



# 2025杭州国际 智能网联新能源汽车展览会

Hangzhou International Intelligent Connected New Energy Vehicle Exhibition 2025

同期举办:一带一路新能源汽车产业链(杭州)采购交易会

The Belt and Road New Energy Vehicle Industry Chain (Hangzhou) Procurement Trade Fair 2025

2025.06.20-22

杭州大会展中心-中国

Hangzhou Grand Convention and Exhibition Center-China

## 智能引领未来 科技赋能生活

### 批准单位 | Approved by

中华人民共和国商务部

Ministry of Commerce of the People's Republic of 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

中国欧洲经济技术合作协会

China-Europe Association for Technical and Economic Cooperation

### 承办单位 | Organized by

工信部工程研究院(北京)有限公司

Industry and Information Technology Equipment Engineering Research Institute (Beijing) Co., Ltd

中汽信息科技(天津)有限公司

China Auto Information Technology (Tianjin) Co.,Ltd.

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Beijing Grand World Media Co., Ltd.

上海高登会展集团有限公司

Shanghai Golden Conference & Exhibition Group Co., Ltd.

### 执行单位 | Execution Unit

上海大道红杉会展有限公司

Shanghai Top Sequoia Exhibition Co., Ltd.

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

## 展会概况

发展新能源汽车是全球汽车产业转型升级绿色发展的必由之路,也是新时代中国汽车产业高质量发展的战略选择。智能网联新能源汽车作为我国战略性新兴产业,融汇新能源、新材料、新一代信息技术、先进制造等新技术,以科技创新开辟了新赛道、塑造了新动能、形成了新优势,是新质生产力的典型代表和重要引擎,发展新能源汽车产业也是地方培育新动能、产业转型升级、提升城市治理能力的历史性机遇。中国作为汽车生产和消费大国,近年来智能网联新能源汽车产业快速发展,产销量和保有量位居世界前列。浙江作为全国公认的汽车消费大省,2024年浙江车市依然走在全国前列。上半年,浙江省新能源汽车渗透率先突破50%,位居全国第二、新能源汽车销量位居全国前三,多个新能源汽车品牌在浙江的门店数量、交付量、充电桩数量位居全国第一。浙江省会城市-杭州被誉为“数字经济第一城”,继G20杭州峰会与亚运会成功召开后在国际上的地位日益提高,2024年5月杭州以27035辆新能源汽车销量领跑全国,成为全国新能源汽车销量最好的城市,1-5月杭州更是全国唯一一个新能源汽车累计销量破10万辆的城市稳居“榜一大哥”。以上数据显示,杭州已具备举办A类车展的潜质。

## 新的机遇

为深入落实党和国家关于推动汽车产业高质量发展的重要指示精神,进一步推动我国智能网联新能源汽车产业高质量可持续发展,加快建设汽车强国。经中华人民共和国商务部批准,由中国商业联合会、中国汽车工业协会与中国欧洲经济技术合作协会共同主办,工信装备工程研究院(北京)有限公司、中汽信息科技(天津)有限公司、北京大广天下文化传媒有限公司与上海高登会展有限公司联合承办的“2025杭州国际智能网联新能源汽车展览会”(简称:ICNEVEXPO)定于2025年6月20日-22日在杭州大会展中心召开。本届杭州新能源车展总规划展出面积为六万平方米,展品类别涉及各类智能网联新能源汽车(含乘用车、商用车及特种车辆等)、进口汽车与高端消费品、汽车用品与配套、储能与动力电池、充/换电技术与设备、先进智造与新材料、智能网联技术与应用等。



# ICNEVEXPO

## 活动目的

本届杭州新能源汽车展将作为中国地区首个智能网联新能源汽车领域品牌建设与外贸出海专业展,是基于“一带一路”地方合作委员会秘书处永久落户杭州重要节点城市与浙江省智能网联新能源汽车产业链完整的基础上,共同搭建“新能源汽车从杭州出发、与世界链接、共享发展与未来”的汽车强国重要国际展览活动。本次活动将依托杭州湾区独特的地理优势和强大的产业基础,高水平打造智能网联新能源汽车世界级先进制造业集群,助力中国加快战略性新兴产业发展。

