

中国商业联合会 中国汽车工业协会 中国欧洲经济技术合作协会

联合[函]字 2025 第(01)号

关于邀请参加“2025 杭州国际智能网联 新能源汽车展览会”的函

各有关单位：

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。

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集团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”（以下简称：杭州新能源车展）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、汽车配套与用品、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。本届杭州新能源车展作为国内首个智能网联新能源汽车领域品牌建设与外贸出口专业展，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。

目前，各项筹备工作正在紧张有序的推进中。本届杭州新能源车展开幕仪式以及同期的一带一路新能源汽车出海论坛、全球智能网联新能源汽车品牌大会暨流量经济论坛、进口汽车政策法规解读会、醇氢电动汽车发展论坛与众多车企新车首发活动分别于2025年6月19日-20日在会议酒店与展馆现场召开，借此推动中国汽车产业与国际市场的接轨，为促进全球汽车产业的共同发展发挥更大作用。

现诚邀贵单位携旗下品牌参加本届展会并出席同期重要活动。



杭州新能源车展组委会：

电 话：13916868039

15001359717

13910230369

邮 箱：info@goldenexpo.com.cn

联系人：杨建庄

王一腾

马 妍

- 附 件：1. 展会基本信息
2. 参会回执表
3. 参展报名申请表

二〇二五年二月二十日

附件：1.展会基本信息

一、展览名称及主题

2025 杭州国际智能网联新能源汽车展览会

同期举办：一带一路新能源汽车供应链（杭州）采购交易会

展会主题为：智启未来 链动全球

二、时间与地点

展览时间：2025 年 06 月 20-22 日

展览地点：杭州大会展中心-浙江

三、组织机构

批准单位：中华人民共和国商务部

主办单位：中国商业联合会

中国汽车工业协会

中国欧洲经济技术合作协会

承办单位：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

上海高登会展集团有限公司

执行单位：上海大道红杉会展有限公司

四、展区设置

- 1、新能源汽车展区；
- 2、新能源汽车供应链展区；
- 3、新能源汽车服务与配套展区；

4、各省市地方展团展区；

5、地方政府招商推荐专区；

6、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。

五、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。

六、展会期间活动安排

时间	内容
6 月 19 日 上午	召开长三角车路云一体化闭门工作会 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	召开一带一路新能源汽车外贸出海论坛 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	举办车展开幕式 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。
6 月 20 日 下午	举办全球智能网联新能源汽车品牌大会暨流量经济论坛 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	举办中国智能网联新能源汽车交易海外对接会 对接会以海外买家与中国企业一对面对面的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。

6月21日 上午	举办进口汽车政策法规解读会 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	举办醇氢电动汽车发展论坛 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话题进行讨论
6月20-22日 展览开放日	举办多场新车首发仪式、发布会及对接会等

七、报名参展参会

请各有关单位收到通知后，积极报名参展参会。各参展单位请认真填写参展申请报名表在2025年05月01日前传真或邮件发送至组委会办公室秘书处。

八、杭州车展会务组联系方式：

上海电话：13916868039 联系人：杨建庄

13701892995 江 琪

13661576689 杨 铭

北京电话：13910230369 联系人：马 妍

15910969299 赵文博

15001359717 王一腾

邮 箱：info@goldenexpo.com.cn

附件：2.参会回执表

参会回执表

填报单位（盖章）：

填报日期： 月 日

单位名称	中文：				
	英文：				
代表姓名	性别	部门	职位	手机	电子邮件
会议联络人：					
会议赞助（以下为部分赞助形式，更多形式及赞助详情欢迎来电垂询） 协办赞助 <input type="checkbox"/> 赞助 <input type="checkbox"/> 发言 <input type="checkbox"/> 讨论 <input type="checkbox"/> 会场广告 <input type="checkbox"/> 胸牌纸袋					
会务费： 国内企业 2800 元/位 国外企业：1280 美金/位（含会议期间的服务费、资料、茶歇等，不含住宿）。 注：各国政府官员、驻华机构参赞以上的外交官与各省（市）县领导参会免费。					
参会金额：我单位共有_____位代表参会，总计费用_____					
为了使会议更为专业更贴近企业需求，请您填写以下事项： 您关注的话题：_____					
您想见的企业或嘉宾：_____					
注：各国政府官员、驻华机构参赞以上的外交官与各省（市）县领导抵达地点及时间					

附件：3.参展报名申请表

参展报名申请表（代合同）

如欲参加“ICNEVE-2025 杭州国际智能网联新能源汽车展览会”请将本表认真填写传真：021-50131761 或电邮：info@goldenexpo.com.cn 以便组委会的工作统一安排。

