



# 2025郑州国际 地理标志产品博览会

Zhengzhou International  
Protected Geographical Indication and Origin Products Exhibition 2025

2025年09月26日-28日  
郑州国际会展中心-河南省

September 26-28, 2025  
Zhengzhou International Convention and  
Exhibition Center•Henan

## 展会宗旨 | EXHIBITION PURPOSE

地理标志产品助力全球农业发展  
GI Products promotes the development of global agricultural

[www.cgiiexpo.com](http://www.cgiiexpo.com)

### 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

中国绿色食品协会

China Green Food Association

中国报关协会

China Customs Brokers Association

中国防伪行业协会

China Trade Association for Anti-counterfeiting

中国国际贸易促进委员会供销合作行业分会

Supply and Marketing Cooperatives Sub-council, CCPIT

高登会展集团

Golden Conference and Exhibition Group

### 承办单位 | Organized by

上海大道国服展览有限公司

Shanghai Supervip Exhibition Co., Ltd.



# PGIE ZHENGZHOU 2025

## 展会背景 | Exhibition Background

随着中欧地理标志协定正式生效，中国地理标志品牌迎来进入欧盟乃至全球市场的重要商机，也为地理标志产业发展带来重要机遇。数字显示：2022 年全球约有 58400 个受保护的地理标志，其中中国累计批准地理标志产品 2495 个，核准地理标志作为集体商标、证明商标注册 7076 件，地理标志专用标志使用市场主体超 2.3 万家，地理标志产品年直接产值超 7000 亿元。中国国土广袤，历史悠久，优越的自然资源禀赋和厚重的人文底蕴积淀了丰富的地理标志资源，河南省地处中原腹地，拥有丰富的自然资源和优越的地理位置，使其成为重要的农业、工业和交通枢纽，现作为中国粮食生产和转化加工大省。目前世界各国也正处在扩大开放共享，开展更深层次地理标志国际合作，利用河南作为中国粮食生产和转化加工大省以及四通八达的交通网络等资源优势而创办的地理标志国际交流合作平台，以促进世界经济和贸易投资增长。

With the formal implementation of the "China-EU Agreement on Cooperation and Protection of Geographical Indications", Chinese GI brands have ushered in significant business opportunities to enter the EU and even the global market, bringing important changes for the development of the geographical indication industry. Data shows that there are approximately 58,400 protected geographical indications worldwide in 2022. China has approved a total of 2,495 geographical indication products, with 7,076 registered as collective trademarks and certification trademarks. The number of market entities using exclusive signs for geographical indications exceeds 23,000, contributing to a direct annual output value of over 700 billion yuan. China, with its vast territory and ancient history, possesses abundant geographical indication resources, due to its superior natural resources and rich cultural heritage. Located in the hinterland of the Central Plains, Henan Province boasts abundant natural resources and a favorable geographical position, which is to a crucial hub for agriculture, industry, and transportation. It is currently a major province for grain production and processing in China. At present, countries around the world are committed to opening up and sharing, engaging in deeper international cooperation on geographical indications. Relying on the Henan's resource advantages as a major province for grain production and processing, as well as the extensive and well-developed transportation network, the exhibition aims to establish an international platform for the geographical indications to deepen exchange and cooperation, so as to promote global economic growth and increase investment in trade.

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## 新的机遇 | New Opportunity

为给世界各国地理标志产品在中国搭建一个宣传推广、展示交流、贸易成交、文化交融和投资促进的国际平台。在上级主管部门的指导下，大道国服联合相关行业组织定于2025年09月26日-28日在河南-郑州国际会展中心召开“2025郑州国际地理标志产品博览会”。展会规划面积为两万五千平米，以“地理标志产品助力全球农业发展”为主题，重点展示全球地区的地理标志产品与推广县域地区的特色产品等。展会目的是全面落实郑州国家中心城市建设与发展、中原崛起等国家重大战略部署，充分发挥中国超大规模市场优势和内需潜力，促进开放型经济发展，助力加快构建以国内大循环为主体、国内国际双循环相互促进的新发展格局。

