

SALE ASIA

Logistics Expo

Shanghai

上海亚洲物流博览会



上海世贸展览馆

Shanghai Mart (Exhibition Center)



2027年3月15日-16日

March 15-16, 2027

2027

3rd

The 3rd Shanghai Asia
Logistics Expo

第三届上海亚洲 物流博览会

同期举办：2027上海国际散杂大件及危险品运输博览会

Concurrently Held: Shanghai International Breakbulk, Heavy-Lift and Dangerous Goods Transport Expo

汇聚海陆空铁
服务全球贸易



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，2027第三届上海亚洲物流博览会（The 3rd Asia Logistics Expo (Shanghai) 2027，简称 SALE 2027）将于2027年3月15日至16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 3rd Shanghai Asia Logistics Expo 2027 (SALE 2027) will be held from March 15 to 16, 2027, at the Shanghai Mart (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：2027第三届上海亚洲物流博览会
Exhibition Name: 2027 The 3rd Shanghai Asia Logistics Expo

展会主题：汇聚海陆空铁 服务全球贸易
Theme: Integrating Air, Sea, Rail & Road to Serve Global Trade.

举办时间：2027年3月15日（星期一）– 3月16日（星期二）
Date: March 15 (Monday) – March 16 (Tuesday), 2027

举办地点：上海世贸展览馆
Venue: Shanghai Mart (Exhibition Center)

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

联合主办单位：
中国国际货运代理协会散杂大件工作委员会
中国国际货运代理协会危险品运输工作委员会

Jointly hosted
Break-bulk & Over-dimension Cargo Committee of China
International Freight Forwarders Association (CIFA)
Dangerous Goods Transport Committee of China International
Freight Forwarders Association (CIFA)

支持单位：
上海市工商联国际物流供应链商会
上海市工商联展览商会
中山市国际货运代理协会

Supporting organizations
Shanghai Federation of Industry and Commerce International
Logistics and Supply Chain Chamber of Commerce
Shanghai Exhibition Chamber Of Commerce, Shanghai
Federation Of Industry And Commerce
Zhongshan International Freight Forwarding Association

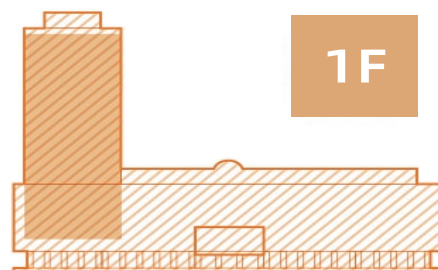
承办单位：
环亚物博(上海)会展有限公司

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

场馆简介

上海世贸展览馆于1999年投入运营，总建筑面积28万平方米，由常年展示（Mart）、会展服务（Expo）、商务办公（Tower）三大主力业务板块构成，是一家在国内外具有影响力的国际级专业展览中心。

Founded in 1999, shanghai mart (Exhibition Center) covers a total area of 280,000 square meters. With Mart, Expo and Tower as three pillar businesses, it is an influential international professional exhibition and trade center in China and abroad.



上海·世贸展览馆
Shanghai Mart (Exhibition Center)

参展范围

SCOPE OF EXHIBITS

SALE Asia Logistics Expo



March 15-16, 2027 Shanghai



聚焦智能物流、跨境运输、绿色供应链等前沿领域，展示涵盖国际货代与综合物流服务、多式联运与跨境运输通道、航空货运、公路/铁路运输、港口航运与船务服务、生鲜供应链/冷链物流、物流科技与数字化解决方案、智能仓储与物流装备、跨境电商与供应链等物流全产业链。

Focusing on cutting-edge fields such as intelligent logistics, cross-border transportation and green supply chains, it displays the full logistics industrial chain covering international freight forwarding and comprehensive logistics services, multimodal transport and cross-border transportation corridors, air cargo, highway and railway transportation, portshipping and marine services, fresh food supply chains and cold chain logistics, logistics technologies and digital solutions, intelligent warehousing and logistics equipment, as well as cross-border e-commerce and supply chains.



