

SALE ASIA

Logistics Expo

Shanghai

上海亚洲物流博览会

上海·世贸展览馆
Shanghai Expo

2026年5月15日-17日
May 15 (Friday) - May 17 (Sunday), 2026

2026

上海亚洲物流博览会

2026 Asia Logistics Expo (ShangHai)



科技
改变物流

TECHNOLOGY
TRANSFORMING
LOGISTICS



www.asialogistics-expo.cn



[Asia.Logistics.Expo](https://www.facebook.com/Asia.Logistics.Expo)

展会背景

BACKGROUND OF THE EXPO



在全球产业链重塑与数字经济浪潮下，物流已成为推动经济高质量发展的战略基础设施。亚洲作为全球经济增长核心引擎，其物流市场正经历自动化、数字化与绿色化引领的深刻变革。中国正积极构建现代物流体系，加快建设“供应链强国”。上海作为国际航运、贸易与科创中心的核心承载区，依托全球最大单一物流市场——长三角，拥有显著的产业集聚、政策创新与全球连接优势。

在此背景下，2026上海亚洲物流博览会（Asia Logistics Expo (Shanghai) 2026，简称 SALE 2026）将于2026年5月15日至17日在上海世贸展览馆举办。本届博览会将以前瞻视野，打造集全球智慧、尖端科技、贸易合作与行业趋势于一体的国际物流盛会，致力于构建全产业链互联平台，探索物流未来潜能，赋能产业升级，共创高效、智能、可持续的亚洲物流新生态。

Amid the restructuring of global industrial chains and the tides of the digital economy, logistics has emerged as a strategic infrastructure propelling high-quality economic development. As the central engine of global economic growth, Asia's logistics sector is undergoing a profound transformation driven by automation, digitalization, and green transition. China is actively advancing the establishment of a modern logistics system and accelerating its national strategy to become a "leading supply chain power." Shanghai, serving as the core hub of an international shipping center, international trade center, and global science and technology innovation center, is underpinned by the world's largest single logistics market—the Yangtze River Delta—and possesses distinctive advantages in industrial clustering, policy innovation, and global connectivity.

Against this backdrop, the Shanghai Asia Logistics Expo 2026 (SALE 2026) will be held from May 15 to 17, 2026, at the Shanghai World Trade Exhibition Center. With a forward-looking vision, the Expo will create an international logistics summit that converges global expertise, showcases cutting-edge technologies, facilitates trade collaboration, and sets industry trends. It is dedicated to establishing a fully interconnected platform across the entire industrial chain, exploring the future potential of logistics, empowering industrial upgrading, and jointly fostering an efficient, intelligent, and sustainable new ecosystem for logistics across Asia.

基本信息

EXHIBITION INFORMATION

展会名称： 2026上海亚洲物流博览会
Exhibition Name: Asia Logistics Expo (Shanghai) 2026

展会主题： 科技改变物流
Theme: Technology Transforming Logistics

举办时间： 2026年5月15日（星期五）– 5月17日（星期日）
Date: May 15 (Friday) - May 17 (Sunday), 2026

举办地点： 上海·世贸展览馆
Venue: Shanghai Expo

主办单位：
中国国际货运代理协会（CIFA）
环亚物博（上海）会展有限公司

Host
China International Freight Forwarders Association
Asia Logistics Expo (Shanghai) Exhibition Co., Ltd

承办单位：
环亚物博（上海）会展有限公司

Organizer
Asia Logistics Expo (Shanghai) Exhibition Co., Ltd



展览面积

30,000 m²

参展企业

500+ 家

(国际展商占比预计超过30%)

专业观众

25,000 人



聚焦智能物流、跨境运输、绿色供应链等前沿领域，展示涵盖物流服务、物流地产/园区、航空货运、公路/铁路运输、港口/船运物流、生鲜供应链/冷链物流、智慧物流/IT信息系统、物流设备以及专用车辆在内的物流全产业链。

Focusing on cutting-edge fields such as intelligent logistics, cross-border transportation, and green supply chains, the exhibition will showcase the entire logistics industry chain, including logistics services, logistics real estate/parks, air freight, road/rail transportation, port/shipping logistics, fresh produce supply chain/cold chain logistics, smart logistics/IT information systems, logistics equipment, and specialized vehicles.