企业名称	中文：		
	英文：		
地 址		邮 编	
电 话		传 真	
负 责 人	(职 位 ：)	手 机	
邮 箱		网 址	
参展项目	1) <u>选 项 1</u> ：国际标准展位与室内光地 <input type="checkbox"/> 室内面积_____展位号_____ 费用 (RMB) _____ <input type="checkbox"/> 标准展位_____展位号_____ 费用 (RMB) _____ 特殊要求：_____。		
	2) <u>选 项 2</u> ：《展览会会刊》尺寸：140 毫米(宽)×210 毫米(高) <input type="checkbox"/> 封 面： 50000 (RMB) <input type="checkbox"/> 封 底： 40000 (RMB) <input type="checkbox"/> 封 二： 30000 (RMB) <input type="checkbox"/> 封 三： 20000 (RMB) <input type="checkbox"/> 彩色整版： 12000 (RMB) <input type="checkbox"/> 黑白整版： 6000 (RMB)		
	3) <u>选 项 3</u> ：广告与赞助商机 <input type="checkbox"/> 门票 <input type="checkbox"/> 胸牌 <input type="checkbox"/> 论坛 <input type="checkbox"/> 其它，共计 (RMB)。 有关赞助商机及现场广告阵地相关事项，请详询主办方。		
	费用总额：(大写) _____ (小写) ¥ _____ 此款项于签订合同后三个工作日内汇出，请查收。		
总计费用			
备注及特殊要求：			
展会指定收款账户 户名：上海高登会展集团有限公司 账号：1001309919100108303 户行：工商银行上海自贸试验区分行		申请单位名称： (盖章) 负责人签字： _____ 年 月 日	

组委会联系方式：

地 址：上海市浦东新区启帆路 519 号森兰美奂北楼 C 座 1006 室 (201208)

电 话：021-64396190 50131760 传 真：021-50131761

联系人：江 琪 杨建庄

E-mail：info@goldenexpo.com.cn

**Invitation to
“Hangzhou International Intelligent Connected New Energy Vehicle Exhibition 2025”**

Related companies,

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.

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 expo 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 (such as passenger cars, commercial vehicles and special vehicles, etc.), imported automobiles and high-end consumer goods, automotive accessories and supplies, energy storage and power batteries, battery charging & swapping technology and equipment, advanced manufacturing and new materials, as well as intelligent connected technologies and applications. As the first professional exhibition that focuses on brand establishment and foreign trade in the field of intelligent connected new energy vehicles , relying on the unique geographical advantages and strong industrial foundation of the Hangzhou Bay Area, ICNEVEXPO is dedicated to creating a world-class advanced manufacturing cluster for intelligent connected new energy vehicles, assisting China in accelerating the development of strategic emerging industries.

At present, the preparations for the exhibition are progressing in a orderly manner. The opening ceremony and a series of concurrent activities such as the Belt and Road New Energy Vehicle Offshore Forum, the Global Intelligent Connected New Energy Vehicle Brand Conference and Traffic Economy Forum, the Import Automobile Policy and Regulations Interpretation Conference and new car launches will be held respectively at the conference hotel and exhibition hall from June 19 to 20, 2025, which will contribute to the integration of China's automobile industry with the international market and the common development of the global automobile industry.

Your presence will be highly appreciated. Looking forward to your reply.

**China General Chamber of Commerce
China Association of Automobile Manufacturers
China-Europe Association for Technical and Economic Cooperation**

The Organizing Committee of ICNEVEXPO

Tel: +86 18221431825 Contact: Yan yaoyao
 +86 13916868039 Yang Jianzhuang
 +86 15001359717 Wang Yiteng
E-mail: info@goldenexpo.com.cn

Attachment:

- I. Basic Information of the Exhibition**
- II. Forum Application Form**
- III. Booth Application Form**

February 21, 2025

Attachment I:

Basic Information of the Exhibition

Show name and theme

Hangzhou International Intelligent Connected New Energy Vehicle Exhibition 2025

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

Show theme:

Intelligent Innovation for the Future, Connecting the World

Time & Venue

June 20-22, 2025

Hangzhou Grand Convention and Exhibition Center-Zhejiang

Approved by:

Ministry of Commerce of the People's Republic of China

Hosted by:

China General Chamber of Commerce

China Association of Automobile Manufacturers

China-Europe Association for Technical and Economic Cooperation

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.

Shanghai Golden Conference & Exhibition Group Co., Ltd.

Execution Unit:

Shanghai Top Sequoia Exhibition Co., Ltd.

Exhibition Layout

- New energy vehicle exhibition area
- New Energy Vehicle supply chain exhibition area
- New energy vehicle services and supporting exhibition area
- 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.

Participation Fees

Booth area	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.