## 同期活动

为深入落实党和国家关于推动汽车产业高质量发展的重要指示精神,进一步推动我国智能网联新能源汽车产业高质量可持续发展,加快建设汽车强国。经中华人民共和国商务部批准,由中国商业联合会、中国汽车工业协会与中国欧洲经济技术合作协会共同主办,工信装备工程研究院(北京)有限公司、中汽信息科技(天津)有限公司、北京大广天下文化传媒有限公司与上海高登会展有限公司联合承办的“2025杭州国际智能网联新能源汽车展览会”(简称:ICNEVEXPO)定于2025年6月20日-22日在杭州大会展中心召开。本届杭州新能源车展总规划展出面积为六万平方米,展品类别涉及各类智能网联新能源汽车(含乘用车、商用车及特种车辆等)、进口汽车与高端消费品、汽车用品与配套、储能与动力电池、充/换电技术与设备、先进智造与新材料、智能网联技术与应用等。

## 展区设置

- 智能网联新能源汽车展区;
- 进口汽车与配套服务展区;
- 新能源汽车产业链供应链展区;
- 国际展团与各省市地方展团展区;
- 地方政府招商推荐专区;
- 活动专区:在展览馆内开辟专区,举办开幕式、新车首发仪式、新产品推荐会、需求发布会等活动所需。(注:现场设置新闻直播间)

## 收费标准

展位类别	室内光地(特装)	标准展位
国内企业	1300人民币/平米/展期	13800人民币/个/展期
国外企业	320美金 /平米/展期	3200美金 /个/展期

注:室内光地为特装展位最少36平方米起租,只提供参展空间,不包括展架、展具、地毯、电源等设施。

## 活动安排

时间	活动内容
6月19日 上午	<b>召开长三角车路云一体化闭门工作会</b> 包含工信部与浙江省政府、工信部装备中心与浙江省工信厅的签约系列活动等。
6月19日 下午	<b>召开一带一路新能源汽车外贸出海论坛</b> 围绕新能源汽车产业外贸出海与技术贸易措施等热点话题进行讨论,深入探讨新能源汽车国际贸易中技术贸易措施相互作用,详细解读目标国家地区市场准入要求、技术法规、标准、合格评定程序等。
6月20日 上午10点	<b>举办杭州新能源汽车展开幕式</b> 主要包括,协会领导致辞、地方政府领导致辞、驻华或驻沪使节致辞、参展商代表发言(挑选2家单位)、宣布开幕等,时长30分钟。开幕式仪式结束后,领导巡馆40分钟。
	<b>举办全球智能网联新能源汽车品牌大会暨流量经济论坛</b> 围绕全球新能源汽车的品牌评价理论体系、标准体系、发布体系等展开,并发布世界新能源汽车品牌榜。
6月20日 下午	<b>举办中国智能网联新能源汽车交易海外对接会</b> 对接会以海外买家与中国企业一对一对接形式发掘供需双方经贸合作新潜能,为企业搭建更多务实有效的贸易成交的合作平台,秉承开放合作的理念与全球伙伴一道,共同推动新能源汽车产业的可持续发展,为构建中国新能源汽车出海贡献力量。
	<b>举办进口汽车政策法规解读会</b> 解读会特邀请主管职能部门针对进口汽车商品检验、关税与税收政策、技术标准与认证、进口特殊规定及平行进口车政策更新进行解析。
6月21日 上午	<b>举办醇氢电动汽车发展论坛</b> 论坛围绕醇氢电动技术路线,推动商用车新能源化的重要路径、醇氢及甲醇动力车辆应用落地的探索与实践、推广醇氢及甲醇动力车辆的瓶颈与建议等热点
6月20-22日 展览开放日	<b>举办多场新车首发仪式、发布会及对接会等</b>