四大展区 4 MAJOR EXHIBITION ZONES



航空货运展区 Air Freight Zone

机场、航空公司、货运代理、空港保税区、货运中心/终端运营商、空运经纪人/总销售代理商、航空货运物流系统、快递/包裹邮递、转运、仓储、货运装卸公司。

Airports, airlines, freight forwarders, airport bonded zones, cargo centers/terminal operators, air freight brokers/general sales agents, air cargo logistics systems, express/parcel delivery, transshipment, warehousing, cargo handling companies.



集装箱与多式联运展区 Container and Multimodal Transport Zone

第三方物流和货运代理港口、铁路货运、多式联运商、航空公司及货运、相关物流园区、相关物流技术设备及服务商、陆港/内陆多式联运枢纽、铁路集装箱、航运公司、公路运输、相关金融行业。

Third-party logistics and freight forwarders, ports, rail freight, multimodal transport operators, airlines and cargo services, related logistics parks, logistics technology equipment and service providers, dry ports/inland multimodal hubs, rail containers, shipping companies, road transport, related financial industries.



跨境物流与供应链展区 Cross-Border Logistics and Supply Chain Zone

国际小包、国家邮政、跨境电商物流与海外仓、散杂大件与特种物流、集装箱服务、跨境支付及金融服务、物流软件与信息平台、外贸工厂、跨境电商货源、电商物流设备、技术、管理、服务等。

Third-party logistics and freight forwarders, ports, rail freight, multimodal transport operators, airlines and cargo services, related logistics parks, logistics technology equipment and service providers, dry ports/inland multimodal hubs, rail containers, shipping companies, road transport, related financial industries.



国际货运代理展区 International Freight Forwarding Zone

含定制化海陆空多式联运规划、全球物流资源整合、一站式跨境手续办理、物联网全程货追及包装/仓储/保险等增值服务，助力企业高效透明管理国际供应链。

Featuring customized multimodal transport planning (sea, land, air), global logistics resource integration, one-stop cross-border procedures, IoT-enabled end-to-end cargo tracking, and value-added services such as packaging/warehousing/insurance, empowering enterprises to manage international supply chains with efficiency and transparency.

同期活动 CONCURRENT EVENTS



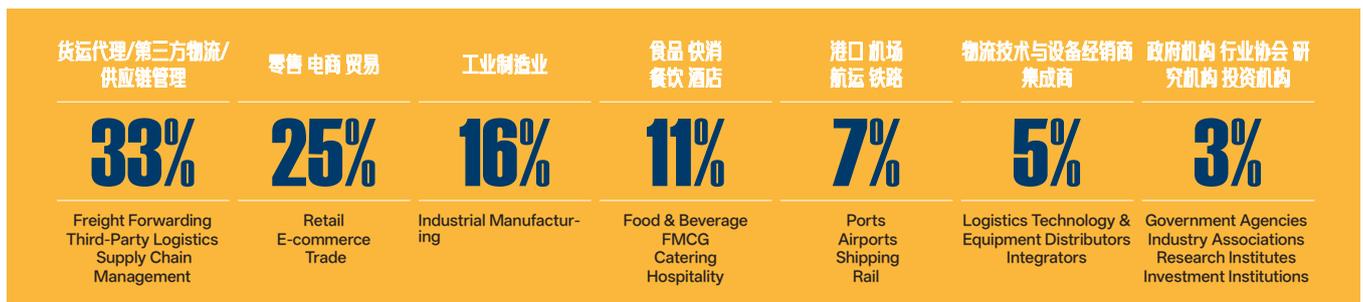
- 2026全球物流合作发展高峰论坛
2026 Global Logistics Cooperation and Development Summit
- 2026全球跨境电商供应链与海外仓大会
2026 Global Cross-Border E-Commerce Supply Chain and Overseas Warehousing Conference
- 2026国际形势下的全球物流发展新机遇
New Opportunities for Global Logistics Development in the International Context
- 上海国际智慧物流装备与物流信息化发展高峰论坛
Shanghai International Smart Logistics Equipment and Logistics Informationization Development Summit
- 国际航空货运物流趋势发展论坛
International Air Cargo and Logistics Trends Forum
- 2026国际物流与供应链对接会（欧美区、中亚区、东南亚区）
2026 International Logistics and Supply Chain Matchmaking Sessions (Europe-America, Central Asia, Southeast Asia)
- 中国国际货运代理协会工作会议（闭门会议）
China International Freight Forwarders Association Working Meeting (Closed-Door Meeting)