To establish an international platform in China for the promotion, display, communication, trade transactions, cultural exchange, and investment of geographical indication products from around the world, Zhengzhou International Protected Geographical Indication and Origin Products Exhibition 2025 will be held on September 26-28, 2025 at Zhengzhou International Convention and Exhibition Center. Under the guidance of the superior supervisory department, organized by Shanghai Supervip Exhibition Co., Ltd. together with relevant industry organizations, the exhibition takes "GI Products promotes the development of global agricultural" as its theme. The exhibition is planned to cover an area of 25,000 square meters, focusing on showcasing geographical indication products around the world and promoting distinctive products from various counties. The purpose of the exhibition is to comprehensively implement the national strategic initiatives such as the construction and development of Zhengzhou as a national central city and the rise of the Central Plains. It aims to fully leverage China's advantages in a super-large-scale market and domestic demand potential, facilitate the development of an open economy, and accelerate the establishment of a new development pattern with the domestic cycle as the mainstay and the mutual promotion of domestic and international cycles.

## 同期活动 | Concurrent Activities

地理标志产品传承着一个国家的优秀传统，承载着特定地域的自然造化。地理标志产品负载着显著的文化特色和鲜明的国别地域特征，市场前景广阔，发展潜力巨大。为实现世界各国地理标志产品的贸易成交和行业交流，展会期间还将举办全球地理标志G500高峰论坛、中国地理标志品牌大会暨经济发展市（县）长对话、国际农食安全与通关实务论坛、中外地理标志产品产销对接会以及电商直播带货等系列活动，活动将特别邀请中国政府相关机构与行业专家针对新规进行权威解读、培训、现场讨论。届时将由来自海内外的专家齐聚一堂，为地理标志保护与合作出谋划策，共话地理标志美好未来。

Geographical indication products carry the rich heritage of a country's outstanding traditions and embody the natural characteristics of specific regions. Meanwhile, geographical indication products feature significant cultural characteristics and distinctive national and regional attributes, presenting broad market prospects and tremendous development potential. To promote the trade and industry exchange of geographical indication products among countries worldwide, there are a series of events such as the Global Geographical Indication G500 Summit, China Geographical Indication Brand Conference and Mayor & County Executive' Dialogue on China's Economic Development, International Forum on Agricultural Food Security and Customs Practices, Sino-Foreign Geographical Indication Product Marketing and Sales Matchmaking Meeting, and Livestream E-commerce. Relevant Chinese government agencies and industry experts will be invited to exchange their ideas related to the new regulations. At that time, experts from home and abroad will gather together to provide insights and strategies for the protection and cooperation of geographical indications, discussing a bright future for geographical indications.

SEPTEMBER  
11-13 | 2025

# PGIE ZHENGZHOU 2025

## 展品大类 | Major Exhibits

- 国内外知名的地理标志产品重点产区的市、县；
  - 国内外知名的地理标志产品（含已在国内注册的）；
  - 未获得注册，在产品品牌、商标中使用地理名称的产品；
  - 国内已获得地理标志称号的产品或正在申报地理标志的产品；
  - 国内区域特色产品；
  - 国内、外地理标志产品的协会组织、认证机构及相关研究机构；
  - 国内、外贸易商和批发商、经销商；
  - 国内、外著名旅游景点；
  - 相关软件、信息系统等高科技服务产品；
  - 相关媒体、杂志、网站等。
- Cities and counties in key production areas of well-known geographical indication products at home and abroad;
- Well-known geographical indication products at home and abroad (including those already registered in China);
- Products that are not registered, use geographical names in product brands and trademarks;
- Products that have received the title of geographical indications in China or products that are applying for geographical indications;
- Domestic regional specialty products;
- Associations, certification bodies and related research institutions of domestic and foreign Geographical Indication products;
- Domestic and foreign traders and wholesalers, distributors;
- Famous tourist attractions at home and abroad;
- High-tech service products such as related software and information systems;
- Related media, magazines, websites, etc.