展览面积

20,000 m²

参展企业

300+ 家

(国际展商占比预计超过20%)

专业观众

15,000 人

七大展区

7 MAJOR EXHIBITION ZONES



国际货代与综合物流服务展区

International Freight Forwarding and Integrated Logistics Services Exhibition Area

基础货运代理服务、特色物流服务、增值物流服务

Basic Freight Forwarding Services, Specialized Logistics Services, Value-Added Logistics Services



多式联运与跨境运输通道展区

Multimodal Transport and Cross-Border Transport Corridor Exhibition Area

多式联运组织与运营、跨境运输通道与口岸服务

Multimodal Transport Organization and Operation, Cross-Border Transport Corridor and Port Services



港口航运与船务服务展区

Port, Shipping and Ship Agency Services Exhibition Area

港口运营与码头设施、航运企业与船务服务

Port Operations and Terminal Facilities, Shipping Companies and Ship Agency Services



物流科技与数字化解决方案展区

Logistics Technology and Digital Solutions Exhibition Area

智能系统与平台、数字化工具与技术

Intelligent Systems and Platforms, Digital Tools and Technologies



智能仓储与物流装备展区

Smart Warehousing and Logistics Equipment Exhibition Area

自动化仓储设施、物流搬运与分拣设备、冷链物流装备

Automated Warehousing Facilities, Material Handling and Sorting Equipment, Cold Chain Logistics Equipment



绿色低碳与可持续物流展区

Green, Low-Carbon and Sustainable Logistics Exhibition Area

新能源运输车辆、绿色物流技术与装备

New Energy Transport Vehicles, Green Logistics Technologies and Equipment



跨境电商与供应链配套展区

Cross-Border E-Commerce and Supply Chain Support Services Exhibition Area

跨境电商物流服务、跨境电商供应链配套服务、其他服务

Cross-Border E-Commerce Logistics Services, Cross-Border E-Commerce Supply Chain Support Services, Other Services

同期活动 CONCURRENT EVENTS



- **2027第三届全球物流合作发展高峰论坛**
The 3rd Global Logistics Cooperation and Development Summit Forum in 2027
- **国际班列全球合作伙伴对接洽谈会**
International Train Cooperation Partner Matchmaking and Negotiation Conference
- **2027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 of 2027
- **全球跨境电商供应链与海外仓大会**
Global Cross-Border E-Commerce Supply Chain and Overseas Warehousing Conference
- **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
- **2027国际物流与供应链一对一对接会**
(欧美区、中亚区、中俄区、东南亚区、中东区、中非区)
2027 International Logistics and Supply Chain Matchmaking Sessions
(Europe and America, Central Asia, China Russia, Southeast Asia, Middle East, Central Africa)

观众组成 VISITOR COMPOSITION & DATA

货运代理/第三方物流/ 供应链管理	零售 电商 贸易	工业制造业	食品 快消 餐饮 酒店	港口 机场 航运 铁路	物流技术与设备经销商 集成商	政府机构 行业协会 研究机构 投资机构
33%	25%	16%	11%	7%	5%	3%
Freight Forwarding Third-Party Logistics Supply Chain Management	Retail E-commerce Trade	Industrial Manufactur- ing	Food & Beverage FMCG Catering Hospitality	Ports Airports Shipping Rail	Logistics Technology & Equipment Distributors Integrators	Government Agencies Industry Associations Research Institutes Investment Institutions
行业的中坚力量，关注效率提升、服务创新与网络拓展 The backbone of the industry, focused on improving efficiency, innovating services, and expanding networks.	包括平台电商、社交电商、跨境进口商等，驱动着快速、仓储和末端配送技术的迭代 Including platform e-commerce, social commerce, cross-border importers, etc., driving advancements in express delivery, warehousing, and last-mile logistics technologies.	涵盖汽车、电子、机械、化工、新能源、生物医药等，是自动化与智慧物流解决方案的核心需求方 Covering automotive, electronics, machinery, chemicals, new energy, biopharmaceuticals, etc., representing core demand for automation and smart logistics solutions.	对冷链、仓储保鲜、快速周转及绿色包装有强烈需求 Strong demand for cold chain logistics, storage preservation, fast turnover, and green packaging.	基础设施运营方，聚焦于枢纽自动化与多式联运协同 Infrastructure operators focusing on hub automation and multimodal transport coordination.	作为技术与解决方案的关键枢纽，致力于产品推广、系统整合与实施落地服务 As a key nexus for technology and solutions, dedicated to product promotion, system integration, and implementation services.	扮演政策制定、标准引导、前沿研究与资本赋能的多重角色，推动行业宏观发展与生态构建 Playing multiple roles including policy formulation, standards guidance, frontier research, and capital empowerment, driving the macro-level development and ecosystem building of the industry.

