



第四届中国—中东欧国家博览会 暨国际消费品博览会

The 4th CHINA-CEEC EXPO & International Consumer Goods Fair



中东欧博览会官网
Official website of the
China-CEEC Expo



中东欧博览会公众号
Official WeChat account of
the China-CEEC Expo



第四届中国—中东欧国家博览会
暨国际消费品博览会
The 4th CHINA-CEEC EXPO & International Consumer Goods Fair

2025年5月22日-25日
May 22-25, 2025

中国 宁波
Ningbo, China

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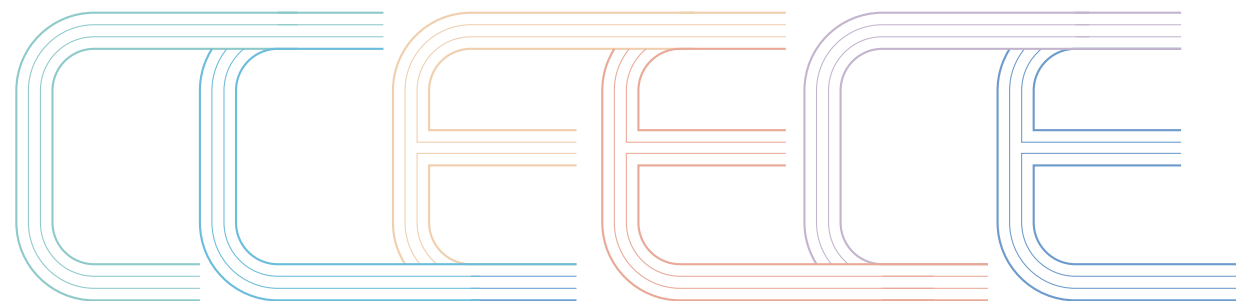
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关于中东欧博览会

An Overview of the China-CEEC Expo

中国—中东欧国家博览会暨国际消费品博览会（简称“中东欧博览会”）是服务中国—中东欧国家合作大局的重要机制性活动。2021年习近平主席向第二届中东欧博览会致贺信，为中东欧博览会的发展指明了方向，提供了根本遵循。在贺信精神的指引下，经中国和中东欧国家共同努力，中东欧博览会成为中国和中东欧国家增进友谊、扩大合作、共谋发展的重要平台。

中东欧博览会由浙江省人民政府、商务部主办，从2019年到2023年，已在宁波成功举办三届，实现诸多“首次”，取得丰硕成果，为增进中国市场对中东欧商品了解、扩大中东欧商品对华出口、凝聚中国—中东欧国家合作共识发挥了重要作用。

The China-Central and Eastern European Countries Expo & International Consumer Goods Fair, or China-CEEC Expo, is a major institutional event in China centered around China-CEEC cooperation. In his congratulatory letter on the convening of the 2nd China-CEEC Expo in June 2021, President Xi Jinping charted the future course for the Expo. Following the guiding instructions in that congratulatory letter, and through concerted efforts of China and CEE countries, the Expo has evolved into an important platform for China and CEECs to enhance friendship, expand cooperation and seek common development.

Hosted by the Zhejiang Provincial People's Government and China's Ministry of Commerce, the China-CEEC Expo has been successfully held in Ningbo three times from 2019 to 2023. Marked by remarkable achievements and several notable "firsts", the Expo has served as a vital platform for enhancing the visibility of CEE products in China, boosting their export to the Chinese market, and strengthening consensus on China-CEEC cooperation.

