

慕尼黑展览（上海）有限公司

Messe Muenchen Shanghai Co., Ltd.

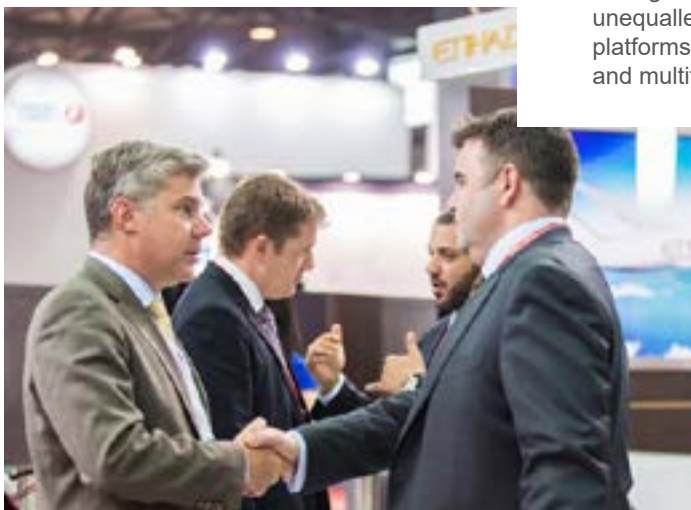


## 慕尼黑展览（上海）有限公司

Messe Muenchen Shanghai Co., Ltd.

传承优良品质，承诺优质服务，连接全球市场——慕尼黑展览（上海）有限公司用实力打造旗舰展会，为客户提供国际性的展示和交流平台。同时以先进理念和丰富经验为会展业提供全方位多层次的服务！

With its long-standing commitment to high quality, superior service and linking up with the global market, Messe Muenchen Shanghai Co., Ltd., drawing on its abundant resources, stages unequalled trade fairs. It presents customers with international platforms of exchange and exhibition, while providing multilevel and multifaceted services with its progressive approach!







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慕尼黑展览（上海）有限公司成立于2001年，是慕尼黑博览集团在华全资子公司。作为中国会展市场的先锋者，我们拥有丰富办展经验，目前已自办20余个品牌展会及出展业务，专业覆盖工程机械、物流、环保、电子、激光、分析检测、液态食品、建筑建材、运动时尚等各大领域，以满足企业在竞争日益激烈的商业环境中推广产品服务、树立品牌形象、促进交流合作等多方面的需求。

慕尼黑展览（上海）有限公司旗下已设立北京分公司、深圳分公司，以及中贸慕尼黑展览（上海）有限公司和中联慕尼（北京）国际会展有限公司等子公司。我们秉承母公司慕尼黑博览集团的扎实理念，追求卓群、探索创新，引导中国会展业向专业化、国际化的方向不断发展。

Founded in 2001, Messe Muenchen Shanghai Co., Ltd. is the wholly-owned subsidiary of Messe München in China. As an industry leader in China, we hold more than 20 brand exhibitions and outbound business. In order to meet the needs of enterprises to promote their products and services, to build good brand images and to facilitate exchange and cooperation in an increasingly competitive business environment, Messe Muenchen Shanghai Co., Ltd. has expanded its operations to include such areas as construction machinery, logistics, environmental technology, electronics, laser technology, laboratory technology & biotechnology, beverage & liquid food technology, architecture & building materials and sports & fashion.

Messe Muenchen Shanghai Co., Ltd. has established its branches in Beijing and Shenzhen, as well as two joint ventures nationwide that are Messe Muenchen Zhongmao Co., Ltd., and MMU BAU Fenestration Co., Ltd. We continuously strive for the levels of excellence and innovation set by Messe München, our parent company, to guide the development of Chinese trade fairs in a specialized and internationalized direction.

# 我们的品牌展会

## OUR BRAND EXHIBITIONS

### 资本产品类展会 Capital Goods

- bauma CHINA  
上海国际工程机械、建材机械、矿山机械、工程车辆及设备博览会
- FENESTRATION BAU China  
中国国际门窗幕墙博览会
- IE expo China  
中国环博会
- IE expo Chengdu  
中国环博会成都展
- IE expo Guangzhou  
中国环博会广州展
- IE expo Shenzhen  
中国环博会深圳展
- transport logistic China  
亚洲物流双年展
- transport logistic China · Forum  
亚洲智慧创新物流展览会
- air cargo China  
亚洲航空货运博览会
- PeriLog – Fresh Supply Chain Asia  
亚洲生鲜供应链博览会

### 高新科技类展会 New Technology

- analytica China  
慕尼黑上海分析生化展
- CHINA BREW CHINA BEVERAGE  
中国国际酒、饮料制造技术及设备展览会
- electronica China  
慕尼黑上海电子展

bauma CHINA

productronica China  
慕尼黑上海电子生产设备展

productronica South China  
慕尼黑华南电子生产设备展

analytica China  
慕尼黑上海分析生化展

慕尼黑上海光博会  
LASER & PHOTONICS CHINA

electronica China  
慕尼黑上海电子展

electronica South China  
慕尼黑华南电子展

CHINA BREW  
CHINA BEVERAGE

IE expo  
中国环博会 · CHINA  
Presented by IFAT

IE expo  
中国环博会 · Chengdu  
成都

IE expo  
中国环博会 · Guangzhou  
广州

IE expo  
中国环博会 · Shenzhen  
深圳

labtech China  
Congress







亚洲物流双年展



亚洲智慧创新物流展览会



亚洲生鲜供应链博览会



亚洲航空货运博览会



华南先进激光及  
加工应用技术展览会



ISPO  
Beijing



ISPO  
Shanghai



FENESTRATION BAU  
CHINA



Vision China  
ShangHai



Vision China  
BeiJing



Vision China  
ShenZhen

- labtech China Congress  
上海实验室规划建设与管理大会
- LASER World of PHOTONICS CHINA  
慕尼黑上海光博会
- productronica China  
慕尼黑上海电子生产设备展
- South China International Advanced Electronics, Automation and Laser Expo  
华南国际智能制造、先进电子及激光技术博览会
  - productronica South China  
慕尼黑华南电子生产设备展
  - South China Advanced Laser Technology and Application Exhibition  
华南先进激光及加工应用技术展览会
  - electronica South China  
慕尼黑华南电子展
- VisionChina(ShangHai)  
中国（上海）机器视觉展暨机器视觉技术及工业应用研讨会
- VisionChina(BeiJing)  
中国机器视觉助力智能制造创新发展大会
- VisionChina(ShenZhen)  
中国（深圳）机器视觉展暨机器视觉技术及工业应用研讨会

## 消费品类展会 Consumer Goods

- ISPO Beijing  
亚洲运动用品与时尚展
- ISPO Shanghai  
亚洲（夏季）运动用品与时尚展



## 慕尼黑博览集团

### Messe München

慕尼黑博览集团作为知名的全球性展览公司，拥有 50 余个品牌博览会，涉及资本产品、高新科技、建筑与房地产、消费品及生活方式四大领域。集团每年在慕尼黑展览中心、慕尼黑国际会议中心、慕尼黑会展与采购中心举办逾 200 场展会，共吸引 5 万余家参展商及 300 余万名观众齐聚现场。此外，集团的业务网络覆盖全球，不仅在欧洲、亚洲、非洲及南美洲拥有数家子公司，还在全球设有约 70 个海外业务代表处。

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, technology, construction & real estate, as well as consumer goods & lifestyle. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. With a network of affiliated companies in Europe, Asia and South America and around 70 foreign representations, Messe München also has a successful global presence.







慕尼黑博览集团举办的国际展会均获得FKM资格认证，即：展商数、观众数和展会面积均达到展会统计自主监管团体FKM的统一标准并通过其独立审核。同时，慕尼黑博览集团也在可持续发展领域有着非凡表现：集团先行获得了由官方技术认证机构TÜV SÜD授予的节能证书。

The leading international trade fairs of Messe München are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM, a society for the voluntary monitoring of fair and exhibition statistics. The group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

# 我们的价值理念与品牌宗旨

## BRAND VALUE AND GUIDELINES

会聚世界 展通商机  
Connecting Global Competence

我们提供全球性商贸平台，帮助客户赢得商机。  
We give our customers the world's best platforms for their business success.

我们以优异的服务品质，实现业务的市场导向性与创新性发展。  
We develop market-led, innovative products with superior service quality.

我们拥有出色的团队，为业务成功保驾护航。  
We are a service provider with motivated and competent staff, who are crucial contributors to our business success.

我们携手优秀商业伙伴，巩固市场定位，打造全球行业先锋地位。  
To secure the future of our exhibition business, we are developing into a global player. We further strengthen our market position through growth, acquisitions and cooperations with competent partners.

我们具备高效的反应速度，倡导自主性与可持续性兼容的服务方式。  
As an international corporation, we act efficiently and do business in an autonomous and sustainable manner.







## 我们的追求 OUR PURSUIT

顾客至上，专业精湛  
Customer Proximity, Expertise

力求创新，追求卓越  
Innovation, Quality

实力非凡，积极进取  
Competence, Motivation

放眼全球，合作共赢  
Internationality, Partnership

持续发展，效率超群  
Sustainability, Efficiency

# bauma CHINA

## 上海国际工程机械、 建材机械、矿山机械、 工程车辆及设备博览会 bauma CHINA

资本产品类展会 Capital Goods

bauma CHINA 作为德国 bauma 展在中国的延伸，自 2002 年入世中华，饱含责任、力量与温度，以专业铸就品质与规模，已成为全球工程机械行业的重要盛会。bauma CHINA 不仅是汇聚行业翘楚的世界舞台、荟萃创新产品与前沿技术的竞秀场，更是洞悉行业趋势的风向标盛会。上届展会汇聚了来自 34 个国家和地区的 2,867 家工程机械制造企业，数万创新产品与技术争相亮相于 300,000 平方米的展示面积，彰显了工程机械企业在危机中育新机，于变局中开新局的无限潜能，为世界带来澎湃新动力与信心。

As a leading trade fair for the Chinese and Asian construction machinery industry, bauma CHINA gathers the world's famous companies with their advanced products and technologies, exploring the future industry development and showcasing the market trends. It is the community for the Asian construction-machinery industry, the gateway for international enterprises to the Chinese market and for Chinese enterprises to the global market. With the grand exhibition area of 300,000 square meters, bauma CHINA 2020 gathered 2,867 exhibitors from 34 countries and regions, which gives much confidence and hope to the entire industry.



