

# 2025 中国国际消费电子博览会

CHINA INTERNATIONAL CONSUMER ELECTRONICS EXPOSITION

2025 9/19-21 Fri-Sun  
嘉峪关国际会展中心(红岛馆)



Be Seen. Be Heard. Be There.

Theme: Green Navigation, Digital Chain Future  
Major Exhibitors: Haier, Hisense, Huawei, JD.com,  
Sony, and others

UNLOCKING THE NEXT GENERATION  
OF CONSUMER ELECTRONICS





## TABLE OF CONTENTS

01

Exhibition  
Overview

02

Exhibitor  
Benefits

03

Travel & Event  
Schedule

04

Exhibition Zones  
& Venue Map

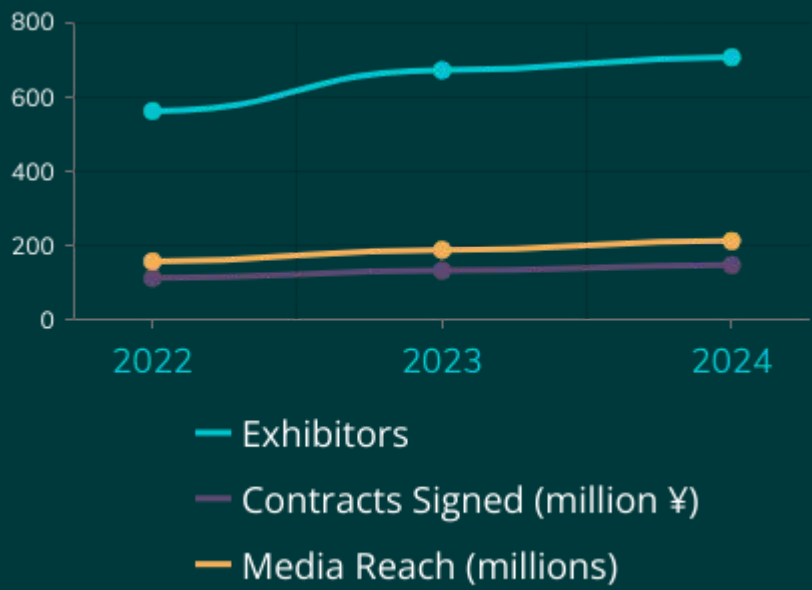
05

Convention  
Hotel & Services

06

Contact

# EXHIBITION HIGHLIGHTS



29

## EVENT GROWTH

The Expo spans 200,000 m<sup>2</sup>, featuring 50 exhibition halls and over 700 exhibitors. Major brands like Haier, Hisense, and Huawei attract massive media attention, with 210 million online impressions in 2024 and onsite contracts exceeding 100 million yuan.

Metric	2022	2023	2024
Exhibitors	560	670	705
Contracts (million ¥)	110	130	145
Visitors (thousands)	81	95	113
Total Exhibition Area (m <sup>2</sup> )	190,000	195,000	200,000

## COOPERATION IMPACT



Leading brands such as Haier, Hisense, Huawei, JD.com, Sony, and more gather at CICE 2025, driving industry innovation and international collaboration with record-setting partnership agreements.

200M<sub>+</sub>

During the last expo, each exhibitor averaged over 50 cooperation contracts, with multiple agreements surpassing 100 million yuan, highlighting the event's powerful business impact.



## EXCLUSIVE PERKS



### STANDARD BOOTH

36m<sup>2</sup>

- 36m<sup>2</sup> premium booth area
- Professional design & construction service
- Wide range of exhibit categories



