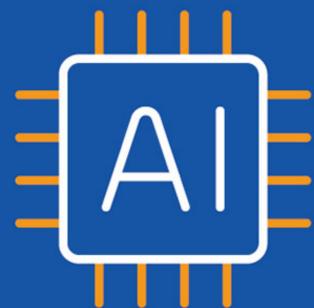




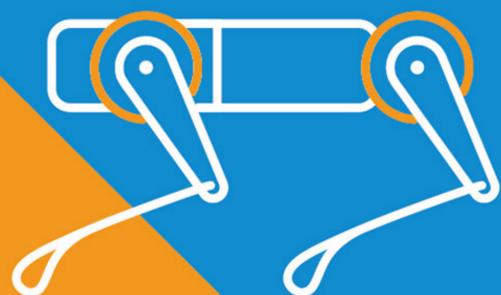
中国家电及消费电子博览会  
APPLIANCE & ELECTRONICS WORLD EXPO



# AWE2026

Shanghai Eastern Hub International Business  
Cooperation Zone Exhibition Area

2026.3.12-14 SHANGHAI CHINA



Smart AI,  
Smarter Future





# AWE2026: Smart AI, Smarter Future



Appliance & Electronics World Expo (AWE), hosted by the China Household Electrical Appliances Association (CHEAA), is one of the top three global events in home appliances and consumer electronics. AWE2025 covered 140,000 square meters and attracted 190,000 visitors, reaffirming its leading position in home appliances and growing influence in consumer electronics. At AWE, you can experience cutting-edge products, explore trade and business opportunities, and network with peers to reach the latest technology and corporate strategy. As a platform for cross-sectoral exchange, AWE allows exhibitors to gain brand exposure, engage with diverse user groups, and attract investors. Beyond that, this key event helps companies build industry influence and capture public recognition, empowering brands and partners across the board.

To be held in Shanghai from 12-15 March 2026, AWE2026 will adopt a new format: One Expo, Two Venues. In addition to the familiar Shanghai New International Expo Centre (SNIEC), the event will also be held at the exhibition area of the Shanghai Eastern Hub International Business Cooperation Zone (Eastern Hub IBCZ), which will take full advantage of the Eastern Hub IBCZ's role as an international gateway for the new era. Under the theme Smart AI, Smarter Future, the new venue will focus on cutting-edge consumer electronics and showcase key innovations empowered by AI. Global tech companies will bring their latest breakthroughs to the Eastern Hub IBCZ exhibition area, offering next-gen solutions such as AI terminals, computing chips, 6G communication, embodied artificial intelligence, new energy, drones, and smart home products.

## 200000+

Expected Attendance:  
200,000 visitors

## 3.12-3.15

Dates:  
12-15 March, 2026 at SNIEC

## 3.12-3.14

12-14 March, 2026 at the  
Eastern Hub IBCZ

## 170000 m<sup>2</sup>

Space: 170,000 m<sup>2</sup>

## [ 140000 m<sup>2</sup> + 30000 m<sup>2</sup> ]

140,000 m<sup>2</sup> at SNIEC and 30,000 m<sup>2</sup> at the Eastern Hub  
IBCZ exhibition area

## 1200+

More than 1,200  
companies

## [ 200-250 ]

200-250 at the Eastern Hub  
IBCZ exhibition area

Venues:  
Shanghai New International Expo  
Centre (SNIEC) and 3rd Floor, E4  
(Sunrise Complex), Shanghai  
Eastern Hub International  
Business Cooperation Zone  
(EasternHub IBCZ) exhibition area