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[www.b-china.cn](http://www.b-china.cn)  
[www.bauma-china.com](http://www.bauma-china.com)







[www.bauchina.com](http://www.bauchina.com)  
[www.bauchina.com/en](http://www.bauchina.com/en)



## 中国国际门窗幕墙博览会 FENESTRATION BAU China

FENESTRATION BAU China 中国国际门窗幕墙博览会（简称“FBC”）创始于2003年，已成为全球高端、富有竞争力的门窗幕墙系统解决方案专业展会。FBC始终专注于整合门窗幕墙行业创新产品、技术、解决方案及商业合作模式的发掘，助力行业企业的发展和技术创新。FBC同期还将举办 CADE 建筑设计博览会、RealTech 国际未来地产博览会和屋面和建筑防水技术展览会（R&W），实现全产业链的交流和互通。

FENESTRATION BAU China ("FBC" for short) was founded in 2003. It has become one of the most high-end and most competitive professional exhibitions of door, window and curtain wall system solutions in the world. FBC has consistently focused on integrating the innovative products, technologies, solutions and exploration of business cooperation models in the door, window and curtain wall industry to help the development and technological innovation of industry enterprises. China Architecture Design Expo, RealTech Expo 2021 and Asia's largest Roofing and Waterproofing Show will concurrently be held at the same place with the FBC at the same time, to realize the exchange and interconnectivity across the entire industry chain.



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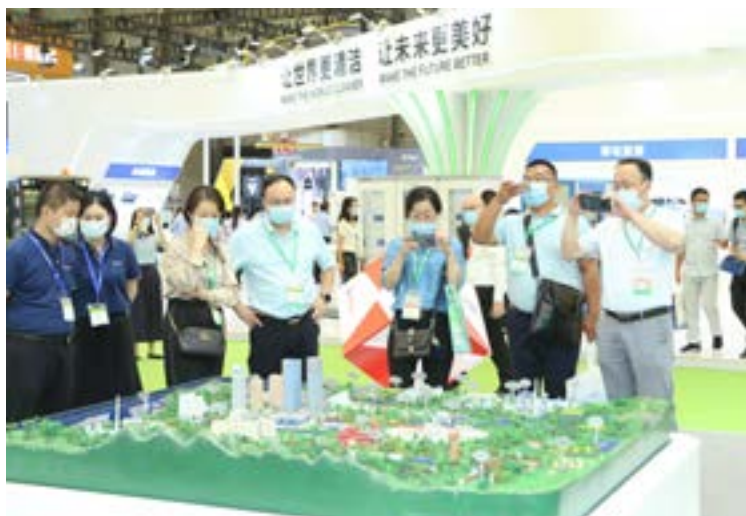
## 中国环博会 IE expo China

资本产品类展会 Capital Goods

始于 2000 年，秉承慕尼黑 IFAT 母展的优良品质，作为亚洲旗舰环保展，中国环博会（IE expo China）汇集全球市政、工业、农村领域的水、固废、大气、土壤、噪声污染的创新技术和解决方案。同期举办的中国环境技术大会联动分论坛，共同探讨绿色创新科技。中国环博会不仅是环保技术的展示平台，更是了解行业趋势和市场商机的生态平台。

As Asia's leading environmental show, IE expo China launches and displays the cutting edge environmental technologies and latest solutions in water and sewage treatment, waste management, soil remediation and air pollution control areas during the event. Meanwhile, high-quality supporting programs will also bridge the environmental professionals, exhibitors and trade buyers with a one-stop idea exchanging and business networking platforms.

[www.ie-expo.cn](http://www.ie-expo.cn)  
[www.ie-expo.com](http://www.ie-expo.com)



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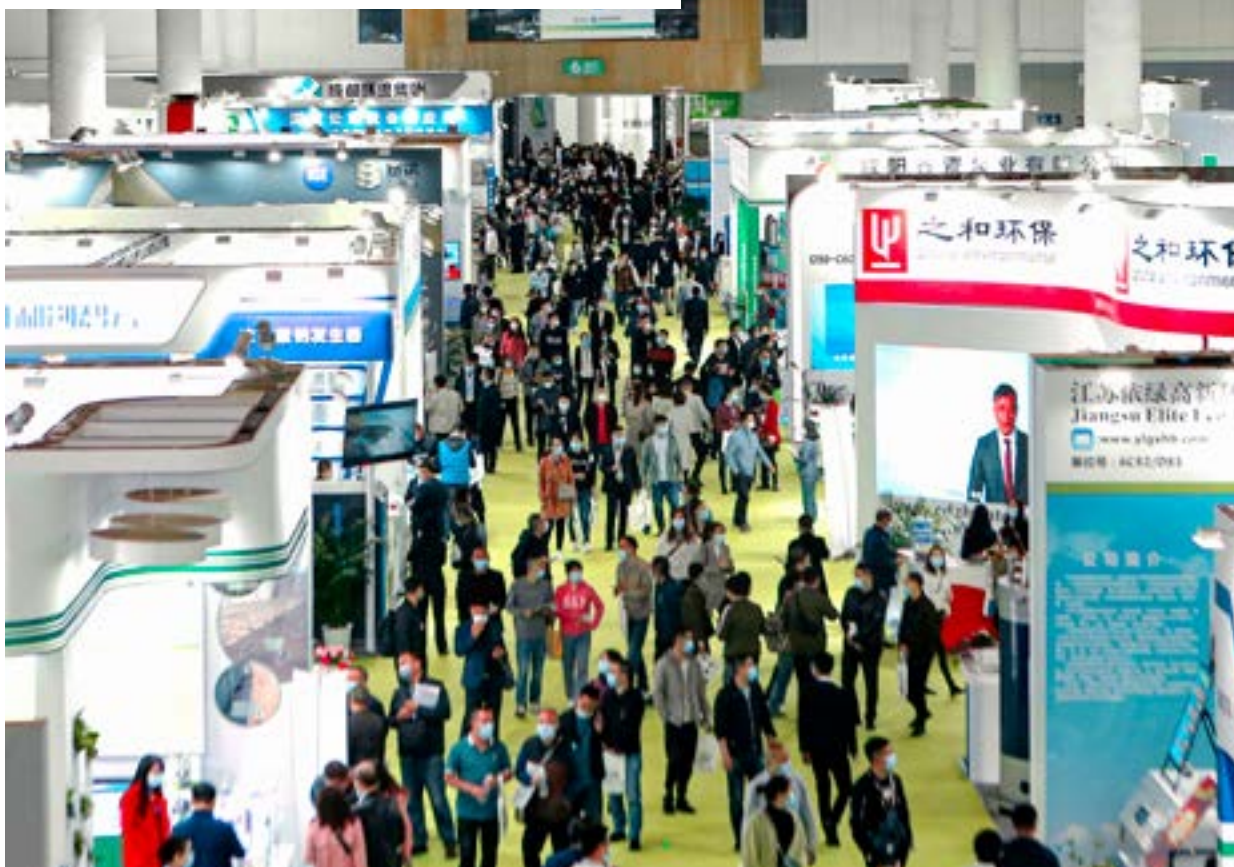
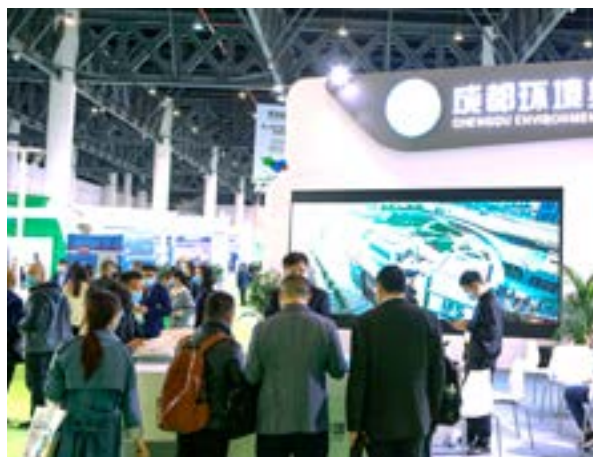


## 中国环博会成都展 IE expo Chengdu

中国环博会成都展整合了雄厚的当地政府力量，导流环博会品牌 20 余年积累的行业资源，于 2019 年首次入驻西部市场。展会以“专业展览 + 行业峰会”联动模式，为西部环保市场提供高品质环境污染治理解决方案的同时，也为参与者提供了解西部政策趋势、市场需求的交流平台，经过三年的培育已成为提领成都乃至西部地区的旗舰环保展。

IE expo Chengdu provides new momentum and demonstrates the massive demand in West China's environmental protection market. With the strong support from the CPC Chengdu People's Government, the guarantor quality of IFAT, IE expo Chengdu offers the ideal platform that brings together professional, international and pragmatic development to lead the environmental protection industry in western China towards a higher level.