举办 **80 多场**
重要活动

80+ major events have
been organized

发布 **60 多份**
合作倡议和报告

60+ initiatives/reports released

建立 **50 多个**
合作平台

50+ collaborative platforms
established

累计超过 **3000 家**

中东欧企业

3,000+ CEEC enterprises
have participated

10000 余种

中东欧商品参展

10,000+ products displayed

3 万余名

采购商到会

30,000+ buyers attended

累计促成中东欧商品
订单近 **30 亿美元**

Nearly \$3 billion worth of CEEC
products have been ordered

签订双向投资项目

累计 **234 个**

234 bilateral investment projects
have been signed

总投资

累计 **557 亿美元**

recording a cumulative total
investment of \$55.7 billion



第四届中东欧博览会

The 4th China-CEEC Expo

举办时间： 2025 年 5 月 22 日 -25 日

T i m e : May 22-25, 2025

举办地点： 中国 宁波

V e n u e : Ningbo, China

主办单位： 浙江省人民政府

Hosted by: People's Government of Zhejiang Province

中华人民共和国商务部

Ministry of Commerce of the People's Republic of China (MOFCOM)

承办单位： 宁波市人民政府

Organized by: Ningbo Municipal People's Government

浙江省商务厅

Department of Commerce of Zhejiang Province

商务部外贸发展事务局

Trade Development Bureau of MOFCOM

**聚焦进口采购、投资促进、人文交流和
未来产业等重点领域**

Focusing on import procurement, investment promotion,
cultural exchanges, and future industries.

突出特色化、专业化、精品化

Highlighting featured, specialized and
premium products/services.

体现影响力、拉动力、引领力

Underlining the influence, appeal and
pioneering role of the Expo.



展览展示 EXHIBITIONS

中东欧展区

CEEC
Exhibition

出口消费品展区

International Consumer
Goods Exhibition

涌动精彩 Spectacular Outcomes

围绕开放、合作、共赢，展示主题国和主题省形象，浙江共富示范区发展成就，中东欧经贸合作示范区以及联动区合作成果。

Centered around openness, cooperation and mutual benefit, this section features Guest Country of Honor and Guest Province of Honor events, showcases the progress in building the Common Prosperity Demonstration Zone in Zhejiang, and highlights the cooperative achievements of the China-CEEC Business Cooperation Demonstration Zone and its synergistic areas.

采购中东欧 Imports from CEECs

展示中东欧精品、名品和新品，扩大中东欧商品进口。

Showcasing premium, signature and new CEE products, this section is designed to bolster imports from CEECs.



中东欧展区

THE CEEC EXHIBITION



投资中东欧 Invest in CEECs

展示中东欧各国投资环境和产业创新发展项目，推进赴中东欧投资。

Introducing the investment environment and industrial innovation projects of CEE countries, this section is designed to foster increased investment in CEECs.

魅力中东欧 Appeal of CEECs

沉浸式展示中东欧国家优美风光和教育、科技、旅游等多彩文化，促进民心相通。

Showcasing the stunning landscapes and diverse cultural aspects of CEE countries, such as education, technology, and tourism, this section is designed to enhance people-to-people amity.

赋能未来 Empowering the Future

全方位展示中国与中东欧国家智能制造及科技创新成果。

This section is a showcase of the smart manufacturing and technological innovation achievements of China and CEE countries.

出口消费品展区

THE INTERNATIONAL
CONSUMER
GOODS EXHIBITION

消费精品 Consumer Goods

展示全国省市形象、优势产业和消费精品，为省市提供宣传展示平台，共享博览会商机。

Providing a platform for Chinese provinces and cities to showcase their unique images, competitive industries, and high-quality products, benefiting localities with shared opportunities.

家居尚品 Household Supplies

全链条展示餐厨用品、礼品、家居用品等消费品，满足人们对高品质、美观和个性化生活家居的需求。

Offering a complete showcase of kitchen utensils, gifts, home essentials, and other consumer products, fulfilling people's desire for high-quality, stylish, and customized home living solutions.

智能用品 Intelligent Products

展示高端化、定制化、集成化家电、低空经济商品等前沿产品，人工智能与家电深度融合的最新成果，展现智慧生活新模式。

Showcasing cutting-edge products like high-end, customized, and integrated home appliances, as well as those applied in low-altitude scenarios, and presenting the latest achievements in the profound fusion of AI and home appliances, which represent new models of smart living.