# ICNEVEXPO

## Exhibition Background

The development of new energy vehicles is essential for the global transformation of the global automotive industry towards greener practices and represents a strategic choice for the high-quality development of China's automotive sector in the new era. As a strategic emerging industry in China, Intelligent connected new energy vehicles integrate latest technologies such as new energy, new materials, new generation of information technology and advanced manufacturing. Based on scientific and technological innovation, it has opened up a new track, created new momentum, and formed new advantages, which has been a typical representative and important engine of new quality productivity. Meanwhile, the development of the new energy vehicle industry also presents a historic opportunity for local regions to cultivate new momentum, drive industrial transformation and upgrading, and enhance urban governance capabilities. Moreover, as a major automobile producer and consumer, China has seen rapid development in the intelligent connected new energy vehicle industry in recent years, with production and sales ranking among the highest in the world. Zhejiang is recognized as a major automobile consumption province in China, ranking among the top in automobile sales in 2024. In the first half of the year, Zhejiang Province's penetration rate of new energy vehicle exceeded 50%, ranking second in China, and new energy vehicle sales ranked among the top three in the country. Furthermore, the number of stores, delivery volume, and charging piles of multiple new energy vehicle brands in Zhejiang ranked first in the country. Hangzhou, as the capital of Zhejiang Province, is known as the "first city of digital economy". After the successful hosting of the G20 and The 19th Asian Games, Hangzhou's international status has been rising. According to data, in May 2024, Hangzhou led the country in new energy vehicle sales with 27,035 units, making it the city with the highest sales of new energy vehicles in China. From January to May, Hangzhou was the only city in the country to have a cumulative new energy vehicle sales exceeding 100,000 units, firmly holding the "No. 1 Brother" position, which demonstrated that Hangzhou is well-positioned to host a Class A auto show.

## New Opportunities

To thoroughly implement the important instructions of the Central Committee of the Communist Party of China on promoting the high-quality development of the automotive industry, further drive sustainable growth of the intelligent connected new energy vehicle industry, and accelerate the construction of a strong automotive nation. The Hangzhou International Intelligent Connected New Energy Vehicle Exhibition 2025 (hereinafter referred to as ICNEVEXPO) is scheduled to be held at the Hangzhou Convention and Exhibition Center from June 20 to 22, 2025. Approved by the Ministry of Commerce of the People's Republic of China, the event is jointly hosted by China General Chamber of Commerce, China Association of Automobile Manufacturers and China-Europe Association for Technical and Economic Cooperation, and organized by Industry and Information Technology Equipment Engineering Research Institute (Beijing) Co., Ltd, China Auto Information Technology (Tianjin) Co.,Ltd., Beijing Grand World Media Co., Ltd together with Shanghai Golden Conference & Exhibition Group Co., Ltd.. With a total exhibition area of 60,000 square meters, the exhibits cover a wide range of categories, including intelligent connected new energy vehicles, imported automobiles and high-end consumer goods, automotive components and accessories, energy storage and power batteries, battery charging and swapping technology and equipment, advanced manufacturing and new materials, as well as intelligent connected technologies and applications.



# ICNEVEXPO

## Purpose

As the first professional exhibition in China that focuses on brand building and foreign trade offshore in the field of intelligent connected new energy vehicles, based on the permanent establishment of the Secretariat of the "Belt and Road" Local Cooperation Committee in Hangzhou and the complete industrial chain of intelligent connected new energy vehicles in Zhejiang Province, ICNEVEXPO will be an important international event to build a strong automobile nation where "new energy vehicles start from Hangzhou, connect with the world, and share development and the future". Relying on the unique geographical advantages and strong industrial foundation of Hangzhou Bay Area, the exhibition is committed to establishing a world-class advanced manufacturing cluster of intelligent connected new energy vehicles at a high level, which is of great significance to the acceleration of the development of China's strategic emerging industries.

## Concurrent Activities

During the exhibition, there are a series of activities such as the Belt and Road New Energy Vehicle Foreign Trade Offshore Forum, the Global Intelligent Connected New Energy Vehicle Brand Conference and Traffic Economy Forum, the Imported Automobile Policy and Regulations Interpretation Conference, the Alcohol-Hydrogen Electric Vehicle Development Forum, and the China New Energy Vehicle Overseas Supply and Demand Matchmaking Conference, and car launch events. Experts and scholars will gather in Hangzhou to discuss hot topics focusing on innovation and development in the global intelligent connected new energy vehicle, brand building and foreign trade offshore, international certification and technical measures to trade, integration of industry chain resources, and cross-border multi-win construction, so as to gather global wisdom and promote the high-quality development of China's intelligent connected new energy vehicle industry.