[www.ie-expo.cn](http://www.ie-expo.cn)  
[www.ie-expo.com](http://www.ie-expo.com)



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## 中国环博会广州展 IE expo Guangzhou

资本产品类展会 Capital Goods



中国环博会广州展是中国环博会联手行业强力机构，倾情打造的华南区域高品质全产业链环保博览会。跨越疫情影响，第七届中国环博会广州展依然吸引了 437 家企业参展，总展出面积达到 33,000 平方米，有 18,155 名专业观众奔赴现场共襄盛举，实属不易。展会全面展示了华南区域的水、固废、大气、土壤污染治理前沿解决方案。同期举办的“华南环境技术大会”，汇集产业链各端精英，聚焦华南环境治理热点难点与技术创新，成为促进华南技术创新的关键平台。

IE expo Guangzhou presented by IE expo China, with its 20 years of extensive experience, has developed into a professional environmental protection exhibition with indicative significance in South China. As South China's leading trade fair, IE expo Guangzhou showcases the most cutting-edge environmental technologies in the fields of Water, Waste, Air and Soil. Despite the impact of several rounds of epidemics during the preparatory period, IE expo Guangzhou 2021 still attracted 437 enterprises and 18,155 trade visitors to participate in the exhibition, with a total exhibition area of 33,000 square meters. The supporting program "South China Environmental Technology Conference 2021" has held tens of forums and events, which featured industry hot spots. Experts and industry leaders gathered together to discuss industry trends and technological solutions.



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**IE expo**  
中国环博会 · Shenzhen  
深圳

## 中国环博会深圳展

IE expo Shenzhen

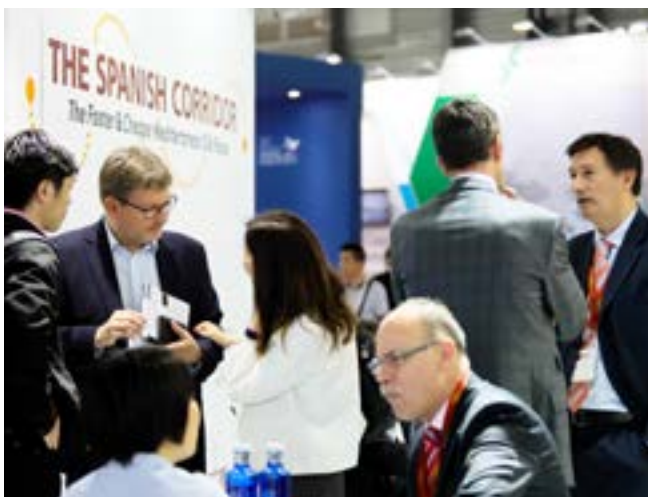
2022 首届中国环博会深圳展将以“创新服务产业，全面助力发展”为核心，集中展示水与污水、给水排水、固废处理、大气治理、场地修复、环境监测技术与设备。同期举办华南环境技术大会，下设数十场丰富且紧扣行业热点的专业论坛与活动，与产业链各端精英一同把握行业动向，探讨创新解决方案，激活大湾区城市群环保产业的正效应。

IE expo Shengzhen 2022 benefits from the strong brand name and the global resources of Messe München. The first edition of IE expo Shenzhen will focus on "Innovating and Developing". The exhibition showcases the most cutting-edge environmental technologies in the fields of Water, Waste, Air and Soil. IE expo Shengzhen 2022 sets upon the huge potential of the environmental protection market in South China.



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[www.ie-expo.com](http://www.ie-expo.com)



亚洲物流双年展

## 亚洲物流双年展 transport logistic China



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作为亚洲物流行业的风向标盛会，亚洲物流双年展致力于全面展示海·陆·空物流领域的创新解决方案，涵盖物流服务、物流地产 / 园区、生鲜供应链、航空货运、陆路运输、港口航运、智慧物流及专用车辆等各领域，全方位演绎“物流改变生活”的主题，起航高效物流新时代。自 2004 年举办以来，亚洲物流双年展坚持深耕中国物流行业，促进行业交流合作，助力产业融合创新，展会规模和行业影响力不断扩大！下届展会规模预计突破 80,000 平方米展示面积，汇聚 1,000 余家知名企业，吸引约 45,000 名专业观众前来参观。

transport logistic China is the leading trade fair for logistics, mobility, IT and supply chain management in Asia. As the Asian version of the world's largest trade show – transport logistic, transport logistic China is always the right place for presenting the latest developments, learning the trends of the future, doing business and networking since it stepped into China in 2004. In 2022, transport logistic China will again be showcasing the entire spectrum of logistics services, logistics real estates, fresh supply chains, air cargos, road & railway transportations, ports & shipping logistics, smart logistics and special purpose vehicles.

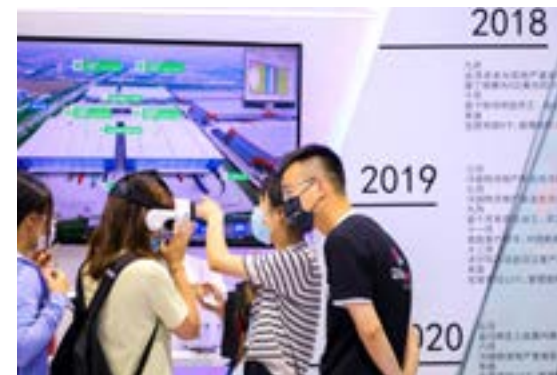
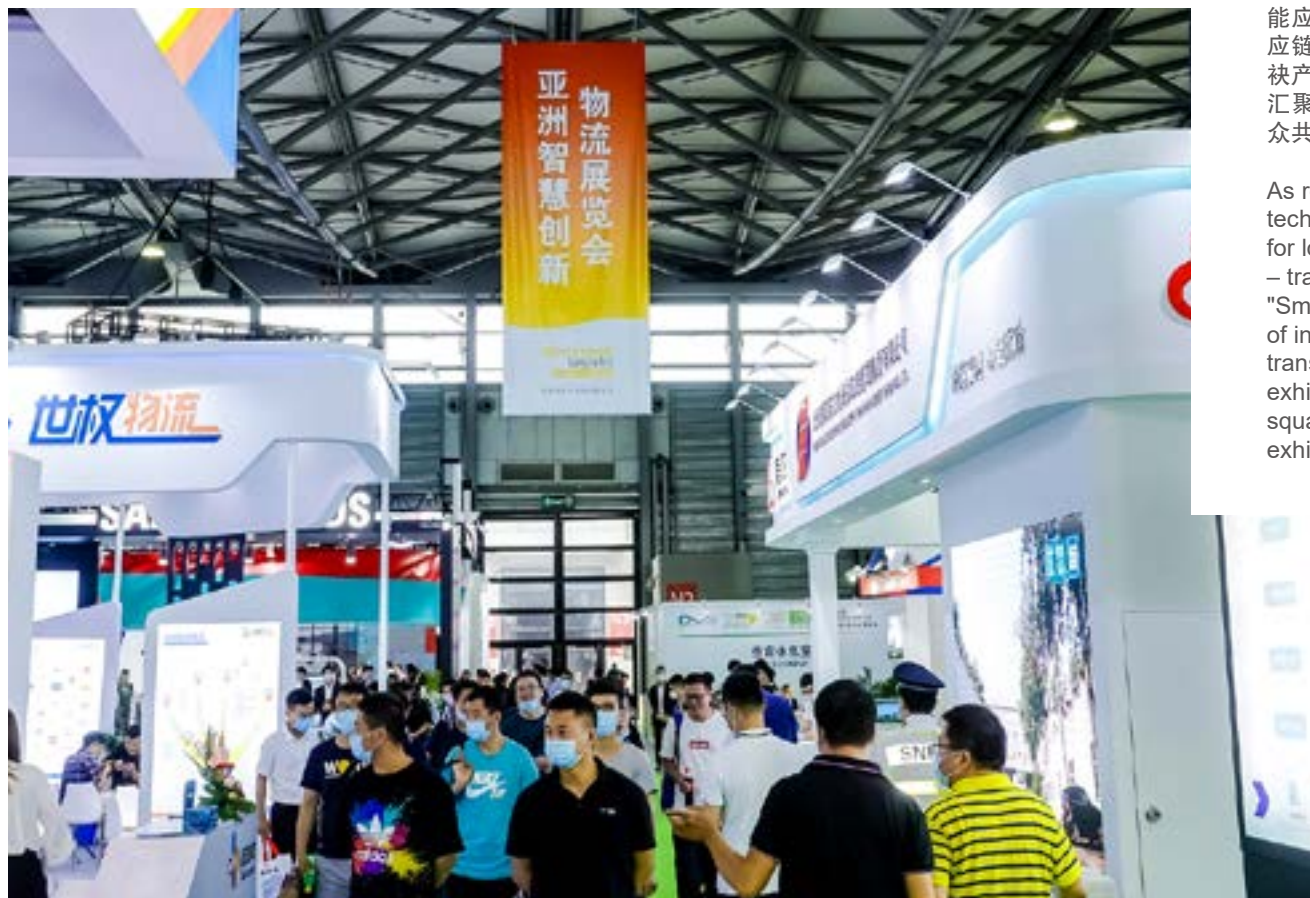
[www.tl-c.cn](http://www.tl-c.cn)

[www.transportlogistic-china.com](http://www.transportlogistic-china.com)



# 亚洲智慧创新物流展览会

transport logistic China · Forum



作为海·陆·空物流供应链盛会——亚洲物流双年展旗下品牌展，亚洲智慧创新物流展览会每逢单年在上海举办。展会聚焦“科技赋能智能应用”主题，全面呈现智慧物流在交通运输、物流仓储、生鲜供应链、流通加工、信息化服务各场景应用及产品技术解决方案。联袂产业链上下游展会共同举办，上届展会展示面积达30,000平方米，汇聚400家展商彰显物流“创”与“新”，吸引21,880名专业观众共同见证科技赋能物流供应链变革。

As response to the new opportunities and market demands of technology upgrade, transport logistic China, the leading exhibition for logistics, mobility, IT and supply chain, launched a new branch – transport logistic China · Forum. The exhibition focuses on "Smart Logistics" and makes a full coverage on the applications of intelligent and IT-supported logistics technology in the complete transportation and logistics industries. Together with the two exhibitions in the same period, on an exhibition space of 30,000 square meters, the three exhibitions attracted a total of 400 leading exhibitors and 21,880 professional visitors.



