



2025杭州国际智能网联新能源汽车展览会

Hangzhou International New Energy Vehicle & Connected Mobility Exhibition 2025

同期举办：杭州国际车灯与车辆照明技术展览会

Hangzhou International Automotive Lamps Technology Exhibition 2025



2025年06月20日-22日
June 20-22, 2025



杭州大会展中心-中国
Hangzhou Grand Convention and Exhibition Center-China

主办单位 | Hosted by

中国商业联合会
China General Chamber of Commerce

中国汽车工业协会
China Association of Automobile Manufacturers

执行单位 | Execution Unit

上海大道红杉会展有限公司
Shanghai Top Sequoia Exhibition Co., Ltd.

承办单位 | Organized by

上海高登会展集团有限公司
Shanghai Golden Conference & Exhibition Group Co., Ltd.

www.new-expo.cn

HALE 2025

展会概况 | Exhibition Overview



汽车车灯作为汽车关键零部件之一，其行业发展与汽车行业发展息息相关。中国是全球最大的汽车市场和最大的汽车生产国，也是全球最大的汽车车灯市场。数据显示：2024年1至8月，我国汽车产销量分别达1867.4万辆和1876.6万辆，同比分别增长2.5%和3%，汽车产销量同比保持稳步增长态势。近年来，随着汽车智能化和网联化技术的不断发展，汽车照明系统也在向智能化和数字化方向演进，为市场带来了新的增长点。为配合汽车制造行业“新四化”转型，目前车灯行业正朝着更智能化、更节能环保、更个性化的方向发展，未来伴随汽车销量持续增长、高附加值的车灯产品持续渗透，车灯行业拥有巨大的发展空间。

As one of the key parts of automobiles, the development of automobile lights is closely related to the development of the automotive industry. China is the world's largest automobile market and the largest automobile producer, as well as the world's largest automotive lighting market. Data display: From January to August 2024, China's automobile production and sales reached 18.674 million and 18.766 million respectively, an increase of 2.5% and 3% year-on-year, respectively, and the production and sales of automobiles maintained a steady growth trend year-on-year. In recent years, with the continuous development of automotive intelligence and networking technology, automotive lighting systems are also evolving in the direction of intelligence and digitalization, bringing new growth points to the market. In order to cooperate with the transformation of the "new four modernizations" of the automobile manufacturing industry, the current car lamp industry is developing in the direction of more intelligent, more energy-saving and environmentally friendly, and more personalized.

同期活动 | Simultaneous activities



展会同期将举办中国汽车创新大会、国际新能源与智能网联汽车出海论坛、中国汽车照明论坛等活动，重点聚焦氛围灯创新设计、智慧照明、像素化车灯技术、环保节能车灯、国际汽车灯具法规等热点话题，众多行业专家学者和企业精英展开深入探讨，共话汽车照明技术创新与产业发展趋势，推动汽车照明产业高质量发展。论坛通过整合协调行业协会/商会/学会、相关高校、汽车行业媒体、品牌参展商等多方资源，策划聚焦技术研讨类、政策宣贯类、宣传推介类、贸易对接类等活动。

At the same time, the exhibition will hold activities such as the China Automotive Innovation Conference, the International New Energy and Intelligent Connected Vehicles Overseas Forum, and the China Automotive Lighting Forum, focusing on hot topics such as innovative design of ambient lighting, smart lighting, pixelated lamp technology, environmental protection and energy-saving lamps, and international automotive lighting regulations. Through the integration and coordination of industry associations/chambers of commerce/societies, relevant universities, automotive industry media, brand exhibitors and other resources, the forum plans to focus on technical seminars, policy publicity, promotion, trade docking and other activities.

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展品大类 | Exhibit categories



集中展示车灯上游材料和装备工艺、汽车灯具（前照灯、后组合灯、雾灯和其他小灯）、车辆照明系统等创新产品等。

It will focus on the upstream materials and equipment technology of car lights, automotive lamps and lanterns (headlights, rear combination lights, fog lamps and other small lights), vehicle lighting systems and other innovative products, etc.

参展费用 | participation fee



• 国际标准展位:

A: 国内企业: 13800.00/展期 (RMB) 3m×3m

B: 国外企业: 3200.00/展期 (USD) 3m×3m

标准展位 (包括: 三面白色壁板、中 (英) 文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/1 电源插座一个、废纸篓一个。)

• 室内光地:

A: 国内企业: 1300.00 (RMB) /平方米/展期

B: 国外企业: 320.00 (USD) /平方米/展期

注: (最少 36 平方米起租) “光地” 只提供参展空间, 不包括展架、展具、地毯、电源等。

• International Standard Booths:

For domestic enterprises: RMB 13,800/Expo; 3m×3m

For overseas enterprises: USD 3,200/Expo; 3m×3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket

• Indoor Raw Space:

For domestic enterprises: RMB 1,300/ Sq.m./ Expo

For overseas enterprises: USD 320/Sq.m. / Expo

Note: The raw space(minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.

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观众组织 | Audience organization

重点邀请国内外汽车制造商、制造商（部件及组件、用品及改装、维修及保养）、进出口商、外贸公司、境外买家、采购代理、跨境电商、代理商、分销商、经销商、批发商、零售商、服务供应商（维修厂、4S 店、快修站、养护中心、改装厂、加油加气站）、私有和公共车队、商会、政府机构、出版商、研究院、大专院校等前来参会。

We would like to invite domestic and foreign automobile manufacturers, manufacturers (parts and components, supplies and modifications, repairs and maintenance), importers and exporters, foreign trade companies, overseas buyers, procurement agents, cross-border e-commerce, agents, distributors, dealers, wholesalers, retailers, service providers (repair shops, 4S stores, fast repair stations, maintenance centers, modification plants, gas stations), private and public fleets, chambers of commerce, government agencies, publishers, research institutes, colleges and universities, etc. to attend the conference.



联系方式 | Contact

如欲订“HALE 2025”展位和了解更多信息，请通过以下联络方式：
To reserve the booth of “HALE 2025” or learn more information, please contact:
电话 | TEL: 136 7178 1237 E-mail: 330016108@qq.com