# Shanghai Eastern Hub International Business Cooperation Zone: A New Gateway for Global Business

## ● Shanghai Eastern Hub International Business Cooperation Zone

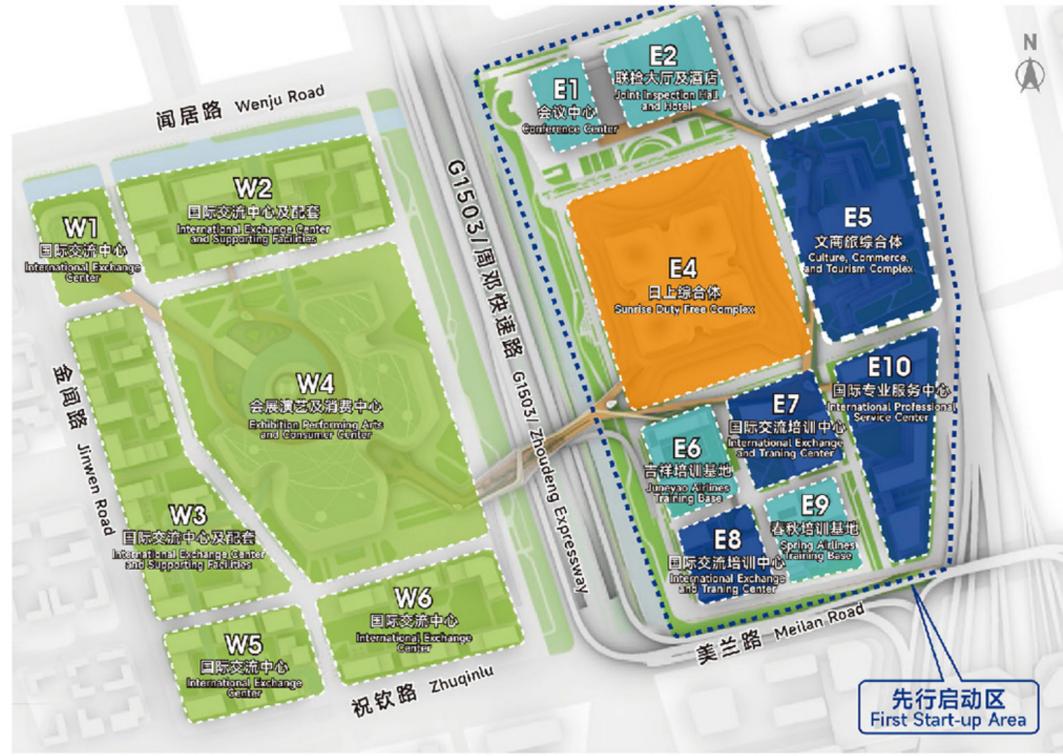
The Shanghai Eastern Hub International Business Cooperation Zone (the Eastern Hub IBCZ), approved by China's State Council, is the first of its kind in China to integrate special policies from comprehensive bonded zones, customs supervision areas, and port restricted areas, while also offering cross-border personnel mobility for specific closed areas and comprehensive business services. The zone sets a new benchmark for China's strategy to expand opening up.



# Shanghai Eastern Hub International Business Cooperation Zone: A New Gateway for Global Business

## ● Sunrise Complex (E4, Eastern Hub IBCZ)

As the core facility of the Eastern Hub IBCZ, the Sunrise Complex (E4) features world-class exhibition facilities, premium conference spaces, and full commercial amenities. The venue includes 7,000 m<sup>2</sup> of conference space and international-standard facilities with VIP meeting areas, offering AWE2026 exhibitors top-tier exhibition services and business matchmaking environments.



## Debut Exhibition at the Eastern Hub IBCZ

To support China's high-standard opening-up strategy, foster a new development paradigm for the consumer electronics industry, and accelerate the dual circulation of domestic and international markets, AWE2026 has established a key exhibition area at the Eastern Hub IBCZ. This will be the first large-scale international exhibition hosted in the zone since it began closed operation.



## A Strategic Location Linking Global Consumers and Technologies

Backed by global transport hubs such as Shanghai Pudong International Airport, the Eastern Hub IBCZ handles over 70 million passengers annually, connecting major economies across Asia-Pacific, Europe, and North America. This provides AWE exhibitors with strong opportunities to engage with customers and investors.



## A New Hub for Global Exhibitions with Multiple Policy Advantages

The Eastern Hub IBCZ offers streamlined cross-border trade, convenient access for international visitors, and pioneering policy innovations. Hosting AWE2026 here highlights the powerful synergy between favorable policies and a leading industry platform. This move will unlock policy-driven advantages, energize industrial growth, and set a new benchmark for high-level openness in the home appliance and consumer electronics sectors under the new development paradigm.



## A Launchpad for Global Brands and Cross-Border Exhibitions

Holders of valid invitations filed with the comprehensive management agency of the Eastern Hub IBCZ who take international (regional) flights to enter the zone from Pudong international Airport are not required by the immigration management department to verify Chinese visas or other entry permits. After verification of international travel documents, they are allowed to stay for 30 days to carry out business activities within the zone, and may apply for an extension according to their needs. The Eastern Hub IBCZ supports a wide range of commercial activities, including exhibitions held independently by overseas companies, cross-border exchanges, etc. It serves as a key gateway for international brands entering the Chinese market and for Chinese brands launching new products and expanding globally.