## Exhibition Layout

Intelligent connected new energy vehicle exhibition area  
Imported automobiles and supporting services exhibition area  
The supply chain of the new energy vehicle industry chain exhibition area  
International pavilions and provincial and municipal pavilions  
Local government investment promotion and recommendation area  
Special activity area: A special area will be set up in the exhibition hall to hold a series of activities such as opening ceremonies, car launch ceremonies, new product recommendation meetings, demand release meetings, etc. (Note: There will be a live broadcast room on site)

## Participation Fees

Booth type	Indoor raw space	Standard booths
For domestic enterprises	RMB 1,300/Sq.m./Expo	RMB 13,800/expo
For overseas enterprises	USD 320/Sq.m./Expo	USD 3,200/Expo

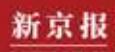
Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

## Agenda

Time	Content
June 19th In the morning	<b>Yangtze River Delta Closed-door Meeting on Vehicle-Road-Cloud Integration</b> Including a series of signing activities between the Ministry of Industry and Information Technology of the People's Republic of China and the Zhejiang Provincial Government, the Ministry of Industry and Information Technology Equipment Industry Development Center and the Industry and Information Technology Department of Zhejiang, etc.
June 19 In the afternoon	<b>The Belt and Road New Energy Vehicle Foreign Trade Offshore Forum</b> Focusing on hot topics such as the new energy vehicle foreign trade offshore and technical measures to trade, experts will gather together to exchange their ideas on the interaction of technical measures to trade in the international business of new energy vehicles, and to interpret in the market access requirements, technical regulations, standards, and conformity assessment procedures of the target countries and regions.
June 20th 10:00 am	<b>Opening Ceremony</b> It mainly includes speeches by association leaders, local government leaders, diplomats in China or Shanghai, exhibitors (two companies will be selected), and the announcement of the opening ceremony, which lasts 30 minutes. After the opening ceremony, the leaders will tour the exhibition hall for 40 minutes.
June 20 In the afternoon	<b>Global Intelligent Connected New Energy Vehicle Brand Conference and Traffic Economy Forum</b> Focus on the brand evaluation and theoretical system, standard system, and release system of global new energy vehicle, as well as the release of the world's new energy vehicle brand list
June 21st In the morning	<b>China Intelligent Connected New Energy Vehicle Overseas Matchmaking Conference</b> In the form of one-on-one face-to-face contact between overseas buyers and Chinese companies, the conference is committed to exploring new potential for economic and trade cooperation between supply and demand sides, and building more effective cooperation platforms for enterprises to promote trade transactions. Adhering to the concept of openness and cooperation, we will work with global partners to boost the sustainable development of the new energy vehicle industry, which contributed to the construction of China's new energy vehicles going overseas.
June 21st In the morning	<b>Interpretation Meeting on Policies and Regulations for Imported Automobiles</b> The competent authorities will be invited to analyze the imported automobile commodity inspection, tariff and tax policies, technical standards and certification, special import regulations and parallel import car policy updates.
June 20-22 Open Day	<b>Alcohol-hydrogen Electric Vehicle Development Forum</b> Participants will discuss hot topics such as the alcohol-hydrogen electric technology route, the important path of the new energy of commercial vehicles, the exploration and practice of the application of alcohol-hydrogen and methanol-powered vehicles, and the bottlenecks and suggestions for promoting alcohol-hydrogen and methanol-powered vehicles.
June 20-22 Open Day	<b>Multiple car launch ceremonies, press conferences and matchmaking meetings will be held</b>

# ICNEVEXPO

## 新闻媒体/Media



## 预定展位 | Booth Reservation

请立即预定“ICNEVEXPO2025”展位，越早预留位置越佳，争取最大曝光率，领先竞争对手，开拓无限商机。  
Please reserve the booth of "ICNEVEXPO2025" immediately. The sooner you reserve, the better your reserved position.  
Strive for maximum exposure, lead competitors, and open up unlimited business opportunities.

如欲预订“ICNEVEXPO 2025”采购交易会展位，或了解更多信息，请发电子邮件至info@goldenexpo.com.cn。

或通过以下联络方法，预定展位。

To reserve the booth of “ICNEVEXPO 2025” or learn more information, please contact:



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企业须尽快报名，以便获得优越位置。