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[smart.tl-c.cn](http://smart.tl-c.cn)

## 亚洲航空货运博览会

air cargo China

作为亚太地区航空物流专业盛会，亚洲航空货运博览会自 2004 年举办以来，不断吸引全球知名航空公司、空港机场、航空货运服务商、航空物流设备及 IT 系统服务商共聚上海，全方位展示创新服务模式、前沿物流技术和空运解决方案。展会同期举办的中国航空货运论坛，聚焦全球航空货运市场热点，探讨行业发展趋势。展会每两年一届与亚洲物流双年展共同举办，为行业打造了一个链接海·陆·空物流全产业链、助力国际商贸和交流的平台。

air cargo China is a leading business platform for those who want to step up their business activities in the Asian market, which attracts more and more leading companies like airlines, airports, forwarding agents, express services, logistics providers, etc. As a part of transport logistic China, air cargo China with its supporting program becomes where international and local leading airfreight professionals come to network, make new contacts, develop upcoming markets and explore joint business potential.



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[www.aircargochina.com](http://www.aircargochina.com)  
[www.aircargochina.com/en-us](http://www.aircargochina.com/en-us)







## 亚洲生鲜供应链博览会

PeriLog – Fresh Supply Chain Asia

[www.fl-a.cn](http://www.fl-a.cn)

[www.fl-a.cn/en-us](http://www.fl-a.cn/en-us)

自 2014 年首秀以来，亚洲生鲜供应链博览会独到定位生鲜供应链全产业链，已成为富有规模效应和品牌影响力的行业盛会。展会以“递送健康新生活”为主旨，全面展示生鲜物流运输、末端配送、智能信息化、冷库建设及仓储、生鲜食品加工包装、生鲜智能零售等产业链各端新产品技术与解决方案，为企业搭建提升品牌、发布产品、拓展合作的面对面线下交流平台，助力中国生鲜物流企业参与到全球供应链搭建中去。亚洲生鲜供应链博览会不断因时而变，向行业传递新思路，领“鲜”中国生鲜供应链产业发展。下届展会预计在 80,000 平米展示面积上，汇聚 1,000 余家知名企业，吸引约 45,000 名专业观众前来参观。

Since its premiere in 2014, PeriLog – Fresh Supply Chain Asia has grown to a leading business platform for the entire fresh supply chain industry. Aimed to "deliver a healthy new life", the exhibition will give a full view of intelligent solutions for fresh logistics service and equipment, intelligent logistics system, cold storage construction and warehousing, fresh food processing and packaging, intelligent fresh food retailing, etc., providing Chinese logistics companies a path into the global market. In 2022, with the exhibition area of nearly 80,000 square meters, PeriLog – Fresh Supply Chain Asia is expected to gather around 1,000 exhibitors and 45,000 visitors.





## 亚洲运动用品与时尚展

ISPO Beijing



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ISPO Beijing 是亚洲重要的专业运动商贸平台及多品类贸易博览会，汇聚户外运动、冬季运动、运动训练与跑步、运动科技与新材料、露营生活及攀岩版块国内外知名品牌。兼具创新成果展示、资讯分享、产业链整合、跨界交流等功能，为品牌创造多品类贸易互通的同时，向运动爱好者展示先锋运动生活方式，为大众消费选择提供方向指引及专业背书。

ISPO Beijing is one of the leading professional sports trade platforms in Asia, gathering well-known local and international brands in Outdoor, Snowsports, Running and Health & Fitness, Textile & Technology, Camping lifestyle and Rock climbing. It not only creates multi-category communication for the brands, but also shows the pioneer sports lifestyle to enthusiasts, and provides direction guidance and professional endorsement for mass consumers.

[www.ispo.com.cn/beijing](http://www.ispo.com.cn/beijing)  
[www.ispo.com/en/beijing](http://www.ispo.com/en/beijing)







## 亚洲（夏季）运动用品与时尚展

ISPO Shanghai

亚洲多品类运动用品商贸平台 ISPO Shanghai 围绕户外运动、露营生活、运动潮流、跑步健身、水上运动、运动产业供应链、功能性面料辅料及运动设计等多个品类，为运动行业从业者、爱好者们提供分享行业前沿资讯、众测品牌创新成果、跨界交流的专业商贸平台。以兼具概念、场景、产品的展示方式，打造多面的运动生活方式，呈现颇具潮流感的运动图景。

ISPO Shanghai, one of the leading multi-category sports trade platforms in Asia, provides a professional business platform for sports industry practitioners and enthusiasts to share industry cutting-edge information, test brand innovation achievements and cross-border exchanges. The exhibition focuses on Outdoor, Camping lifestyle, Sports fashion, Running and Health & Fitness, Water sports, Manufacturing & Suppliers.



消费品类展会 Consumer Goods



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[www.ispo.com.cn/shanghai](http://www.ispo.com.cn/shanghai)  
[www.ispo.com/en/shanghai](http://www.ispo.com/en/shanghai)



analytica China  
慕尼黑上海分析生化展

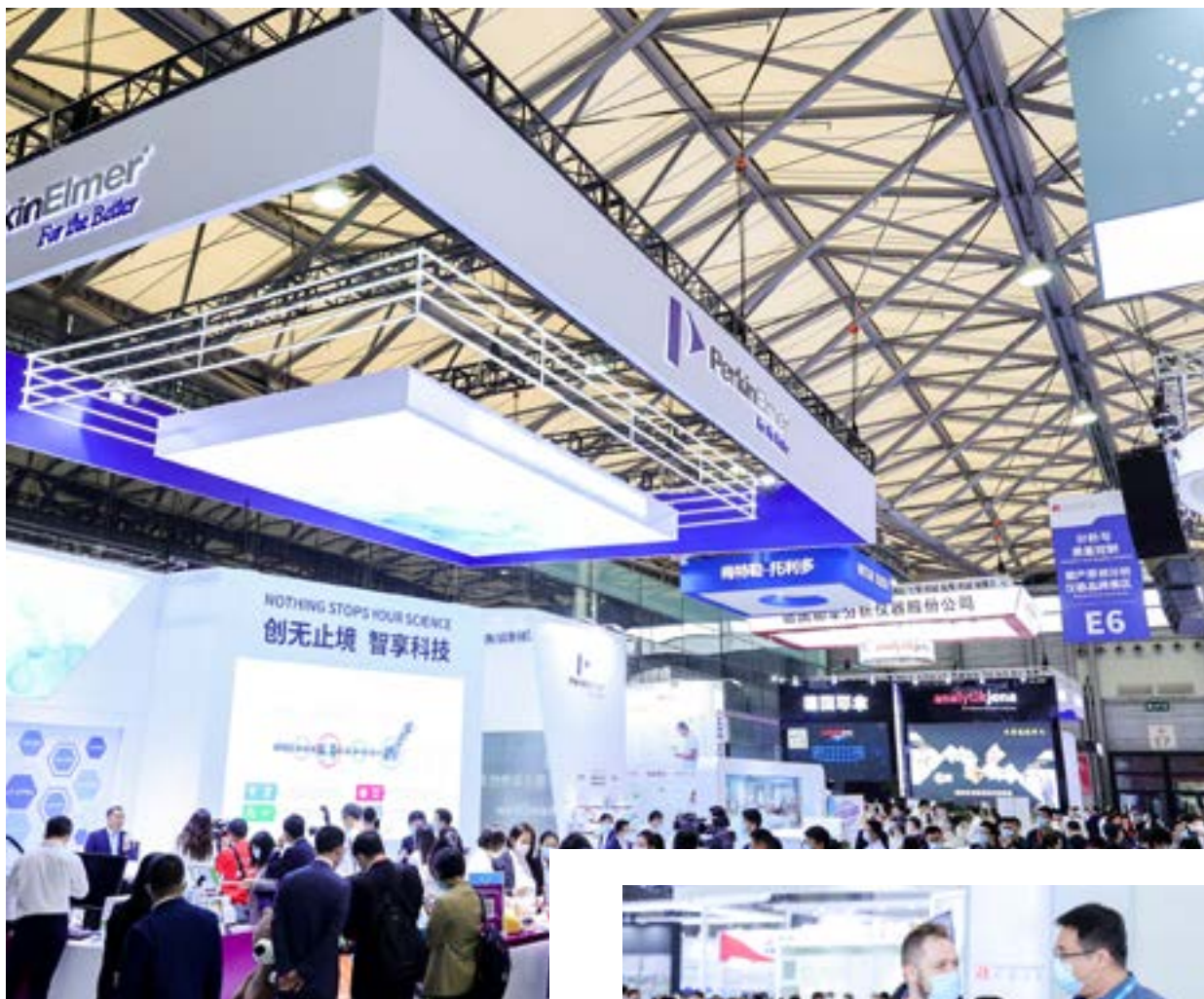
## 慕尼黑上海分析生化展 analytica China

慕尼黑上海分析生化展 (analytica China) 是世界分析、实验室技术和生化技术领域盛会 analytica 的在华子展, 面向飞速发展的中国市场。凭借着 analytica 品牌的国际影响力, analytica China 吸引了来自全球主要工业国家的分析、诊断、实验室技术和生化技术领域的优质厂商。

自 2002 年成功举办以来, analytica China 已经成为中国乃至亚洲重要的分析、实验室技术和生化技术领域的专业博览会和商贸交流平台。展会每两年在上海举办一次, 是业内实力企业全面展示新技术、新产品和一站式解决方案的优质平台, 亦是展会不断吸引越来越多展商和观众的关键所在。展会同期举办的 analytica China 国际研讨会也是业内人士关注的焦点, 其聚焦整个行业的发展, 是科学技术和行业技术相互传递的理想平台。

analytica China is a spin-off exhibition of analytica, the International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics, addresses one of the industry's most important growth markets in Asia, i.e. China.

Since its first edition in Shanghai, China in 2002, analytica China has become the biggest trade fair in China even in Asia. The exhibition is held every two years where the latest technologies and products will be displayed. Meanwhile, the current technical conferences are the focuses of industry players as well.