# Exhibits: A Platform Showcasing AI-Driven Innovation in Consumer Electronics

Covering an area of 30,000 square meters, our venue at the Eastern Hub IBCZ exhibition area is positioned as AWE2026's Advanced Consumer Electronics Technology Zone. With AI & New Terminals as the central theme, the venue will focus on key areas such as chips and large models, next-gen displays, robotics and drones, new energy vehicles, and smart home. It will be organized into four themed sections highlighting breakthroughs in core technologies, commercialization of innovative products, intelligent upgrades of digital terminals, and smart living scenarios—demonstrating the development outcomes of new productive forces in the consumer electronics industry in the AI era.

## ● Section A: Intelligent Digital Products



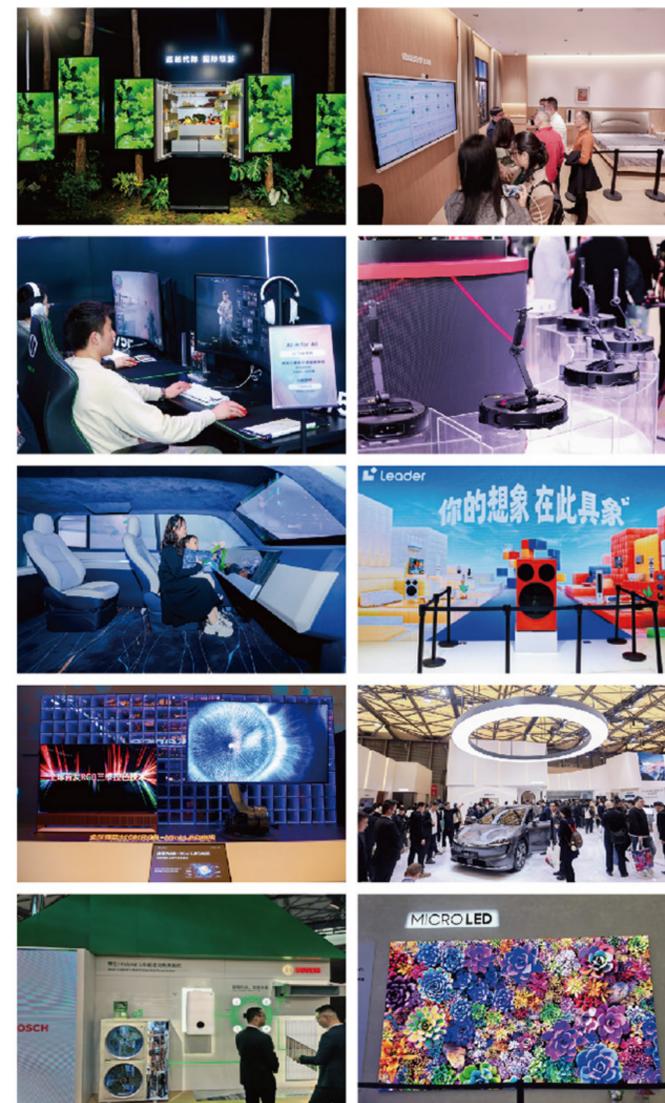
Centered around the dual engines of digitization and intelligence, Section A will fully explore cutting-edge innovation in consumer electronics and the evolution of next-gen human-computer interaction devices. By blending all-new products with communication technologies, the section will present the future of personal access to intelligent computing and information hubs in the AI age.

### Key exhibits:

1. Next-gen communication: 6G technology, satellite-connected terminals, millimeter wave wireless transmission devices, Wi-Fi 7, and Matter protocol;
2. Interaction revolution: AI glasses, AR glasses, VR headsets and devices, smart wearables, digital human interaction systems, AIGC tools, and metaverse technologies;
3. Innovations in smart devices: AI smartphones, AI PCs, modular PCs, AI translators, smart learning terminals, and 3D scanning/printing devices.

## ● Section B: Smart Living

Based on the core concept of human-car-home integration, Section B will showcase how AI empowers humans, cars, and homes. Focusing on the trends of smart home, green technologies, and the interconnected human-car-home ecosystem, the section will present tangible, interactive model rooms for smart living.



### Key exhibits:

1. Smart home ecosystems: intelligent home appliance control hubs, adaptive environment regulation systems, smart kitchen sets, and smart appliances offering visual recognition features;
2. Audio-visual innovations: 4K/8K televisions, high refresh rate gaming monitors, game consoles, multi-channel surround sound home theaters, spatial sound adaptation technology, and in-car audio-visual systems;
3. Green technology and health appliances: photovoltaic energy storage systems, energy-efficient smart appliances;
4. Human-car-home ecosystem: new energy vehicles, intelligent driving systems, and car-home platforms.