2026年中外货代物流企业展洽会将于上海举行，由中国国际货运代理协会（CIFA）与WCA World共同主办，面向全球独立货运代理及物流企业开放。为期三天的会议将通过一对一商务洽谈、企业展位等形式，助力参会者拓展商机、建立合作。预计将有500多名资深货代代理出席，在当前国际物流快速变化与地缘政治动荡背景下，为业界提供学习交流、开拓新合作伙伴关系的重要平台。

The 2026 International Freight Forwarders & Logistics Expo will be held in Shanghai, co-organized by the China International Freight Forwarders Association (CIFA) and WCA World. Open to global independent freight forwarders and logistics companies, the three-day event will feature one-on-one business meetings and exhibition booths to help participants expand business opportunities and build partnerships. With over 500 senior freight forwarders expected, it serves as a key platform for industry exchange and collaboration amidst rapid changes in international logistics and geopolitical shifts.

观众组成 VISITOR COMPOSITION & DATA



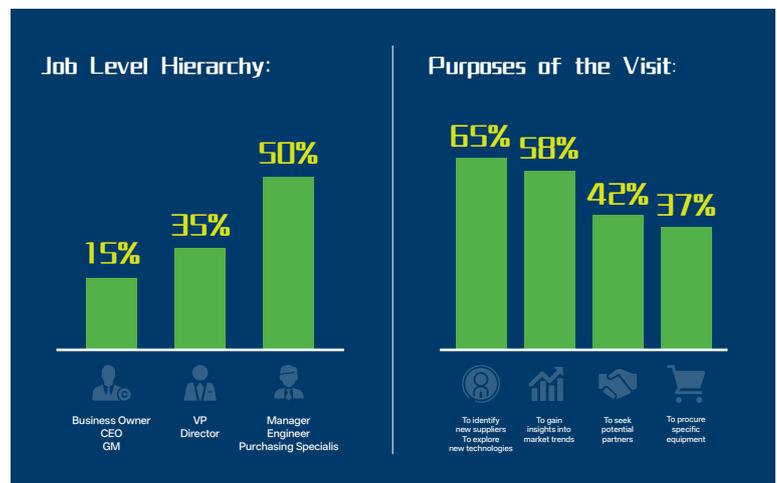
超过85%的观众拥有 采购建议权或直接决策权

职位层级：

企业主/CEO/总经理占比约15%
副总裁/总监级占比约35%
经理/工程师/采购专员占比约50%

参观目的：

寻找新供应商/技术（65%）
市场趋势洞察（58%）
寻求合作伙伴（42%）
采购具体设备（37%）





01 直击核心市场

/ Target the Core Market

“ 立足上海，辐射亚洲，直接对接长三角及全国最具购买力的制造业与零售业集群，直面最大、最活跃的市场。

Based in Shanghai and radiating across Asia, directly connect with the most affluent manufacturing and retail clusters in the Yangtze River Delta and nationwide, presenting your technology and products to the largest and most dynamic market.

03 定义技术标杆

/ Define Industry Technology Benchmarks

“ 在亚洲顶级的竞技场上，通过现场动态演示，直观展示您解决方案的卓越性能，树立品牌的技术领导力形象，影响行业采购标准。

On Asia's premier platform, demonstrate the superior performance of your solutions through live dynamic presentations, building a brand image of technological leadership and influencing industry procurement standards.

05 引爆品牌声量

/ Maximize Brand Exposure and Media Presence

“ 作为重点展商，享受展前、展中、展后全媒体宣传，依托百家合作媒体深度报道，显著提升品牌影响力。

As an official partner or key exhibitor, benefit from integrated media campaigns before, during, and after the event. Leverage in-depth coverage from hundreds of cooperative media outlets to significantly enhance brand awareness.

02 对话决策层

/ Engage with Industry Decision-Makers

“ 吸引超50,000名专业观众，近半数为企业中高层管理者，助力建立高层合作、达成战略机遇。

Among over 50,000 high-quality professional visitors, nearly half are middle and senior managers. This is the ideal venue to establish high-level business relationships and forge strategic partnerships.

