



深圳(湾区)国际品牌产品暨产业链交易博览会组委会
Organizing Committee of Shenzhen (Greater Bay Area) International Brand
Products & Industrial Chains Trade Fair

iBT

iBT 2025

深圳(湾区)国际品牌产品暨产业链交易博览会
Shenzhen (Greater Bay Area) International
Brand Products & Industrial Chains Trade Fair



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中国 · 深圳会展中心

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International Brand Products & Industrial Chains Trade Fair



致敬深圳经济特区建立45周年

Tribute to the 45th Anniversary of the Establishment of the Shenzhen Special Economic Zone

品牌改变中国
Brands Transform China

品牌出海 新质突围

Brands Going Global, New Quality Breakthrough

——与全球品牌共享万亿商机

— Collaborating with Global Brands to Tap into Trillion-yuan Opportunities

品牌是企业乃至国家竞争力的综合体现，是经济发展的引擎、企业文化的灵魂、供给结构和需求结构升级的重要方向。优势品牌的集合不仅有助于在国际上打响知名度，更是我国挖掘内需潜力、开拓国际贸易的新契机和新舞台。

遵照习近平总书记关于“推动中国制造向中国创造转变、中国速度向中国质量转变、中国产品向中国品牌转变”的重要指示，强化品牌意识，做强做大民族品牌，为加快品牌建设步伐，发挥品牌引领作用，以品牌建设助推高质量发展提供了根本遵循。

伟大品牌源自伟大时代。党中央、国务院持续加强对品牌建设工作的顶层设计。2017年4月，国务院正式批复国家发展改革委《关于设立“中国品牌日”的请示》，决定每年5月10日设定为“中国品牌日”，将“品牌”上升到国家战略层面。《关于新时代推进品牌建设的指导意见》等政策相继出台，各地区各部门扎实推进品牌的培育、创建、提升、推广，中国品牌承前启后、继往开来。

优势品牌的集合不仅有助于在国际上打响知名度，更是我国挖掘内需潜力、开拓国际贸易的新契机和新舞台。我国虽然成为世界贸易大国，但是由于出口产品附加值较低，形成了顺差在中国，利润在发达国家的贸易局面。这也使得提高我国企业品牌竞争力，大力发展品牌贸易，赚取更多品牌溢价，向外国输出更多民族品牌成为了我国对外贸易中亟待解决的问题。

依托多年以来推动深圳知名品牌建设以及举办国际品牌周的强大资源，对标北京服贸会、上海进博会、广州广交会、海南消博会，打造一个国家级、国际化、综合性，以品牌出海为目标的品牌贸易大展成为现实需要。

2025 国际品牌产品暨产业链交易博览会，欢迎您的参与！

深圳（湾区）国际品牌产品暨产业链交易博览会组委会
2025 年 3 月

A brand epitomizes the competitive edge of both enterprises and nations. It acts as the engine of economic growth, the essence of corporate culture, and directs vital advances in both supply and demand structures. An aggregation of strong brands not only raises international visibility but also offers China new avenues and stages to harness domestic demand potential and expand international trade.

Adhering to General Secretary Xi Jinping's directives on transitioning from "Made in China" to "Created in China", from "Chinese Speed" to "Chinese Quality", and from "Chinese Products" to "Chinese Brands", we are committed to enhancing brand consciousness and strengthening and expanding national brands. This strategy offers a crucial framework for hastening brand development, maximizing the brand's leadership role, and fostering high-quality growth through brand development.

Great brands stem from remarkable eras. The CPC Central Committee and the State Council persistently enhance the strategic planning for brand development. In April 2017, the State Council officially approved the request from the National Development and Reform Commission to establish "China Brand Day" and decided to designate May 10 as "China Brand Day" each year, thereby elevating the concept of "brand" to a national strategic level. Policies such as the Guiding Opinions on Promoting Brand Building in the New Era have been issued successively. Various regions and departments have made substantial progress in the cultivation, creation, enhancement, and promotion of brands. Chinese brands are building on past achievements while pioneering the future.