# AI Exhibits: A Platform Showcasing AI-Driven Innovation in Consumer Electronics

## Section C: Innovative Products



Section C focuses on the rapid advancement of robotics and AI agents and the industrial application of low-altitude aircraft. Through live demos and interactive experiences, the section will showcase commercial applications and technological breakthroughs in embodied artificial intelligence and the low-altitude economy.

### Key exhibits:

1. Humanoid and commercial robot clusters: bipedal robots, bionic robotic arms, quadruped robotic dogs, and multimodal EAI systems;
2. Household service robot clusters: cleaning robots, chef robots, home companion robots, domestic robots, and emotion-aware robots;
3. Low-altitude products: consumer drones (aerial photography drones and racing drones), racing and performance drones (high-speed FPV drones, formation light show drones), specialized drones (long-endurance mapping drones, cargo drones, and security patrol drones), supporting equipment (gimbals, FPV goggles, remote control systems, high-definition panoramic cameras, AI navigation modules), and electric vertical take-off and landing (eVTOL) aircraft.

## Section D: Core Technologies



With a focus on the technological foundation of the digital intelligence era, Section D will showcase the complete ecosystem of computing power, algorithms, and terminals, covering AI chips, intelligent terminal chips, and large AI models integrated with IoT solutions, as well as communication modules, automotive electronics, and next-gen displays. Through the seamless coupling of infrastructure and use cases, the section will illustrate the key productivity engines of the AI-native era.

### Key exhibits:

1. Semiconductor design and chip manufacturing: mobile SoCs, PC chips, IoT chips, 5G baseband chips, server chips, autonomous driving chips, cloud/edge AI chips, communication modules, consumer CPUs and GPUs, server CPUs, and data center GPUs;
2. Large AI models and IoT: multimodal/multilingual foundation models, vertical domain models, and networking solutions for smart home devices;
3. Display panels and screens: LCD/OLED panels, micro LED, Mini LED, rigid OLED, rollable OLED, laser displays, foldable screens for mobile devices, flexible screens, transparent screens, holographic screens, and automotive display panels.



# First Exhibition at the Eastern Hub IBCZ: A Global Launchpad and Corridor for Cross-Border Technology Collaboration

AWE2026 will fully leverage the favorable policies, rich resources, and hub advantages of the Eastern Hub IBCZ to provide global exhibitors and attendees with unprecedented convenience for cross-border business and international exhibitions. We aim to offer a global innovation launchpad and a cross-border technology cooperation corridor.

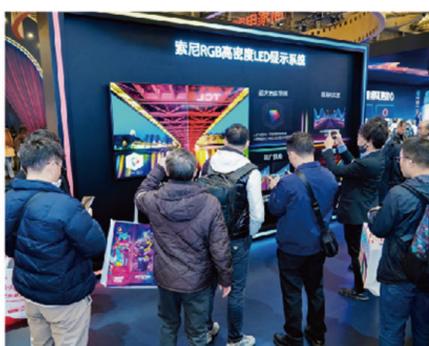


## Global Technology Pioneers Gather for the Next Big Opportunity

The Eastern Hub IBCZ exhibition area will bring together the most influential and innovative exhibitors in consumer electronics. We plan to attract 200 to 250 top brands, including eligible companies already exhibiting at the SNIEC.

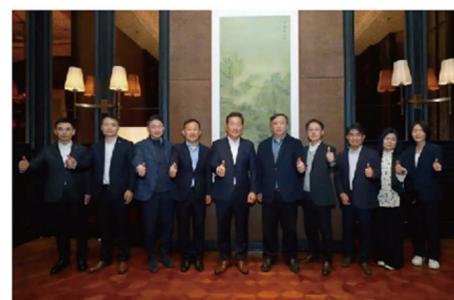
Four types of industry leaders will gather at AWE2026:

- Leading Chinese companies (giants in home appliances and consumer electronics)
- Emerging technology brands (fast-growing unicorns and innovative startups)
- Foreign-invested companies (multinationals with extensive operations in China)
- Top global companies (industry pioneers with global leadership)



## A Global Product Launchpad & A Fast Track to Cross-Border Exhibition

The Eastern Hub IBCZ exhibition area is set to become a key product launchpad for companies around the world. Here, overseas exhibits can enjoy streamlined entry and return after the show. This significantly simplifies cross-border exhibition procedures and minimizes costs, providing global brands with a more efficient, convenient launchpad. We encourage exhibitors to host product launches during the show to boost exposure, enhance market awareness, and generate user interest, paving the way for successful product rollouts.