04 一站式纵览产业

/ Gain Holistic Industry Insights in One Stop

“ 三天内贯通技术硬件至软件服务、运输至仓储全产业链，参与高端论坛，把握技术趋势与市场前瞻。

Within three days, explore the complete industrial chain from hardware and software services to transportation and warehousing. Participate in high-end forums to gain insights into technological trends and market forecasts for the coming year.

06 高效投资回报

/ Target the Core Market

“ 依托主办方精准邀约与对接服务，保障高质量展位人流与洽谈效率，实现参展效益最大化。

The organizer's robust buyer invitation system and precise matching services ensure high-quality visitor flow and efficient negotiations at your booth, delivering exceptional value for your participation.

脱颖而出 赞助和广告机会

- 引人瞩目的赞助机会例如开幕式的赞助宣传以及SALE演播室最大化实现您的展览预期。
Eye-Catching Sponsorship Opportunities** such as opening ceremony sponsorship promotions and the **SALE Studio** to maximize the achievement of your exhibition goals.
- 标摊升级方案：用可承受的价格吸引更高关注。
Standard Booth Upgrade Packages:** Attract greater attention at an affordable price.
- 更多赞助广告机会：展前海报、观众邀请函；展中论坛、参观指南、现场广告位、展台、演播室采访；展后会刊、网上展厅等全方位曝光企业。
More Sponsorship & Advertising Opportunities:** Gain comprehensive exposure through pre-show posters and audience invitations; during-show forum activities, visitor guides, on-site ad spaces, booths, and studio interviews; as well as post-show directories and online exhibition halls.

TAND OUT
PONSORSHIP & ADVERTISING OPPORTUNITIES

拓展新业务

的结
识
覆
盖
全
家
公
产
司
业
链

Expand new
business &
connect with
550+ compa-
nies covering
the entire
industry
chain.

- 航空货运与地产/园区
Air Freight & Real Estate/Industrial Parks
- 港口/船运物流
Port/Shipping Logistics
- 公路/铁路运输
Highway/Railway Transport
- 生鲜供应链/冷链物流
Fresh Produce Supply Chain/Cold Chain Logistics
- 智慧物流/IT信息系统
Smart Logistics/IT Information Systems
- 集装箱与多式联运
Containers & Intermodal Transport
- 跨境物流与国际货代
Cross-border Logistics & International Freight Forwarding
- 物流技术装备与车辆
Logistics Technology Equipment & Vehicles
- 物流包装设备与包材耗材
Logistics Packaging Equipment & Packaging Materials/Consumables

往届风采 HIGHLIGHTS FROM PREVIOUS EDITIONS



部分参展企业 PARTIAL LIST OF EXHIBITORS



展位收费

BOOTH FEES

SALE Asia Logistics Expo



May 15-17, 2026 Shanghai

展位类型	价格	展位配置
 <p>标准展位(9m²起) STANDARD BOOTH</p>	<p>RMB 15800/ 9m²</p>	<p>标展搭建及拆卸 展位围板 展位满铺地毯 射灯X2 电源插座X1 0.75M咨询桌X1 椅子X2 废纸篓X1 公司楣板 每日展位清洁</p> <ul style="list-style-type: none"> • BOOTH CONSTRUCTION AND DISMANTLING • BOOTH WALL PANELS (FACIA) • FULL CARPETING • SPOTLIGHTS X2 • POWER SOCKET X1 • CONSULTATION TABLE (0.75M) X1 • CHAIRS X2 • WASTE PAPER BIN X1 • COMPANY NAME BOARD (FASCIA BOARD) • DAILY BOOTH CLEANING
 <p>光地展位(36m²起) RAW SPACE (BARE SPACE) BOOTH</p>	<p>RMB 1580/ m²</p>	<p>光地展位需自行搭建展台 仅提供相应空地一块</p> <p>THE EXHIBITOR IS RESPONSIBLE FOR / IS REQUIRED TO BUILD THEIR OWN BOOTH. ONLY THE DESIGNATED EMPTY SPACE WILL BE PROVIDED.</p>
<p>国际展商 INTERNATIONAL EXHIBITOR</p>	<p>USD 280/ m²</p>	<p>同上 DITTO</p>
<p>备注 (REMARKS): *双面开口展位加收10%开口费, 企业联合参展费为1800元/单位。 *上述费用包含增值税。 *AN ADDITIONAL 10% OPENING FEE APPLIES FOR DOUBLE-SIDED OPEN BOOTHS. THE JOINT PARTICIPATION FEE FOR ENTERPRISES IS RMB 1,800 PER UNIT. *THE ABOVE FEES INCLUDE VALUE-ADDED TAX.</p>		