An aggregation of strong brands not only raises international visibility but also offers China new avenues and stages to harness domestic demand potential and expand international trade. Although China has emerged as a major trading nation globally, the low added value of its export products has led to a trade scenario where the trade surplus remains in China, but the profits accrue to developed countries. This highlights an urgent need to enhance the brand competitiveness of Chinese enterprises, aggressively develop brand-centric trade, capture more brand premiums, and increase the export of national brands internationally.

With the robust resources accrued from years of promoting the development of "Shenzhen Top Brand" and hosting the Shenzhen Brand Week, there is a practical need to create a national, international, and comprehensive brand trade exhibition aimed at "brands going global". This initiative will be benchmarked against the China International Fair for Trade in Services (Beijing), China International Import Expo (Shanghai), Canton Fair, and China International Consumer Products Expo.

We welcome your participation in the 2025 International Brand Products & Industrial Chains Trade Fair!

Organizing Committee of Shenzhen (Greater Bay Area) International Brand
Products & Industrial Chains Trade Fair

March 2025



“深圳国际品牌周”，是遵照习近平总书记关于“推动中国制造向中国创造转变、中国速度向中国质量转变、中国产品向中国品牌转变”的重要指示，贯彻落实国务院《关于发挥品牌引领作用，推动供需结构升级的意见》（国办发〔2016〕44号）文件部署和深圳市委、市政府主要领导同志指示精神，深圳工业总会在持续14年开展“深圳知名品牌”和“国际信誉品牌”培育评价活动使深圳成为全国品牌建设第一方阵的基础上，经市政府同意，深圳工业总会联合十一区政府（新区、合作区管委会）于2017年创办的“打造更具时代引领性的深圳品牌”的系列活动，产生了较大社会影响力。已成为国家级、国际化、综合性的品牌盛会。

遵照中央把深圳确定为中国特色社会主义先行示范区和粤港澳大湾区核心引擎城市的定位要求，自2024年第八届开始更名为深圳（湾区）国际品牌周。按照2018年市政府审议通过的《深圳市推进消费品工业增品种、提品质、创品牌工作方案》（深经贸信息技术字〔2018〕13号）关于办好“深圳国际品牌周”等重大品牌活动的要求，为丰富完善活动内容，在市政府的统一安排下，深圳国际品牌周作为“中国品牌日深圳地方特色活动”纳入国家每年“中国品牌日”活动序列。每届品牌周内容包括主场活动、各区分会场特色主题活动、系列专场活动，时间持续7-10天，参与受众超百万。

国际著名品牌价值评估咨询机构 Brand Finance 联合深圳工业总会独家发布“年度中国品牌价值500强”中英文榜单，全面提升了品牌周在全球的影响力。在中国企业逐步从单纯的“产品出口”向“品牌出海”“产业链出海”转变过程中，国际品牌周已经成为广泛传播实施名牌战略成果，引领中国品牌走向世界，不断地向世界证明了中国创造和中国品牌日益提升的影响力，推动中国品牌走向更全面、更深入、竞争更激烈的品牌出海新时代。

"Shenzhen Brand Week" is organized in accordance with Chinese President Xi Jinping's significant directive to transition from "Made in China" to "Created in China", from "Chinese Speed" to "Chinese Quality", and from "Chinese Products" to "Chinese Brands". This initiative implements the strategic plan outlined in the State Council's Opinions on Leveraging the Pivotal Role of Brands to Facilitate Structural Upgrading of Supply and Demand (GBF [2016] No. 44). It also adheres to the guidance from the key leaders of both the CPC Shenzhen Municipal Committee and the Shenzhen Municipal People's Government. The Federation of Shenzhen Industries (FSZI) has been conducting activities for 14 consecutive years to cultivate and evaluate "Shenzhen Top Brand" and "International Reputable Brands". These efforts have positioned Shenzhen at the forefront of brand

development nationwide. With the approval of the Shenzhen Municipal People's Government, FSZI, in collaboration with the governments of the city's 11 districts (including the management committees of the new district and the cooperation zone), launched this series of activities in 2017 aimed at creating Shenzhen brands with greater contemporary influence. This initiative has generated significant social impact. Shenzhen Brand Week has evolved into a national, international, and comprehensive brand event.