## 展示内容 | Display Content

以展示中外地理标志和区域特色产品为主，通过以商贸洽商谈为手段，促进和扩大地理标志和区域特色产品市场份额；以商标品牌形象、商标文化展示为辅，通过特装和标摊的形式来展示地理标志企业所取得的成就和品牌形象。参展内容主要有：产品展示、企业简介、品牌内涵、品牌文化、战略成就、发展历程、产品形象代言人展示活动等。

Promote and expand the market share of geographical indications and regional specialty products by displaying Chinese and foreign geographical indications and regional special products. With the trademark brand image and trademark culture display as a supplement, the achievements and brand image of the geographical indication enterprises will be displayed through special installations and standard booths. The main contents of the exhibition are: product display, company profile, brand connotation, brand culture, strategic achievement, development history, product image spokesperson display activities, etc.

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SEPTEMBER | 11-13 | 2025 郑州国际会展中心-河南省  
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## 参展说明 | Exhibition Instructions

展会因考虑到我国的地理标志产品的注册和保护工作起步较晚，许多具备条件的企业还没有来得及申请注册。因此，此次展会除邀请国内外已获得注册的地理标志产品生产企业参展外，还将邀请虽未获得注册，但在产品商标及品牌中已使用地理名称的产品及地方特色产品生产企业参展。另为更好地配合国家地理标志审查机构开展农产品地理标志注册登记保护工作，推动地理标志产品品牌发展，保护生产企业合法权益，提高公众对地理标志注册登记的认识。可根据地方政府需要在展览期间增设地理标志产品产区推广成果展。

Due to the consideration of the registration and protection of geographical indication products in China, many qualified enterprises have not yet had time to apply for registration. Therefore, in addition to the invitation to participate in the registration of geographical indication products manufacturers at home and abroad, the exhibition will also invite manufacturers of products and local specialty products that have not been registered but have used geographical names in product trademarks and brands. In addition, in order to better cooperate with the National Geographical Indications Review Agency to carry out the registration and protection of geographical indications of agricultural products, promote the development of geographical indication product brands, protect the legitimate rights and interests of production enterprises, and raise public awareness of the registration of geographical indications. According to the needs of local governments, an exhibition of promotional achievements in the production of geographical indication products will be added during the exhibition.

## 参展费用 | Participation Fees

### ★ 国际标准展位：

• 国内企业：16800.00/展期 (RMB) 3m×3m • 国外企业：4800.00/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/5A电源插座一个、废纸篓一个。)

### ★ 室内光地：

• 国内企业：1500.00 (RMB) /平方米 • 国外企业：480.00 (USD) /平方米

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。

**展览补贴：**根据相关政策精神，经组委会积极申报和争取，本届所有地理标志产区、基地与产品展商均可获得参展补贴。

具体补贴标准如下：1) 标准展位：补贴标准为4000元/展位；每家展商不超过8000元。2) 特装展位：补贴标准为300元/平米；每家展商补贴总额不超过72000元。

### ★ International Standard Booth:

For overseas enterprise: USD 4800/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 overseas enterprises: USD 480/sq.m.

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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TARGET AUDIENCE

## 目标观众 | Target Audience

- 政府职能部门/行业协会/进出口商/商会;
- 地标产品科研院所/院士/教授/学者/专家;
- 大型零售/商超/连锁店/百货公司/购物中心;
- 生产商/代理商/分销商/电商/微商平台;
- 农副产品深加工知名品牌;
- 农资经销户/农技推广人员/科技示范户/农业专家;
- 各大企业采购人员/星级酒店、饭店等食材采购人员;
- 各大新闻媒体/地方报纸/电视台/电台/网络/杂志等。

- Government Functions / Industry Associations / Importers and Exporters / Chamber of Commerce;
- Landmark product research institute / academician / professor / scholar / expert;
- Large retail / commercial / chain store / department store / shopping center;
- Manufacturer / Agent / Distributor / E-commerce / Micro-Business Platform;
- Agricultural and sideline products deep processing well-known brands;
- Agricultural resources dealers/agricultural extension workers/technical demonstration households/agricultural experts;
- Purchasers of major companies, star-rated hotels, restaurants, etc.;
- Major news media / local newspaper / TV / radio / network / magazine, etc.

请立即预定“2025郑州地理标志展”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 "PGIE 2025" 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“PGIE 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](mailto:info@goldenexpo.com.cn)。  
或通过以下联络方法，预订展位。

To reserve the booth of "PGIE 2025" or learn more information, please contact:

电话/ Tel : (86-21) 6439-6190  
E-mail: [info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)