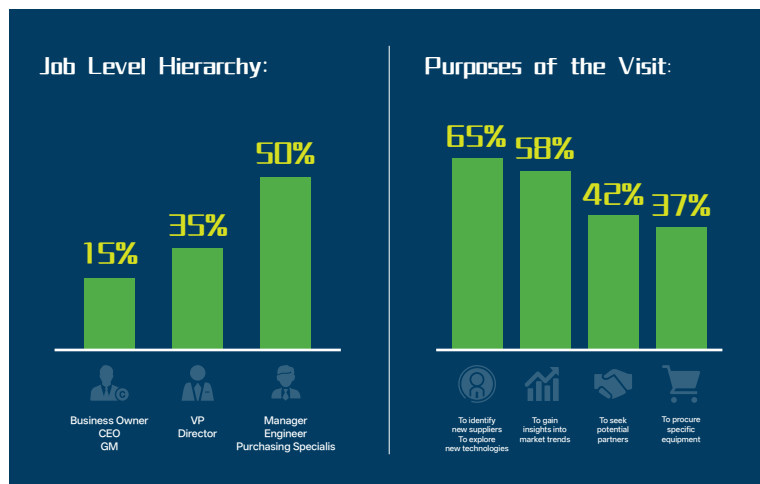
超过85%的观众拥有 采购建议权或直接决策权

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15,000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 15,000 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

“展期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；展中论坛动、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
500+ 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



March 15-16, 2027 Shanghai

展位类型	价格	展位配置
 标准展位(3m*3m) STANDARD BOOTH	RMB 15800/ 9m²	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 • 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
 光地展位 (不包含地毯) 光地展位(36m²起) RAW SPACE (BARE SPACE) BOOTH	RMB 1580/ m²	光地展位需自行搭建展台 仅提供相应空地一块 THE EXHIBITOR IS RESPONSIBLE FOR / IS REQUIRED TO BUILD THEIR OWN BOOTH. ONLY THE DESIGNATED EMPTY SPACE WILL BE PROVIDED.
国际展商 INTERNATIONAL EXHIBITOR	USD 280/ m²	同上 DITTO
背景广告板制作 BACKGROUND ADVERTISING BOARD PRODUCTION	RMB 100/ m²	KT板 KT BOARD
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.		