In line with the central government's directive to designate Shenzhen as a Pilot Demonstration Zone for Socialism with Chinese Characteristics and as a primary engine city within the Guangdong-Hong Kong-Macao Greater Bay Area, starting in 2024, the event has been renamed to Shenzhen (Greater Bay Area) Brand Week. According to the Shenzhen Municipal Government's 2018-approved Work Plan for Promoting Variety Increase, Quality Enhancement, and Brand Creation in the Consumer Goods Industry (SJMXXJSZ [2018] No.13), which outlines the organization of significant branding events such as "Shenzhen Brand Week", this initiative enriches and expands the scope of

activities. Under the coordinated leadership of the municipal government, Shenzhen Brand Week has been integrated into the annual national "China Brand Day" schedule as a unique local feature of "China Brand Day in Shenzhen". Each Brand Week encompasses a main event, distinctive themed activities at district sub-venues, and a series of special sessions. The event spans 7-10 days, attracting over one million participants.

Brand Finance, a globally recognized brand value evaluation consultancy, in collaboration with the FSZI, has exclusively published the bilingual "China 500" list, significantly enhancing Brand Week's global influence. As Chinese enterprises progressively transition from simple "product exports" to "brand and industrial chain globalization", the Brand Week has already become a key platform for widely promoting and executing brand strategy achievements. It leads Chinese brands onto the world stage, providing ongoing evidence of the rising influence of Chinese innovation and brands worldwide. This process propels Chinese brands into a new era marked by more comprehensive, intensive, and competitive brand globalization.



首届深圳国际品牌周：2017年4月举办。这是全国范围内的首个品牌周活动，以“品牌引领·创造质量”为主题，充分展现了品牌在企业乃至国家竞争力中的核心地位。



第二届深圳国际品牌周：2018年5月举办。这是2018年度中国品牌日深圳站活动，主题为“聚焦一带一路·共建城市品牌”，通过“一带一路”把深圳知名品牌推广出去，促进国际经贸交流。



第三届深圳国际品牌周：2019年5月举办。遵照市委、市政府关于“坚定不移打造更具时代引领性的深圳品牌”的战略部署，经报市政府和国家发改委批准，第三届品牌周作为深圳地方特色活动，纳入全国2019年“中国品牌日”活动序列。



第四届深圳国际品牌周：2020年8-9月举办。围绕“凝聚品牌力量 谱写双区华章”主题，以深圳知名品牌致敬深圳经济特区40年为脉络，紧扣高质量发展目标，大力营造品牌发展氛围，大力推动品牌发展在“双区”建设中发挥品牌的示范作用。



第五届深圳国际品牌周：2021年5月举办。以“引领大湾区 构建新格局”为主题，探讨在新经济时代背景下，品牌与创新融合发展面临的新机遇与挑战。



第六届深圳国际品牌周：2022年8月举办。以“创新引领·品牌赋能·文化奠基”为主题，助力企业家找准行业风向标，共探品牌发展新趋势，提供品牌破局的新解题思路。



第七届深圳国际品牌周：2023年5月举办。以“凝聚品牌建设力量 助力企业高质量发展”为主题，展示品牌建设成果，推动行业品牌联动融合，赋能企业更好地开展品牌建设。



第八届深圳(湾区)国际品牌周：2024年5月举办。首次将范围扩大至粤港澳大湾区，以“探索品牌无限未来”为主题，深入探讨品牌发展的新趋势、新理念，进一步推动深圳及大湾区品牌建设迈上新台阶。



The 1st Shenzhen Brand Week: April 2017. This was the first nationwide Brand Week event with the theme "Brand Leadership · Creating Quality", showcasing the core role of brands in the competitiveness of enterprises and even countries.