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[www.analyticachina.com.cn](http://www.analyticachina.com.cn)  
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## 上海实验室规划建设与管理大会

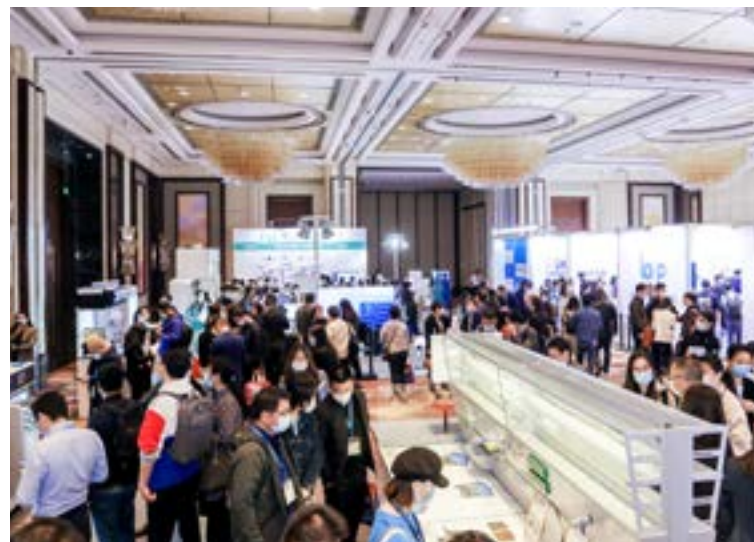
labtech China Congress

上海实验室规划建设与管理大会 (labtech China Congress) 由亚洲重要的实验室行业盛会 analytica China 倾力打造。大会将持续关注科研生态系统与实验室全生命周期, 致力于推动中国实验室规划、建设与管理领域的可持续性发展, 探索信息化与智能化的智慧实验室趋势, 关注实验室工作者的安全与健康。

labtech China Congress is powered by analytica China, the most important event for the laboratory industry in Asia. labtech China Congress will serve the scientific laboratory biosystem and its entire life cycle. It is devoted to the sustainable development of laboratory planning, construction and management in China, with a special focus on the IT-supported and intelligent laboratory technologies, as well as the safety and health of lab staff.



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[www.analyticachina.com.cn](http://www.analyticachina.com.cn)  
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# CHINA BREW CHINA BEVERAGE

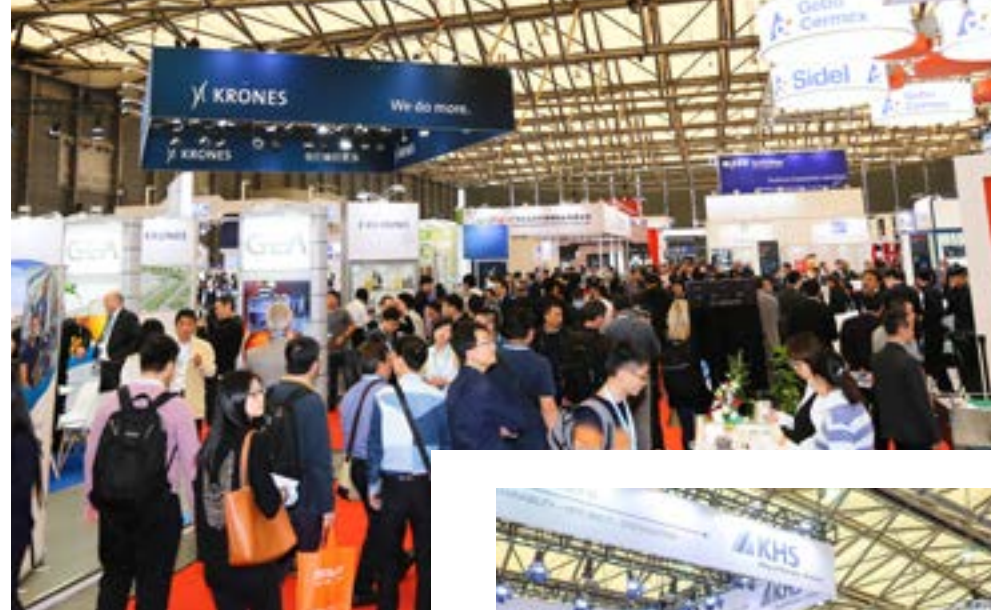
## 中国国际酒、饮料制造技术 及设备展览会 CHINA BREW CHINA BEVERAGE



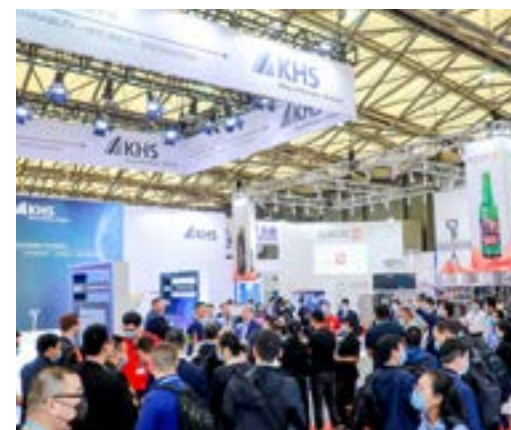
每两年一届的中国国际酒、饮料制造技术及设备展览会（简称“CBB”）是亚太地区重要的展示液体食品领域新技术和装备成果的品牌展会，展会自1995年以来已成功举办了十四届。由中国联合装备集团公司、中国轻工机械协会、慕尼黑博览集团主办，北京中轻合力国际展览有限公司、慕尼黑展览（上海）有限公司承办，德国机械设备制造业联合会食品处理与包装机械协会（VDMA）作为海外支持的CBB在业内享有盛誉，旨在打造酒、饮料、液体乳品、液体调味品（酱油、醋）、食用油等装备完整产业链，汇聚液体食品智能制造、工业4.0、创新包装、食品安全与卫生、能效管理、减塑及可持续发展等前沿主题及行业新技术、新工艺成果，为专业观众提供一站式采购服务。

CHINA BREW CHINA BEVERAGE ("CBB" for short) has today grown to be the leading trade show for beverage, other liquid food technologies and equipments in Asia since its debut in 1995. Held every two years, CBB has been taken place fourteen editions. Organized by China National United Equipment Group Corp., China Light Industry Machinery Association, and Messe München, co-organized by Beijing Zhongqing Heli International Exhibition Co., Ltd. and Messe Muenchen Shanghai Co., Ltd., oversea supported by VDMA, CBB gets high reputation in beverage and liquid food industry. It covers the entire range of manufacturing, distribution and services for alcoholic beverages, non-alcoholic beverages, milk and dairy, oils and fats and etc., including their manufacturing, packaging as well as parts, containers, raw materials and additives. It is a must-go gathering place for liquid food intelligent manufacturing, industry 4.0, innovative packaging, food safety and health, energy efficiency management, plastic reduction and sustainable development, and new technologies and equipments during the show provide participants a unique communication opportunity.

[www.chinabrew-beverage.com](http://www.chinabrew-beverage.com)  
[www.chinabrew-beverage.com/english](http://www.chinabrew-beverage.com/english)



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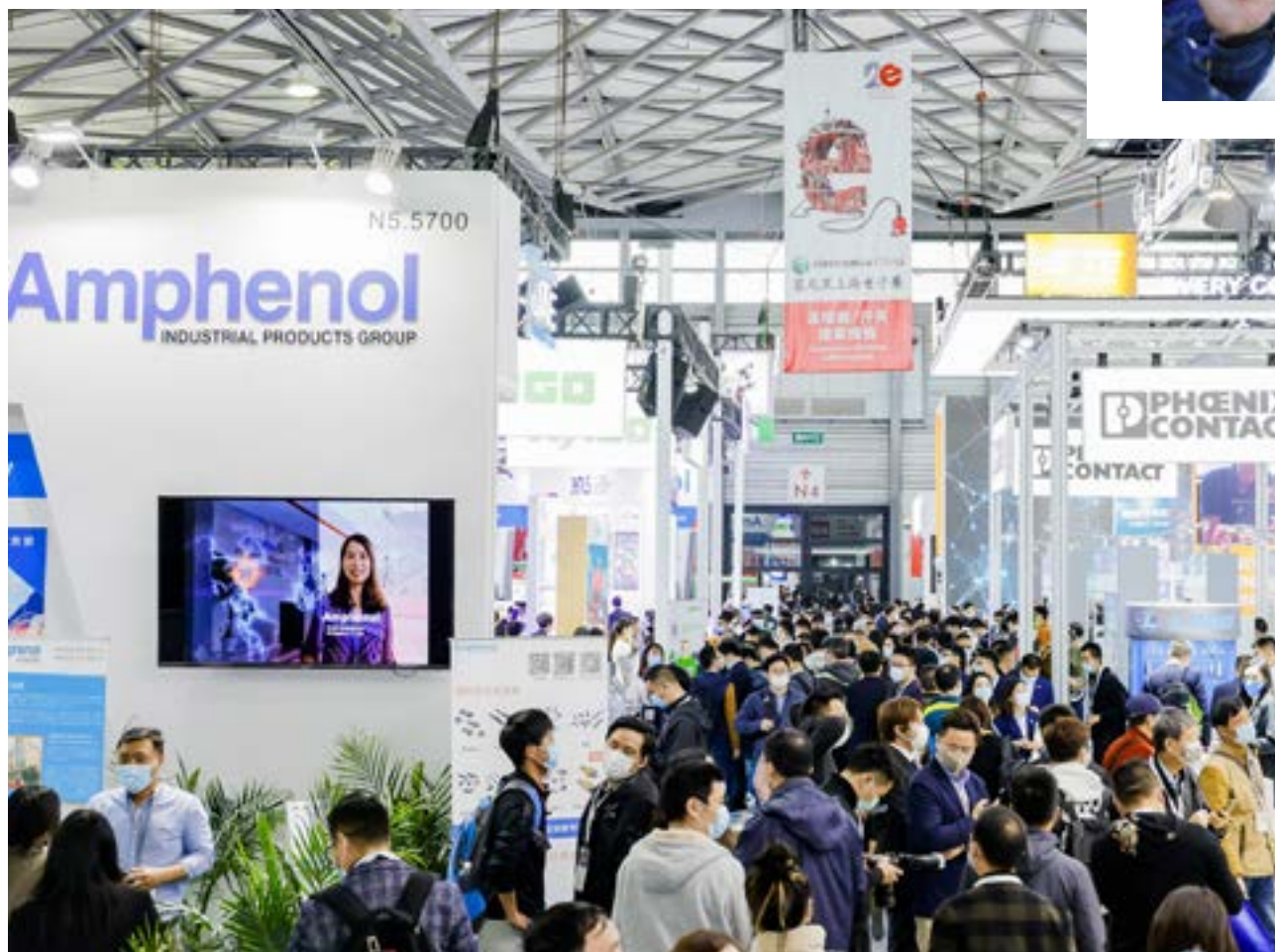
慕尼黑上海电子展