广告赞助

ADVERTISING SPONSORSHIP

博览会总冠名/联合主办 EXPO TITLE SPONSORSHIP / CO-ORGANIZER	¥228,000	独家 EXCLUSIVE	展厅门头玻璃广告1A 8.7M(H)×16M(W) HALL ENTRANCE GLASS ADVERTISEMENT 1A	¥60,000	限2家 LIMITED TO 2 EXHIBITORS
开幕晚宴冠名 OPENING DINNER TITLE SPONSORSHIP	¥168,000	独家 EXCLUSIVE	展厅门头玻璃广告1B 3.25M(H)×8.4M(W) HALL ENTRANCE GLASS ADVERTISEMENT 1B	¥20,000	限2家 LIMITED TO 2 EXHIBITORS
大会礼品赞助商 EVENT GIFT SPONSOR	¥10,000	限3家 LIMITED TO 3 EXHIBITORS	展厅门头玻璃广告1C 3.3M(H)×3.5M(W) HALL ENTRANCE GLASS ADVERTISEMENT 1C	¥8,000	限8家 LIMITED TO 8 EXHIBITORS
专题招商推介会 SPECIAL INVESTMENT PROMOTION CONFERENCE 20MIN	¥5,000	限10家 LIMITED TO 10 EXHIBITORS	馆内包柱广告 2.75M(H) X 8.94M(W) INDOOR PILLAR WRAP ADVERTISEMENT	¥12,000	限2家 LIMITED TO 2 EXHIBITORS
手提袋广告 TOTE BAG ADVERTISEMENT	¥58,000	独家 EXCLUSIVE	观众指引立柱 2.5M(H) X1M(W) X 2 SIDE VISITOR DIRECTIONAL PILLAR	¥5,000	限10家 LIMITED TO 10 EXHIBITORS
证件吊牌广告 BADGE ADVERTISEMENT	¥30,000	独家 EXCLUSIVE	展厅入口落地看板广告 3M(H)×6M(W) ENTRANCE FLOOR STANDING BOARD ADVERTISEMENT	¥18,000	限2家 LIMITED TO 2 EXHIBITORS
证件吊绳广告 LANYARD ADVERTISEMENT	¥20,000	独家 EXCLUSIVE	展厅车道外玻璃广告 9.4M(H)×11M(W) HALL ENTRANCE GLASS ADVERTISEMENT	¥48,000	限4家 LIMITED TO 4 EXHIBITORS
邀请函封底 INVITATION BACK COVER	¥8,000	5000份 5000 PIECES	展厅内吊旗广告 3.7M(H)×4.8M(W)X2 SIDE INDOOR HANGING BANNER ADVERTISEMENT	¥28,000	限8家 LIMITED TO 8 EXHIBITORS
会刊彩色插页 COLOR INSERT IN OFFICIAL JOURNAL	¥3,000	不限 UNLIMITED	会刊协办配专访 (封面横幅) CATALOGUE CO-ORGANIZER PACKAGE - EXCLUSIVE INTERVIEW	¥20,000	独家 EXCLUSIVE
会刊简介 OFFICIAL JOURNAL PROFILE	¥1,000	不限 UNLIMITED	会刊彩色封底 SHOW CATALOGUE COLOUR BACK COVER	¥10,000	独家 EXCLUSIVE
大会云相册广告 CONFERENCE CLOUD ALBUM ADVERTISEMENT	¥10,000	独家 EXCLUSIVE	会刊彩色封二、封三 SHOW CATALOGUE COLOUR INSIDE FRONT COVER, INSIDE BACK COVER	¥6,000	独家 EXCLUSIVE

参展流程

EXHIBITION PROCES

“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

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

Submit the Exhibitor Application Form

选定展位

Booth Selection

确定展位并付款

Confirm Booth and Make Payment

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.

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Logistics Expo
Shanghai
上海亚洲物流博览会

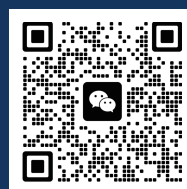
参展联系

董杰 Jack

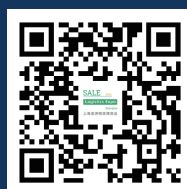
136 9337 7020

Logistic-Expo

6842117@qq.com



参展报名微信
Exhibition Registration
(WeChat)



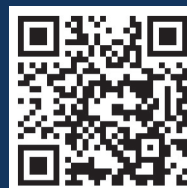
官方小红书
Official rednote Account



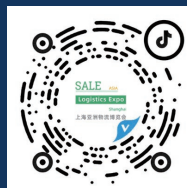
官方公众号
Official WeChat Public
Account



官方小程序
Official Mini Program
(WeChat context)



官方Facebook
Official Facebook
Account



官方抖音
Official Douyin Account

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