### PARTICIPANT BENEFITS

## HOTEL & TRAVEL

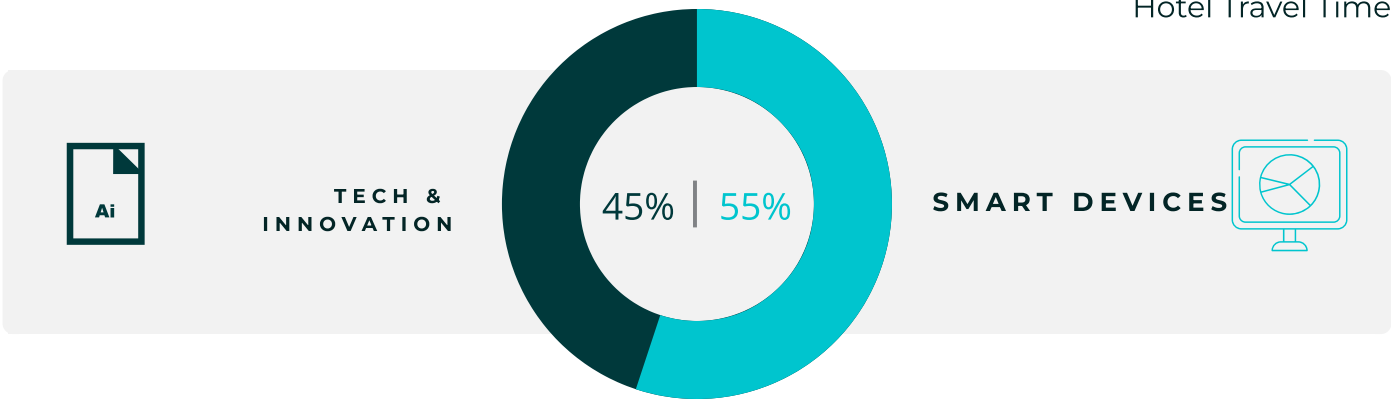
Fully hosted

- Hotel accommodation for 2 at the Convention Center Hotel
- Meals and convenience services
- Professional Interpretation Services
- Shuttle between airport and venue
- 1 round-trip international economy air ticket

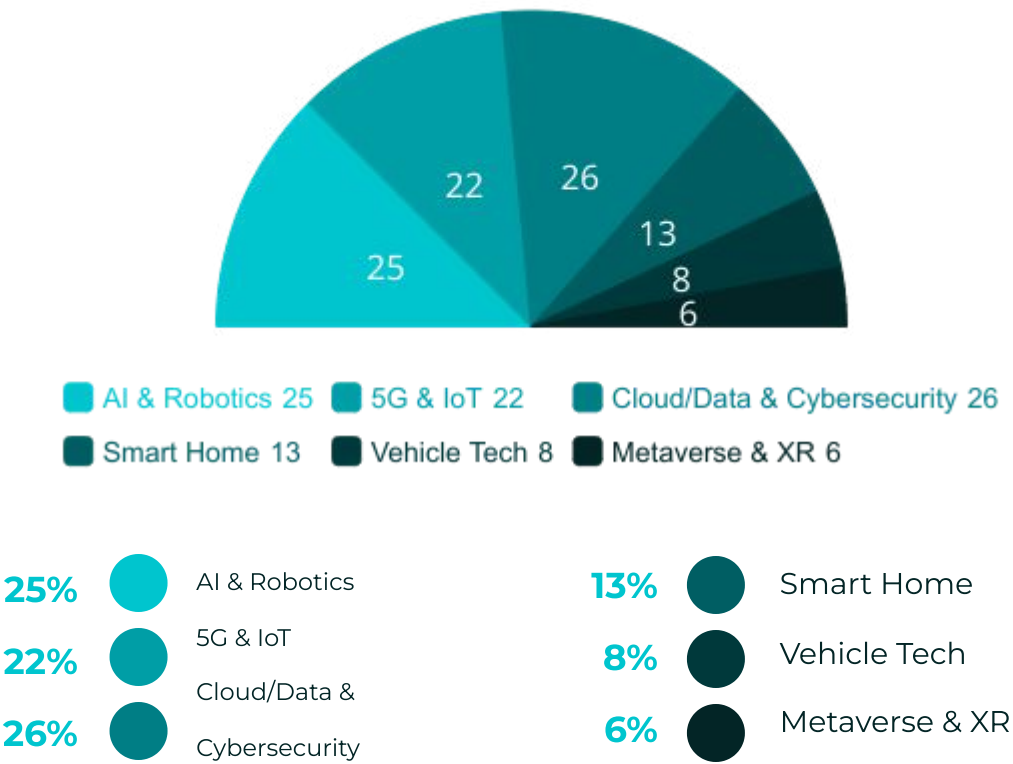
# INDUSTRY SEGMENTS

## EXHIBITOR REPRESENTATION BY SEGMENT

- Airport Access
- City Center Access
- Hotel Travel Time



## EMERGING SECTORS





# ENVIRONMENTAL RESPONSIBILITY

At CICE, sustainable practices guide our event:



