Road, and promote the cross-border flow of geographical indication products in a broad, large-scale, and high-quality manner. According to data, by the end of August 2024, a total of 2,523 GI products and protected geographical indication products have been recognized in China. There are 7,385 registrations of geographical indications as collective trademarks and certification trademarks, and the number of market entities using geographical indication special marks exceeds 31,000. 123 national geographical indication product protection demonstration zones have been built. Last year, the direct output value of China's geographical indications was 960 billion yuan, achieving four consecutive increases. Currently, countries worldwide are deepening openness and sharing while advancing international cooperation on geographical indications. Relying on Beijing's strengths as China's capital and political-cultural hub, with the help of its vast consumer market and robust policy support, this expo is dedicated to establishing a platform for global exchange and cooperation on geographical indications, pushing forward global economic growth and expanding trade and investment.

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## 新的机遇 | New Opportunity

为给世界各国地理标志产品在中国搭建一个宣传推广、展示交流、贸易往来、文化交融和投资促进的国际平台。在上级主管部门的指导下，大道国服联合相关行业组织定于2026年11月08日-10日在中国国际展览中心-北京召开“2026北京国际地理标志产品博览会”。展会规划面积为两万五千平方米，以“地理标志产品互认互保互通”为主题，重点展示全球地区的地理标志产品与推广区域地区的特色产品等。展会目的是通过展会为全球地理标志产品搭建互认互保与互通的合作交流平台，以推动全球地理标志产品的贸易往来，促进区域特色经济发展，以助力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。

To build an international platform for geographical indication products from all over the world to showcase, conduct trade, exchange cultures and promote investment in China. Under the guidance of the competent authorities, the Beijing International Protected Geographical Indication Products Exhibition 2026, organized by Shanghai Supervip Exhibition Co.,Ltd. together with relevant industry organizations, is scheduled to held on November 08-10, 2026 at the China International Exhibition Center-Beijing. With a planned exhibition area of more than 25,000 square meters, the show takes "Mutual Recognition, Mutual Protection and Mutual Interoperability of GI Products" as its theme, focusing on displaying geographical indication products from around the world and promoting regional specialty products. The purpose of the exhibition is to provide a efficient platform for mutual recognition, mutual protection and mutual communication for global GI products to deepen the cooperation and exchange, to promote the trade of global GI products and push forward the development of regional characteristic economy, and to accelerate the construction of a new development pattern with the domestic circulation as the mainstay and the domestic and international dual circulation reinforcing each other.

## 同期活动 | Concurrent Activities

地理标志产品传承着一个国家的优秀传统文化，承载着特定地域的自然造化。地理标志产品负载着显著的文化特色和鲜明的国别地域特征，市场前景广阔，发展潜力巨大。为实现世界各国地理标志产品的贸易往来和国际合作，展会期间还将举办全球地理标志G500高峰论坛、国际农食安全与通关实务论坛、主要输华国家食品安全交流会、中国地理标志品牌大会暨经济发展市(县)长对话、以及中外地理标志产品产销对接会等系列活动，活动将特别邀请中国政府相关机构与行业专家针对新规进行权威解读、培训、现场讨论。届时将由来自海内外的专家齐聚一堂，为地理标志保护与国际合作、贸易往来出谋划策，共话地理标志美好未来。

GI products inherit a country's excellent traditions and carry the natural heritage of specific regions. Meanwhile, GI products carry significant cultural characteristics and distinct national and regional traits, with broad market prospects and immense potential. In order to strengthen trade and international cooperation of geographical indication products in various countries around the world, there are a series of activities to be held, including Global Geographical Indications G500 Summit, International Agricultural Products Safety and Customs Clearance Practice Forum, Conference on the Safety of Agricultural Products from Major Countries Exporting to China, China Geographical Indications Brand Conference and Mayor & County Executive' Dialogue on China's Economic Development, and Matchmaking meeting for Production and Marketing of China-Foreign Geographical Indications Products. Relevant Chinese governments and industry experts will be invited to exchange their ideas on the new regulations. In addition, domestic and foreign experts will gather in Beijing to provide insights and strategies for the protection and cooperation of geographical indications, discussing a bright future for geographical indications.

NOV.  
08-10 | 2026

# PGIE BEIJING 2026

## 展品大类 | Major Exhibits

- 国内外知名的地理标志产品重点产区的市、县；
  - 国内外知名的地理标志产品（含已在国内注册的）；
  - 未获得注册，在产品品牌、商标中使用地理名称的产品；
  - 国内已获得地理标志称号的产品或正在申报地理标志的产品；
  - 国内区域特色产品；
  - 国内、外地理标志产品的协会组织、认证机构及相关研究机构；
  - 国内、外贸易商和批发商、经销商；
  - 国内、外著名旅游景点；
  - 相关软件、信息系统等高科技服务产品；
  - 相关媒体、杂志、网站等。
- Cities and counties in key production areas of well-known geographical indication products at home and abroad;
- Well-known geographical indication products at home and abroad (including those already registered in China);
- Products that are not registered, use geographical names in product brands and trademarks;
- Products that have received the title of geographical indications in China or products that are applying for geographical indications;
- Domestic regional specialty products;
- Associations, certification bodies and related research institutions of domestic and foreign Geographical Indication products;
- Domestic and foreign traders and wholesalers, distributors;
- Famous tourist attractions at home and abroad;
- High-tech service products such as related software and information systems;
- Related media, magazines, websites, etc.