Show Agenda

Time	Content
June 19th In the morning	Yangtze River Delta Closed-door Meeting on Vehicle-Road-Cloud Integration 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	The Belt and Road New Energy Vehicle Foreign Trade Offshore Forum 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	Opening Ceremony 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	Global Intelligent Connected New Energy Vehicle Brand Conference and Traffic Economy Forum 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 20 In the afternoon	China Intelligent Connected New Energy Vehicle Overseas Matchmaking Conference 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	Interpretation Meeting on Policies and Regulations for Imported Automobiles 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 21st In the morning	Alcohol-hydrogen Electric Vehicle Development Forum 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	Multiple car launch ceremonies, press conferences and matchmaking meetings will be held.

Registration

Your presence will be highly appreciated. If you want to attend the exhibition, please fill in the form and fax or e-mail to the organizing committee for unified arrangement before May 01, 2025.

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Forum Application Form

Company (Stamp):

Date:

Company	Chinese:				
	English:				
Name	Sex	Department	Title	Mobile	E-mail
Contact for forum					
Sponsorship (The following are some of the sponsorship options available. For more details, please feel free to contact us)					
<input type="checkbox"/> Co-organizer Sponsorship <input type="checkbox"/> Sponsorship <input type="checkbox"/> Speech <input type="checkbox"/> Discussion <input type="checkbox"/> Advertising					
<input type="checkbox"/> Badge and paper bag					
Participation Fees: USD1280/person (including service fee, materials and tea break during the forum, excluding accommodation) .					
Note: Government officials, diplomats above the third secretary of the embassy in China, as well as leaders from provinces (cities) and counties can participate in the forum for free.					
Total Fee: A total of _____ participants, and total fee:\$ _____					
Beneficiary's Bank in China Shanghai Branch SWIFT: BKCHCNBJ300 CNAPS CODE: 104290008035 Beneficiary: Shanghai Golden Commercial Exhibition Co., Ltd. Account No.: 439059238556 Bank: Bank of China, Shanghai Waigaoqiao Free Trade Zone Sub –Branch					
The Organizing Committee of ICNEVEXPO Tel: +86 18221431825 Contact: Yan yaoyao +86 13916868039 Yang Jianzhuang E-mail: info@goldenexpo.com.cn					
To make the forum more professional and meet the needs of the enterprise, please fill in the following items: Topics you are interested in: _____ Enterprises or guests you are interested in: _____					
Note: Please provide details on the arrival location and time for foreign diplomats in China.					

Attachment III:

Booth Application Form

To attend the ICNEVEXPO 2025, please fill in the form carefully and Fax: 0086-21-50131761 it or E-mail: info@goldenexpo.com.cn it to the organizing committee for unified arrangement.

Company	Chinese:		
	English:		
Address		Postcode	
Tel		Fax	
Contact	(Title)	Mobile Phone	
E-mail		Website	
Exhibition Options	1) Option 1: International Standard Booth and Raw Space		
	<input type="checkbox"/> Room Area	Booth Number	Fee(USD)
	<input type="checkbox"/> Standard	Booth Number	Fee(USD)
	Special requirements:		
	2) Option 2: Fair Catalogue Size: 140mm(W)×210 mm(H)		
	<input type="checkbox"/> Front Cover: 10000(USD)	<input type="checkbox"/> Back Cover: 8000(USD)	
	<input type="checkbox"/> Inside Front Cover: 6000(USD)	<input type="checkbox"/> Inside Back Cover: 4000(USD)	
	<input type="checkbox"/> Colored Page: 2400(USD)	<input type="checkbox"/> Monochrome Page: 1200(USD)	
	3) Option 3: Advertisements and Sponsorship		
	<input type="checkbox"/> Ticket	<input type="checkbox"/> Chest Card	<input type="checkbox"/> Paper Bag
For more information about the sponsorship options and advertising sites, please refer to attachment. (On-site Quotation)			
Total Fee: _____ \$ _____			
The payment will be remitted outward within three working days after signing the contract, please check then.			
Total Fee			
Note and Special Requirements:			
Committee Specified Account Beneficiary's Bank in China Shanghai Branch SWIFT: BKCHCNBJ300 Beneficiary: Shanghai Golden Commercial Exhibition Co., Ltd. Account No.: 439059238556 Bank: Bank of China, Shanghai Waigaoqiao Free Trade Zone Sub-Branch		Company Stamp/Chop: Signature: Date:	

The Secretariat Committee

Add: Room 1006, Block C, North Building, Senlan Meihuan, No.519, Qifan Road, Pudong New District, 201208, Shanghai, PRC

Tel: 0086-21-64396190 50131760

Fax: 0086-21-50131761

Contact: Yanyaoyao, Yang Jianzhuang

E-mail: info@goldenexpo.com.cn