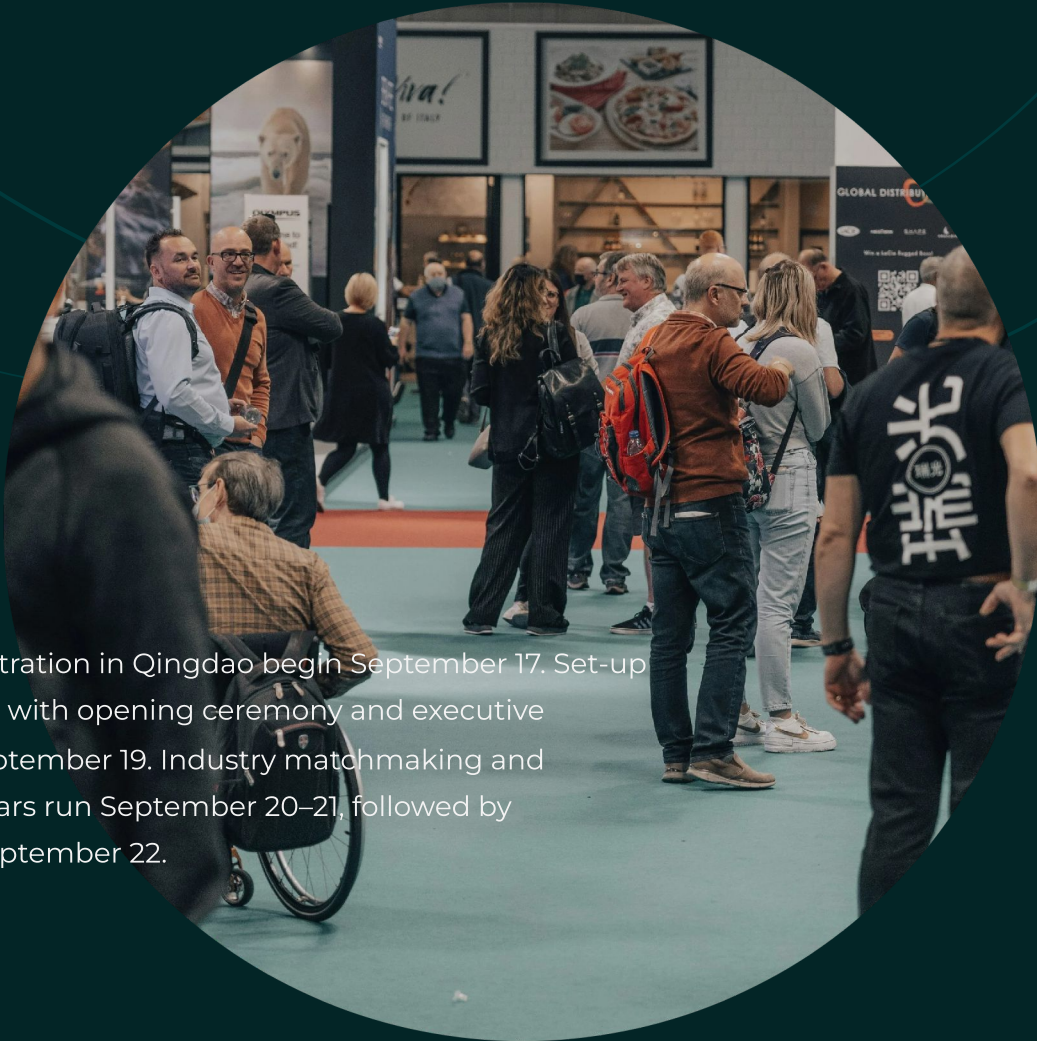
3%  
REDUCTION  
OF  
WASTE



7%  
DECREASE IN  
CARBON  
EMISSIONS



## EVENT TIMELINE



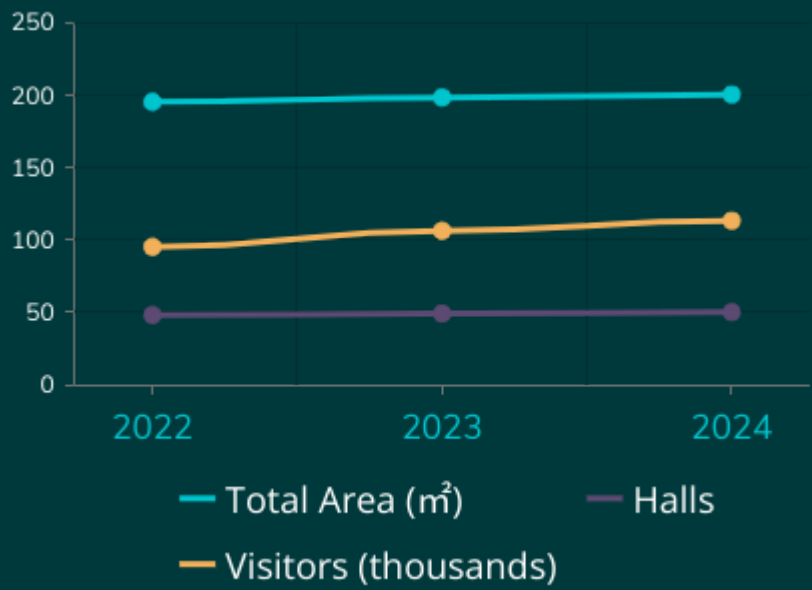
Arrival and registration in Qingdao begin September 17. Set-up is September 18, with opening ceremony and executive speeches on September 19. Industry matchmaking and technical seminars run September 20–21, followed by departure on September 22.



Strategic events and networking: Daily industry panels, executive meetings, and business matchmaking with global leaders and supply chain partners.



# KEY EXHIBITION ZONES



## FEATURED ZONES

The venue is divided into specialized areas: Digital Consumption, Smart Travel, Smart Home, Smart Family, Artificial Intelligence, International Brands, and more. Outdoor exhibit zones and convenient dining areas support the overall experience.