广告赞助

ADVERTISING SPONSORSHIP

<p>博览会总冠名 TITLE SPONSOR OF THE EXPOSITION / FAIR</p>	¥100000	独家 EXCL. SPONSOR	<p>LED 大屏 LED DISPLAY SCREEN</p>	¥20000	限3家 3 COMPANIES
<p>晚宴冠名 GALA DINNER TITLE SPONSORSHIP</p>	¥80000	独家 EXCL. SPONSOR	<p>室外喷绘 6M*3M OUTDOOR PRINTING 6M*3M</p>	¥18000	限2家 2 COMPANIES
<p>论坛演讲 FORUM SPEECH / PRESENTATION</p>	¥5000	限8家 8 COMPANIES	<p>室外喷绘 4M*3M OUTDOOR PRINTING 4M*3M</p>	¥12000	限4家 4 COMPANIES
<p>手提袋广告 SHOPPING BAG ADVERTISEMENT</p>	¥20000	独家 EXCL. SPONSOR	<p>室外对旗 OUTDOOR PAIR FLAGS</p>	¥2000	限15家 15 COMPANIES
<p>大会吊牌广告 CONFERENCE LANYARD ADVERTISING</p>	¥20000	独家 EXCL. SPONSOR	<p>登录厅喷绘9M*2.5M ARRIVAL HALL PRINTING 9M*2.5M</p>	¥20000	限5家 5 COMPANIES
<p>参观券 VISITOR TICKET</p>	¥18000	独家 EXCL. SPONSOR	<p>登录厅立柱1M*2M ARRIVAL HALL COLUMN 1M*2M</p>	¥3000	限16家 16 COMPANIES
<p>会刊协办专访 CO-ORGANIZER OF THE EVENT SHOW GUIDE WITH AN EXCLUSIVE INTERVIEW</p>	¥20000	独家 EXCL. SPONSOR	<p>会刊彩色封二、封三 COLOR IFC AND IBCOF (SHOW GUIDE)</p>	¥6000	独家 EXCL. SPONSOR
<p>会刊彩色封底 BACK COVER (SHOW GUIDE), COLOR</p>	¥10000	独家 EXCL. SPONSOR	<p>会刊彩色插页 COLOR INSERT (SHOW GUIDE)</p>	¥3000	不限 UNLIMITED

SALE ASIA
Logistics Expo
Shanghai
上海亚洲物流博览会

汇聚来自80个国家和地区的优质买家和服务供应商
85%的观众拥有采购决策权

“你得明白在这里关系是一切，作为强大关系的基础，没有任何可以代替起初的握手和见面。”

"You have to understand that connections are everything here. As the foundation of powerful relationships, nothing can replace that initial handshake and first meeting."

Mac Sullivan
跨太平洋贸易航线经理
Toll Global Forwarding

想要参展？
请联系销售团队！

Interested in exhibiting?
Please contact our sales team!

董杰 Jack

136 9337 7020

Logistic-Expo

6842117@qq.com



参展报名微信
Exhibition Registration
(WeChat)



官方公众号
Official WeChat Public
Account



官方小程序
Official Mini Program
(WeChat context)



官方小红书
Official rednote Account



官方Facebook
Official Facebook
Account



官方抖音
Official Douyin Account

参展流程 EXHIBITION PROCES

- 了解上海亚洲物流博览会信息，索取展会资料
To inquire about the Asia Logistics Expo (Shanghai) and request exhibition materials.
- 提交参展申请表（代合同）
Submit the Exhibitor Application Form (Serves as Contract)
- 支付展位费
Pay the booth fee
- 与主办方确定展位
Confirm the booth with the organizer
- 成功参展，主办方将为展商提供展会服务，定期提供各类参展资料
Upon successful participation, the organizer will provide exhibition services and regularly supply various participation materials to exhibitors.

环亚物博（上海）会展有限公司

上海市青浦区汇龙路695号A栋916室（虹桥叶迪商务园）

Asia Logistics Expo (Shanghai) Exhibition Co., Ltd.
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Shanghai (Hongqiao Yedi Business Park)