慕尼黑上海电子展

electronica China



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慕尼黑上海电子展 (electronica China) 是电子行业内重要盛会。展会为迎合行业发展及展现更为丰富的展示形式和内容, 引入了更多垂直领域的应用展示, 为行业打造了从产品设计到应用落地的横跨产业上下游的专业展示平台。展会同期还将举办十几场聚焦垂直行业前沿话题的论坛, 覆盖汽车、物联网、5G、人工智能、智能制造、医疗电子、电力电子等领域。

electronica China is the leading trade fair for the electronics industry in Asia. It provides related application fields with more display opportunities. More application demos for vertical industries will be included to create a cross-industry platform that is helpful to the entire industry chain from product design to application. More than ten forums focusing on cutting-edge topics in vertical industries will also be held during the exhibition, covering automotive, IoT, 5G, AI, smart manufacturing, medical electronics, power electronics and other fields.

[electronicachina.com.cn](http://electronicachina.com.cn)  
[electronica-china.com](http://electronica-china.com)

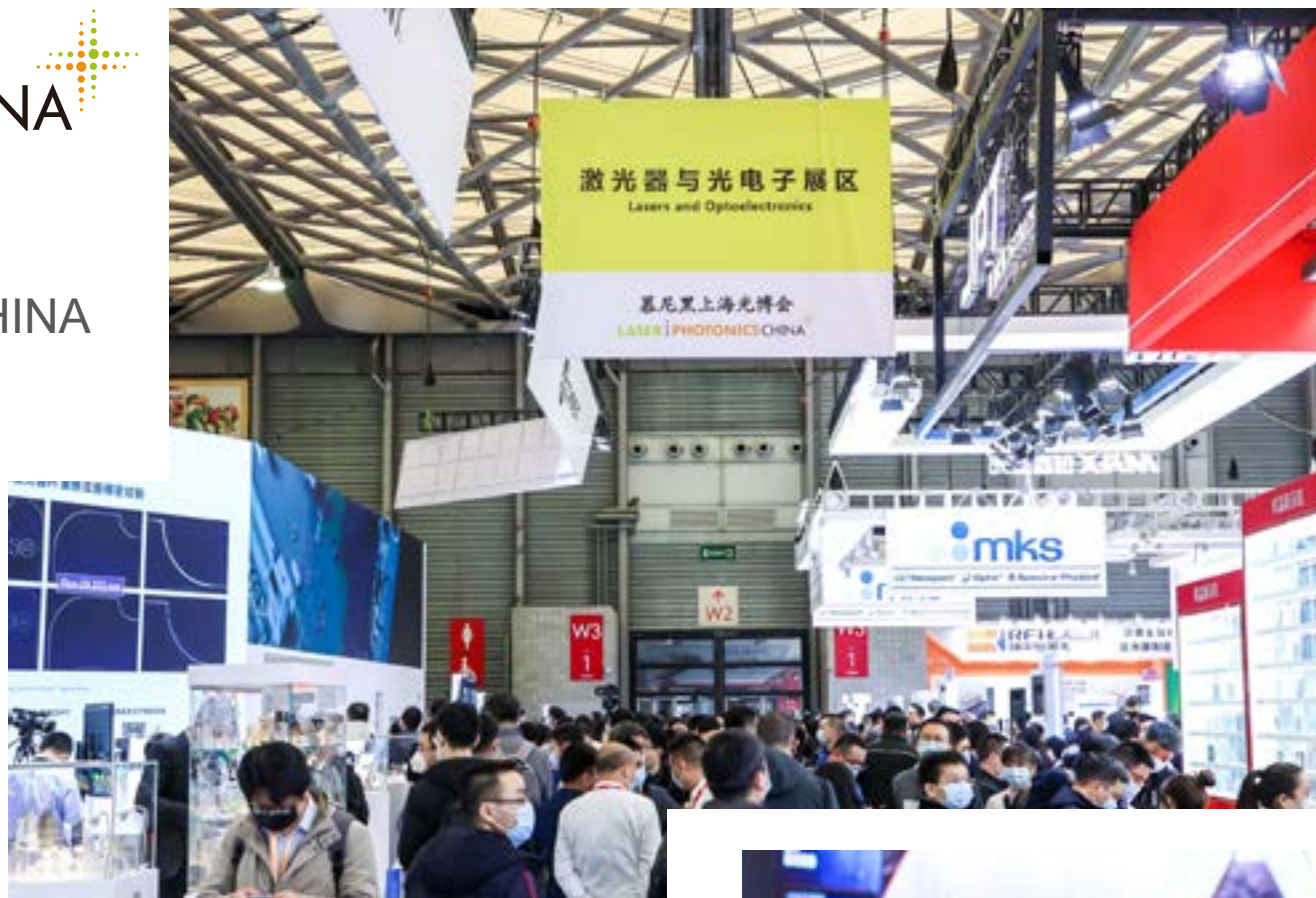


# 慕尼黑上海光博会 LASER World of PHOTONICS CHINA

## 慕尼黑上海光博会 LASER World of PHOTONICS CHINA

慕尼黑上海光博会自2006年举办以来,已成为中国激光、光学、光电行业一年一度的行业盛会。逐年递增的展会数据不仅显示出慕尼黑上海光博会的影响力,更表明中国光电行业发展的坚强信念。作为亚洲重要的激光、光学、光电行业盛会,从基础研究到产业应用,慕尼黑上海光博会探索行业发展趋势,集中展示涵盖激光器与光电子、光学与光学制造、激光智能制造、成像及机器视觉、检测和质量控制五大版块,是不容错过的业内展会。展会致力于推动业界各分支领域的创新与商业发展,是您提升市场竞争力及寻找创新解决方案的优质平台。

Since it was founded in 2006, LASER World of PHOTONICS CHINA has become an annual leading exhibition for laser, optics and optoelectronics industry in Asia. The fair's growing numbers year after year demonstrate the leading role of LASER World of PHOTONICS CHINA as well as the market's strong belief in this industry. LASER World of PHOTONICS CHINA is an industry exhibition not to be missed, it will showcase an entire spectrum for the five categories: Lasers and Optoelectronics, Optics and Manufacturing Technology for Optics, Laser Systems for Production Engineering, Imaging and Machine Vision, Optical Metrology and Quality Assurance. The exhibition is dedicated to promoting innovation and business development in all branches of the industry, and is a quality platform to enhance the market competitiveness and find innovative solutions.



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[www.world-of-photonics-china.com.cn](http://www.world-of-photonics-china.com.cn)  
[www.world-of-photonics-china.com](http://www.world-of-photonics-china.com)





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慕尼黑上海电子生产设备展

慕尼黑上海电子生产设备展

productronica China

慕尼黑上海电子生产设备展 (productronica China) 是中国电子制造行业知名展会。展会着眼于各种精密电子生产设备和制造组装服务, 展示电子制造核心科技, 汇聚国内外知名设备厂商, 从表面贴装技术、电子和化工材料、点胶与粘合技术、清洗技术、电子组装自动化、测试测量与质量保证、电子制造服务, 到线束加工与连接器制造、元器件制造、运动控制与驱动技术、工业传感器、机器人及智能仓储等, 为全产业链呈现电子行业智能制造针对热门应用行业的创新解决方案。

productronica China is now one of the leading platforms for innovative electronics manufacturing. It exhibits innovative intelligent manufacturing solutions in the entire industry chain, ranging from component-mount technology, dispensing & bonding, electronic chemical materials, clean technology, soldering, test and measurement, quality assurance, cable processing, robotics, AGV, intelligent warehousing, IPCs & control technology, drive systems & components and sensor technology.

[productronicachina.com.cn](http://productronicachina.com.cn)  
[productronica-china.com](http://productronica-china.com)





## 华南国际智能制造、先进电子及激光技术博览会 South China International Advanced Electronics, Automation and Laser Expo

华南国际智能制造、先进电子及激光技术博览会（简称“LEAP Expo”）下辖慕尼黑华南电子展、慕尼黑华南电子生产设备展、华南先进激光及加工应用技术展览会，联合同期举办的中国（深圳）机器视觉展暨机器视觉技术及工业应用研讨会及华南电路板国际贸易采购博览会将于深圳盛大召开。LEAP Expo 及其同期展会将通过呈现表面贴装、点胶注胶、线束加工、工厂自动化、半导体、传感器、电源、无源元件、连接器、测试测量、PCB、激光加工、机器视觉核心部件和辅件等多个板块，全方位覆盖电子智能制造领域核心资源。

LEAP Expo (Including electronica South China, productronica South China and Laser South China), VisionChina(ShenZhen) and South China Circuit board International Trade and Procurement Fair will open again in Shenzhen. The exhibitions will cover the core resources of the whole industry chain of electronic intelligent manufacturing to provide one-stop purchasing platform through the important industry domains: SMT, soldering & dispensing, cable processing, factory automation, semiconductors, sensor technology, power supplies, passive components, connectors, test and measurement, PCB, advanced laser and laser processing, core components of machine vision products & parts.