Zone	Highlights
Digital Consumption	Innovative electronic devices and solutions
Smart Travel	Next-gen vehicle tech and mobility
Smart Home	Intelligent appliances and systems
Smart Family	Connected lifestyle technologies
Artificial Intelligence	Advanced AI integrations
International Brands	Global leaders' product showcases

# HOTEL & ACCESS

HOTEL FEATURES AT A GLANCE

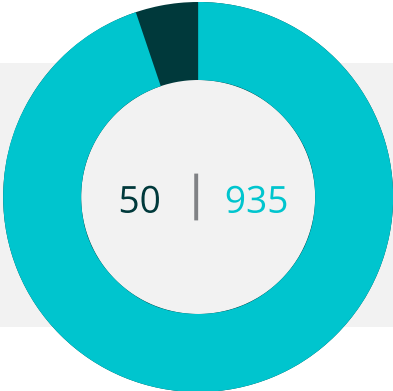
40 MINS TO AIRPORT

60 MINS TO CITY CENTRE

HOTEL ON-SITE



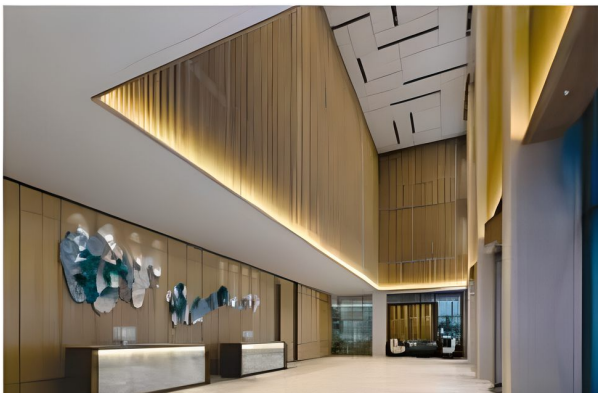
CONFERENCE HALLS



GUEST ROOMS



## HONGDAO INTERNATIONAL CONVENTION AND EXHIBITION CENTRE HOTEL







Zatino Group

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EXHIBITOR PRICING  
AVAILABLE UPON REQUEST.