绿色产品 Green Products

展示绿色低碳、节能环保等可持续产品和解决方案，推动绿色消费和循环经济发展。

Showcasing eco-friendly, low-carbon and energy-saving products/solutions to promote green consumption and the growth of circular economy.



中东欧国家特色商品常年展

THE CEEC PRODUCTS PERMANENT PAVILION



中东欧博览会常年展示平台

A year-round showcase of the China-CEEC Expo.



进口采购 IMPORT PROCUREMENT



聚焦贸易采购 扩大中东欧商品进口

**Focusing on
trade procurement**
Designed to expand CEEC
product imports

举办中东欧商品采购对接活动，细分
红酒、美妆、食品、农产品、工艺品
等优势产品，分行业举办系列“小而
实”采购对接会。

This section features substantive matchmaking
events for the procurement of premium goods
across various categories, including wine,
cosmetics, food, agricultural products, and
handicrafts.

小而实
Substantive

投资促进 INVESTMENT PROMOTION



聚焦“走出去”，兼顾“引进来” 促进对中东欧投资

Focusing on “going global” alongside “bringing in”
Designed to foster investment in CEECs

举办中国（浙江）—中东欧产业平台合作“走出去”主题系列对接活动，
围绕绿色新能源、智能家电等优势行业，分国别举办系列“小而精”
投资推介会。

This section features the “Going Global” Matchmaking Series for China (Zhejiang) -
CEEC Industry Platform Cooperation. These events will include country-specific sessions
aimed at promoting investment in targeted industries like green energy and smart home
appliances.

小而精
Targeted

人文交流 CULTURAL EXCHANGES

聚焦科教文旅交流

促进民心相通

Focusing on cultural, educational, and tourism exchanges

Designed to enhance people-to-people amity

举办“中东欧之夜”活动，在旅游、文化、青年、科技、教育等领域，举办系列“小而美”人文交流活动。

This section features the “Night of CEECs” event, along with a series of engaging activities in the fields of tourism, culture, youth exchange, science, and education.



小而美
Engaging

未来产业 FUTURE INDUSTRIES

聚焦未来产业

促进新质生产力发展

Focusing on future industries

Designed to foster new productive forces

围绕中国与中东欧国家的人工智能、绿色低碳等产业，举办系列“小而新”交流活动，打造面向未来的合作动能。

This section features a series of innovative exchange activities in fields such as AI and green low-carbon technologies, which serves to create future-oriented momentum for China-CEEC cooperation.



小而新
Innovative



注：以上图片选自往届中东欧博览会

Note: All the above photos are from the previous editions of the China-CEEC Expo

2025 相约宁波

2025 TOGETHER IN
NINGBO

CCFEECE



联系我们

Contact Us

展览联系人

中 东 欧 展

程月嘉敏 +86-574-89387238

邮 箱 chengyuejiamin@cceecexpo.org

出口消费品展

钱 芳 +86-574-89387086

杨燕红 +86-574-87178078

采购商联系人

中 东 欧 展

金刚毅 +86-574-89387249

出口消费品展

李科达 +86-574-87310624

秘书处联系人

郑 晖 +86-574-89387231

邮 箱 zhengh@cceecexpo.org

新闻宣传联系人

姚 珏 +86-574-89387057

更多内容，请访问中东欧博览会官网
www.cceecexpo.org

Exhibitions of the Expo

CEEC Exhibition

Ms. Cheng Yuejiamin: +86-574-89387238

E-mail: chengyuejiamin@cceecexpo.org

International Consumer Goods Exhibition

Ms. Qian Fang: +86-574-89387086

Ms. Yang Yanhong: +86-574-87178078

Procurement

CEEC Exhibition

Mr. Jin Gangyi: +86-574-89387249

International Consumer Goods Exhibition

Mr. Li Keda: +86-574-87310624

Secretariat

Mr. Zheng Hui: +86-574-89387231

E-mail: zhengh@cceecexpo.org

Media & Press

Ms. Yao Jue: +86-574-89387057

For more information, please visit the official website
of the China-CEEC Expo at www.cceecexpo.org