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[www.leapexpo.com](http://www.leapexpo.com)  
[www.leapexpo.com/en/home/](http://www.leapexpo.com/en/home/)





## 慕尼黑华南电子生产设备展 productronica South China

慕尼黑华南电子生产设备展作为华南国际智能制造、先进电子及激光技术博览会（简称“LEAP Expo”）旗下成员展，将聚焦于表面贴装、智能制造技术、点胶注胶、连接器制造与线束加工、电子元器件制造、半导体先进封测技术、电子制造服务、未来市场（柔性印刷电子、混合元件制造）等领域，为全产业链呈现电子行业智能制造针对热门应用行业的创新解决方案。

productronica South China, a member exhibition of LEAP Expo, will focus on surface mount, intelligent manufacturing, glue injection, connector manufacturing and wire harness processing, electronic component manufacturing, advanced semiconductor packaging and testing, electronic manufacturing services, future markets (flexible and printed electronics, hybrid component manufacturing). It showcases innovative smart electronic manufacturing solutions for major application industries to the entire industry chain.

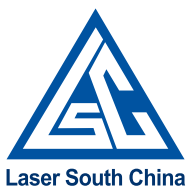


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[www.p-southchina.com](http://www.p-southchina.com)

[www.p-southchina.com/pscexpoEn](http://www.p-southchina.com/pscexpoEn)





## 华南先进激光及 加工应用技术展览会

## 华南先进激光及加工应用 技术展览会

## South China Advanced Laser Technology and Application Exhibition

高新技术类展会 New Technology

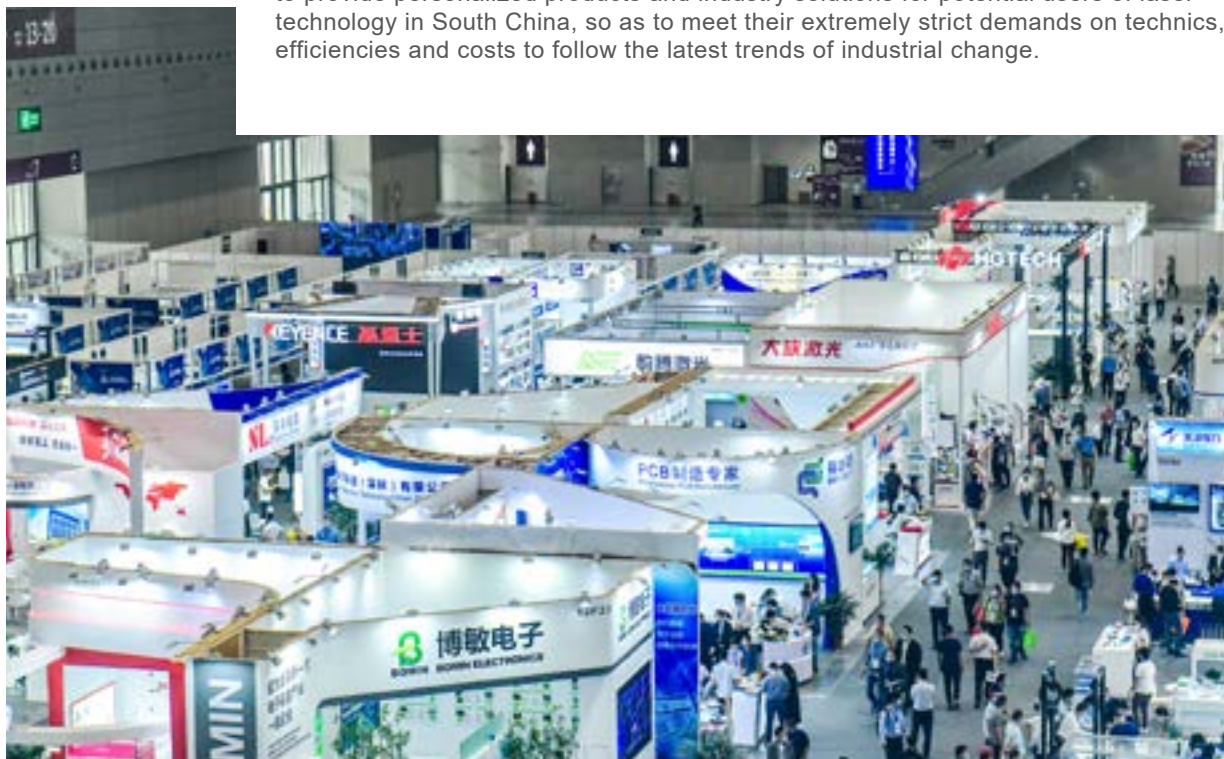


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[www.lasersouthchina.com](http://www.lasersouthchina.com)

华南先进激光及加工应用技术展览会由中国光学学会激光加工专业委员会和慕尼黑展览（上海）有限公司联合打造，力促激光行业与华南制造业双向发展。展会通过激光应用实例展现激光加工在半导体、消费电子、新能源、医疗、智能检测等各个行业应用中的创新成果。随着制造业转型升级及“中国制造 2025”战略的深入，激光技术正不断帮助汽车、电子、医疗、新能源、PCB、半导体、新一代信息技术等行业实现又一次智造升级。华南先进激光及加工应用技术展览会着眼于华南激光加工市场，旨在为广大华南地区的激光技术用户提供个性化的产品及行业解决方案，以满足用户对技术、效率与成本的严苛要求，顺应产业变革潮流。

South China Advanced Laser Technology and Application Exhibition is co-organized by Messe Muenchen Shanghai Co., Ltd. and Laser Processing Committee of the COS. The exhibition is dedicated to promoting the connected development of the laser and manufacturing industry in South China. With laser processing cases in semiconductor, consumer electronics, new energy, medical, intelligent inspection and other industries, the exhibition showcases the innovation outcomes of laser applications. With the transformation and upgrading of manufacturing industry and the deepening of the Strategy of "Made in China 2025", laser technology is constantly upgrading the automotive, electronics, medical, new energy, PCB, communications, semi-conductors and other industries in a smart method. South China Advanced Laser Technology and Application Exhibition focuses on the market of South China laser processing, aiming to provide personalized products and industry solutions for potential users of laser technology in South China, so as to meet their extremely strict demands on technics, efficiencies and costs to follow the latest trends of industrial change.





## 慕尼黑华南电子展 electronica South China



慕尼黑华南电子展（electronica South China）作为华南国际智能制造、先进电子及激光技术博览会（简称“LEAP Expo”）旗下成员展，立足粤港澳大湾区，辐射华南、西南及东南亚市场，将以“融合创新”为主题，聚焦 5G、物联网、汽车、碳中和、第三代半导体、工业自动化、机器视觉、可穿戴、消费电子、智能家居等热门技术应用，汇聚国内外知名企业，吸引行业优质买家及精英，为蓬勃发展的华南地区电子产业带来创新与活力，为经济复苏献力。

electronica South China is a member exhibition of LEAP Expo, mainly targeting the Guangdong-Hong Kong-Macau Greater Bay Area, South China, Southwest China and Southeast Asian markets. electronica South China promotes "Fusion and Innovation" and presents leading technologies and applications, including 5G, IoT, automotive, 3rd-Gen semiconductors, carbon neutrality, industrial automation, machine vision, wearable electronics, consumer electronics and smart home appliances. The show congregates the leading players in the industry, attracts quality buyers and industry professionals and brings innovation and vitality to the electronic industry in South China.



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[www.e-southchina.com/zh-cn/](http://www.e-southchina.com/zh-cn/)







## 中国（上海）机器视觉展暨机器 视觉技术及工业应用研讨会 VisionChina(ShangHai)



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作为亚洲重要的国际机器视觉行业盛会，VisionChina（上海）集中展示机器视觉系统及核心部件和插件的全方位产品内容，汇聚来自各工业应用领域的专家、学者和技术人员，促进市场交流，是企业提升市场竞争力及寻找创新解决方案的优质平台！

VisionChina(ShangHai), the most influential Machine Vision show in Asia, bringing the latest core components and parts of machine vision every year, is a high-quality platform to show innovation solutions and improve your marketing competitiveness to attract professional visitors from many application fields.

[www.visionchinashow.net/txw\\_sh/](http://www.visionchinashow.net/txw_sh/)  
[www.visionchinashow.net/txw\\_ensh/](http://www.visionchinashow.net/txw_ensh/)







## 中国机器视觉助力智能制造 创新发展大会 VisionChina(BeiJing)

随着中国制造等概念的持续深化，工业 5.0 的提出，以及研发技术的不断突破，我国机器视觉已经不再是一种单一的应用产品，而逐渐向多领域、多行业、多层次进行延伸。VisionChina（北京）旨在为视觉用户及企业打造市场趋势、学术交流及创新思考的前沿平台。

With the continuous deepening of the concepts of "Made in China", "Industrial 5.0" and the continuous breakthrough of machine vision technology, machine vision is no longer a single product, but gradually integrate into many fields. VisionChina(BeiJing) aims to create a frontier platform for users and enterprises on marketing trends, academic and innovation.