## Premium Conference and Business Services for Strategic Growth

The Eastern Hub IBCZ offers premium conference and exhibition facilities. It features 7,000 square meters of international-standard conference space, along with product release areas and VIP meeting zones. The venue is fully equipped for all business scenarios, including large-scale industry forums, high-level closed-door summits, business negotiations, and signing ceremonies. The AWE organizing committee will host channel summits, organize industry forums, and invite executives from global tech giants, industry leaders, and renowned experts for extensive discussions, building strong momentum for the consumer electronics sector.



## A Prime Destination with Fast Global Access for International Buyers

Thanks to the special entry policy and 15-minute direct access from Pudong International Airport, the Eastern Hub IBCZ is an ideal destination for international businesses. Here, you step off the plane and into the expo. Moreover, professional visitors and buyers from economies such as Japan, South Korea, and Southeast Asia can join the show and return on the same day without any jet lag. The AWE organizing committee will extensively invite overseas buyers, distributors, and institutional investors. We will also facilitate matchmaking sessions to bring businesses together in China and beyond, helping Chinese products go global and overseas products enter the Chinese market.





# First Exhibition at the Eastern Hub IBCZ: A Global Launchpad and Corridor for Cross-Border Technology Collaboration

## Linking Governments and Companies for Targeted Business Matching at the Top Level

The AWE organizing committee will work closely with Shanghai municipal departments to invite key industrial parks, research institutes, investment firms, major distributors, and local governments to attend the show. We will provide exhibitors with efficient B2B matchmaking, allowing companies to reach their target clients at the top level.



## Two Venues for Scale and Quality

Our venues at the Eastern Hub IBCZ exhibition area and the SNIEC will operate in synergy. Our special shuttle service will allow media and visitors to move freely between the two venues, tapping both user traffic and media exposure for a successful exhibition.



**大V逛展团**

数码家电知名博主强势集结  
合体探访海尔、格力、石头等热门展台  
带你一起云逛展

Group of influencers and bloggers posing for a photo.

**和UP主一起探索智能生活新想象**

一起来看UP主们的AWE逛展视频吧!

Grid of influencer portraits with names and social media handles.

月20日-4月30日  
UP主们的AWE逛展视频持续解锁 敬请期待  
UP主们一起解锁黑科技 鉴定实力新家电 找到理想家德象

**AWE2025 移动的家** 首个智能汽车展区

跨界KOL天团 诚邀共赏 沉浸体验“人-车-家”让科技重塑未来生活  
@中国家用电器协会 @Eva的科技生活 联合打造

Group of influencers posing together.

活动时间: 2025年3月20日-23日  
活动地点: 上海新国际博览中心-W1展馆  
五千平展览空间 敬请期待

## Powerful Media Matrix for Exceptional Brand Exposure

As the first exhibition at the Eastern Hub IBCZ, a national hub for opening-up, AWE2026 comes at a time when China is promoting sci-tech innovation, intelligent manufacturing, and a dual-circulation development paradigm. The expo sends a key signal that reaffirms China's commitment to advancing high-standard opening-up and fostering new productive forces, which naturally attracts strong media and policy attention. The AWE organizing committee will invite top national media outlets and mainstream news agencies from Beijing, Shanghai, and Guangzhou for full coverage of the event, including feature stories on key exhibitors to improve their brand value and influence.

At the same time, leading overseas media outlets, technology platforms, and content creators will work closely together to create a global matrix. Our media campaign will include launch highlights, in-depth reviews, and industry trend analysis, offering broad and effective exposure to brands and products.



# AWE2026 Eastern Hub IBCZ Exhibition Area Layout

Scan the QR code to join AWE2026



## ● Exhibition Area Layout Map



## ● Booth Pricing

Raw Space  
(including decoration) **1380**  
RMB/m<sup>2</sup>



### Standard Booth

**13800**  
RMB/Unit (3m x 3m)

#### Includes:

Three-sided partition walls, fascia board with company name, 9 sqm carpet, 1 information counter, 2 folding chairs, 1 waste basket, 3 spotlights, and 1 power socket.

AWE Official Website



AWE FACEBOOK



Organizer:  
China Household Electrical  
Appliances Association  
AWE (Beijing) Exhibition Service Co., Ltd  
TEL:400-630-8600  
E-MAIL:awe@cheaa.com  
WEB:en.awe.com.cn

Co-organizer:  
AWE (Beijing) Exhibition Service Co., Ltd.