## 展示内容 | Display Content

以展示中外地理标志和区域特色产品为主，通过以商贸治商谈为手段，促进和扩大地理标志和区域特色产品市场份额；以商标品牌形象、商标文化展示为辅，通过特装和标摊的形式来展示地理标志企业所取得的成就和品牌形象。参展内容主要有：产品展示、企业简介、品牌内涵、品牌文化、战略成就、发展历程、产品形象代言人展示活动等。

To promote and expand the market share of geographical indications and regional specialty products by displaying Chinese and foreign geographical indications and regional special products. With the trademark brand image and trademark culture display as a supplement, the achievements and brand image of the geographical indication enterprises will be displayed through special installations and standard booths. The main contents of the exhibition includes product display, company profile, brand connotation, brand culture, strategic achievement, development history, product image spokesperson display activities, etc.

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## 参展说明 | Exhibition Instruction

展会因考虑到我国的地理标志产品的注册和保护工作起步较晚，许多具备条件的企业还没有来得及申请注册。因此，此次展会除邀请国内外已获得注册的地理标志产品生产企业参展外，还将邀请虽未获得注册，但在产品商标及品牌中已使用地理名称的产品及地方特色产品生产企业参展。另为更好地配合国家地理标志审查机构开展农产品地理标志注册登记保护工作，推动地理标志产品品牌发展，保护生产企业合法权益，提高公众对地理标志注册登记的认识。可根据地方政府需要在展览期间增设地理标志产品产区推广成果展。

Due to the consideration of the registration and protection of geographical indication products in China, many qualified enterprises have not yet had time to apply for registration. Therefore, in addition to the invitation to participate in the registration of geographical indication products manufacturers at home and abroad, the exhibition will also invite manufacturers of products and local specialty products that have not been registered but have used geographical names in product trademarks and brands. In addition, in order to better cooperate with the National Geographical Indications Review Agency to carry out the registration and protection of geographical indications of agricultural products, promote the development of geographical indication product brands, protect the legitimate rights and interests of production enterprises, and raise public awareness of the registration of geographical indications. According to the needs of local governments, an exhibition of promotional achievements in the production of geographical indication products will be added during the exhibition.

## 参展费用 | Participation Fees

### ★ 国际标准展位：

- 国内企业：16800.00/展期 (RMB) 3m×3m
- 国外企业：4800.00/展期 (USD) 3m×3m

标准展位 (包括：三面白色壁板、中 (英) 文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

### ★ 室内光地：

- 国内企业：1500.00 (RMB) /平方米
- 国外企业：480.00 (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。

**展览补贴：**根据相关政策精神，经组委会积极申报和争取，本届所有地理标志产区、基地与产品展商均可获得参展补贴。

具体补贴标准如下：1) 标准展位：补贴标准为4000元/展位；每家展商不超过8000元。2) 特装展位：补贴标准为300元/平米；每家展商补贴总额不超过48000元。

### ★ International Standard Booth:

For overseas enterprise: USD 4800/Expo, 3m\*3m

Each standard booth consists of 3-sided white wallboards, Chinese & English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket.

### ★ Indoor Raw Space:

For overseas enterprises: USD 480/sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.



## TARGET AUDIENCE

### 目标观众 | Target Audience

- 政府职能部门/行业协会/进出口商/商会;
- 地标产品科研院校/院士/教授/学者/专家;
- 大型零售/商超/连锁商店/百货公司/购物中心;
- 生产商/代理商/分销商/电商/微商平台;
- 农副产品深加工知名品牌;
- 农资经销户/农技推广人员/科技示范户/农业专家;
- 各大企业采购人员/星级酒店、饭店等食材采购人员;
- 各大新闻媒体/地方报纸/电视台/电台/网络/杂志等。

- Government Functions / Industry Associations / Importers and Exporters / Chamber of Commerce;
- Landmark product research institute / academician / professor / scholar / expert;
- Large retail / commercial / chain store / department store / shopping center;
- Manufacturer / Agent / Distributor / E-commerce / Micro-Business Platform;
- Agricultural and sideline products deep processing well-known brands;
- Agricultural resources dealers/agricultural extension workers/technical demonstration households/agricultural experts;
- Purchasers of major companies, star-rated hotels, restaurants, etc.;
- Major news media / local newspaper / TV / radio / network / magazine,etc.

如欲订“PGIE BEIJING 2026”展位和了解更多信息, 请通过以下联络方式:

To reserve the booth of “PGIE BEIJING 2026” or learn more information, please contact:

地址: 上海市浦东新区启帆路519号森兰美奂北楼C座1006室 (201208)

Add: Room 1006, Block C, North Building, Senlan Meihuan, No.519, Qifan Road,  
Pudong New District, 201208, Shanghai, P.R.China

电话/Tel: (86-21) 5013-1760 6439-6190 传真/Fax: (86-21) 5013-1761

E-mail: [info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)