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[www.visionchinashow.net/txw\\_bj](http://www.visionchinashow.net/txw_bj)  
[www.visionchinashow.net/txw\\_enbj/](http://www.visionchinashow.net/txw_enbj/)



## 中国（深圳）机器视觉展暨机器视觉技术及工业应用研讨会

VisionChina(ShenZhen)

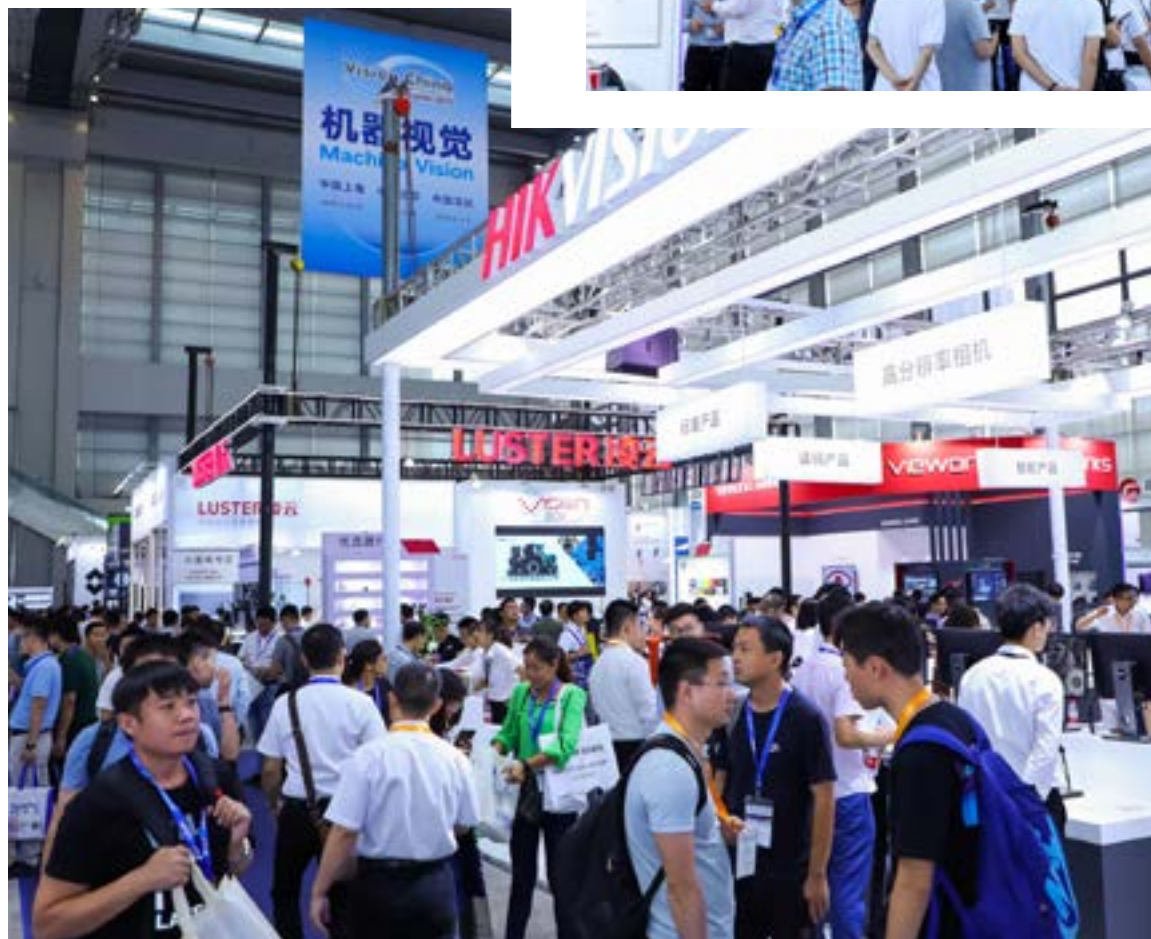
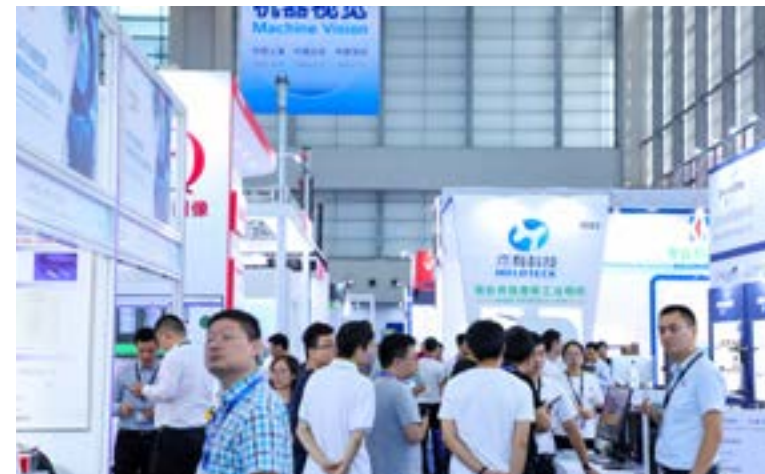


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作为机器视觉技术展示、市场交流及行业应用的重要平台，VisionChina（深圳）融入 Vision Plus X 概念，注重机器视觉应用场景及解决方案的展示，呈现机器视觉在激光、电子、半导体、智能制造等多种领域的应用案例及技术展示，全方位呈现机器视觉与行业应用，为用户打造智能制造生产线一站式采购平台。

VisionChina(ShenZhen) is an important show for machine vision industry. Under the concept of Vision Plus X, the exhibition shows application cases and technologies on laser, electronics, semiconductors and intelligent manufacturing, to set up a one-stop platform for users on intelligent manufacturing.

[www.visionchinashow.net/txw\\_sz/](http://www.visionchinashow.net/txw_sz/)  
[www.visionchinashow.net/txw\\_ensz/](http://www.visionchinashow.net/txw_ensz/)







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## 出展业务部 OUTBOUND BUSINESS

自 2020 年 1 月 1 日起, MMI Asia Pte. Ltd. (以下简称“MMI Asia”) 作为慕尼黑博览集团、IMAG 和 GHM 三家德国展览公司的在华官方代表, 配合集团的业务战略发展, 负责三家公司旗下国际展会在中国大陆地区的推广和管理工作。MMI Asia 将继续依托集团品牌展的优势, 充分利用中国客户资源, 与政府部门、行业协会、贸促机构、会展代理等合作伙伴紧密合作, 为中国参展企业提供多样化和专业化的参展服务, 帮助中国参展企业在国际舞台上赢得商机、塑造品牌。同时, 慕尼黑展览(上海)有限公司出展业务部将作为 MMI Asia 在华联络及咨询单位, 为中国大陆地区参展企业提供及时高效的展会信息咨询和售后支持服务。

Based on the strategic development plan, MMI Asia Pte. Ltd. is in charge of promoting and managing international exhibitions of Messe München, IMAG and GHM in China's mainland as the official representative since January 1, 2020. With the benefit of the well-known global brands of Messe München and abundant customer resources, MMI Asia has a strong partner network with government sectors, trade associations, international trade promotion councils and exhibition agencies. The Outbound Business Department is set up under MMI Asia to help Asian businesses locate new opportunities in the global market, providing ideal chances for Chinese companies to tap into the international market and earn more profits.





# 出展业务展会

## Our Outbound Exhibitions

### 资本产品类展会 Capital Goods

- air cargo AFRICA  
非洲航空货运博览会
- air cargo EUROPE  
欧洲航空货运博览会
- air cargo FORUM MIAMI  
美国迈阿密航空货运博览会
- air cargo INDIA  
印度航空货运博览会
- air cargo TURKEY  
土耳其航空货运博览会
- bauma  
慕尼黑国际工程机械、建材机械、矿山机械、工程车辆及建筑设备博览会
- bauma CONEXPO AFRICA  
南非国际建筑机械、建材机械、矿山机械及工程车辆博览会
- bauma CONEXPO INDIA  
印度国际建筑机械、建材机械、矿山机械及工程车辆博览会
- bauma CTT RUSSIA  
俄罗斯国际建筑及工程机械展览会
- ceramitec  
慕尼黑陶瓷及粉末冶金机械、设备、加工及原材料博览会
- IFAT  
慕尼黑国际环博会
- IFAT Africa  
南非国际环博会
- IFAT Eurasia  
土耳其国际环博会
- IFAT India  
印度国际环博会
- logitrans TURKEY  
土耳其国际物流博览会
- IRAN LOGISTICS  
伊朗国际物流供应链与物流装备博览会







- M&T EXPO  
巴西国际建筑机械及采矿贸易博览会
- Smart.Con  
巴西智慧工程机械展览会
- transport logistic  
慕尼黑国际物流博览会
- transport logistic AMERICAS  
美国迈阿密国际物流博览会
- transport logistic INDIA  
印度国际物流博览会

#### 消费品类展会 Consumer Goods

- IAA Mobility  
德国国际汽车及智慧出行博览会
- INHORGENTA MUNICH  
慕尼黑国际珠宝钟表博览会
- ISPO Munich  
慕尼黑国际体育用品博览会
- OutDoor by ISPO  
慕尼黑国际户外用品博览会





## 高科技类展会 New Technology

- analytica  
慕尼黑国际分析生化博览会
- analytica Anacon India & India Lab Expo  
印度国际分析生化博览会
- analytica Lab Africa  
南非国际分析生化博览会
- analytica Vietnam  
越南国际分析生化博览会
- automatica  
慕尼黑国际机器人及自动化技术博览会
- drinktec  
慕尼黑国际饮料及液体食品技术博览会
- drink technology India  
印度国际饮料技术博览会
- electronica  
慕尼黑国际电子元器件博览会
- electronica India  
印度国际电子元器件博览会
- food & drink technology Africa  
南非国际食品饮料技术博览会
- iba  
慕尼黑国际烘焙技术博览会
- INTERFORST  
慕尼黑国际森林技术博览会







- LASER World of PHOTONICS  
慕尼黑国际光博会
- LASER World of PHOTONICS INDIA  
印度国际光博会
- LOPEC  
慕尼黑国际印刷电子博览会
- oils+fats  
慕尼黑国际油脂技术与贸易展览会
- opti  
德国国际光学眼镜博览会
- PHARMA PRO&PACK EXPO  
印度制药加工及包装博览会
- productronica  
慕尼黑国际电子生产设备博览会
- productronica India  
印度国际电子生产设备博览会
- SMART CARDS EXPO  
印度国际智能卡博览会



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