The 2nd Shenzhen Brand Week: May 2018. This was the Shenzhen event of China Brand Day 2018, themed "Focusing on the Belt and Road Initiative · Co-building City Brands", aiming to promote Shenzhen's well-known brands through the Belt and Road Initiative and enhance international economic and trade exchanges.

The 3rd Shenzhen Brand Week: May 2019. In accordance with the strategic deployment by the CPC Shenzhen Municipal Committee and the Shenzhen Municipal Government aimed at "creating Shenzhen brands with

greater contemporary influence", following approvals from the Municipal Government and the National Development and Reform Commission, the third Brand Week was incorporated into the 2019 national "China Brand Day" activities as a distinctive local event of Shenzhen.

The 4th Shenzhen Brand Week: August-September 2020. Under the theme "Harnessing Brand Power to Write a New Chapter for the Dual Zones", the Brand Week paid tribute to 40 years of the Shenzhen Special Economic Zone through the lens of renowned Shenzhen brands. It closely aligned with the objectives of high-quality development, actively fostering an environment conducive to brand growth and significantly advancing the role of brands as exemplars in the construction of the "Dual Zones".

The 5th Shenzhen Brand Week: May 2021. Under the theme "Leading the Greater Bay Area: Building a New Framework", the Brand Week explored the new opportunities and challenges faced by the integration and development of brand and innovation in the context of the new economic era.

The 6th Shenzhen Brand Week: August 2022. With the theme "Innovation Leading, Brand Empowering, Culture Founding", the Brand Week assisted entrepreneurs in identifying industry trends, exploring new directions for brand development, and providing fresh solutions for breaking through brand challenges.

The 7th Shenzhen Brand Week: May 2023. Under the theme of "Uniting Brand Development Efforts to Foster High-quality Corporate Growth", the Brand Week showcased achievements in brand building, encouraged collaboration and integration across industry brands, and empowered companies to enhance their brand development efforts.

The 8th Shenzhen (Greater Bay Area) Brand Week: May 2024. This year's Brand Week, for the first time, extended its reach to the Guangdong-Hong Kong-Macao Greater Bay Area with the theme "Exploring the Infinite Future of Brands". The event delved into new trends and concepts in brand development, further advancing brand building in Shenzhen and the Greater Bay Area to a new level.

2017年

2018年

2019年

2020年

2021年

2022年

2023年

2024年

2025年

成果积淀： 累计吸引超 10000 家海内外品牌参会，服务华为、迈瑞等 1120 个“深圳（湾区）知名品牌”走向全球，其中 78 家企业跻身国际细分市场前三，258 家登顶国内细分市场榜首；促成跨境合作项目超 2000 多项，撬动产业链交易额突破 800 亿元。

经验赋能： 首创“品牌出海全产业链服务模型”，提炼 ESG 合规、数字营销等六大标准化出海工具包，为中小企业提供可复制的国际化路径；发布《中国品牌价值 500 强》等权威报告，成为地方政府制定品牌政策的参考标杆。

生态势能： 联动 RCEP 成员国、世界 500 强企业构建常态化合作机制，培育“深圳 - 新加坡数字贸易走廊”等跨境生态项目；通过分会场和系列活动，推动深圳品牌强市战略，实现从单点突破到全域联动的升级。

数据见证： 吸引了全球 48 个国家和地区参与，国际媒体曝光量破 10 亿次。八年深耕，品牌周不仅沉淀了品牌全球化的“湾区方案”，更以实践成果夯实未来发展的战略底座。

Accumulated Achievements: More than 10,000 domestic and international brands have been attracted to participate in the event, supporting 1,120 "Shenzhen (Greater Bay Area) Top Brand" like Huawei and Mindray in their global market expansion. Among these, 78 companies have ranked within the top three in their international niche markets, and 258 have topped domestic niche markets; the initiative has facilitated over 2,000 cross-border cooperation projects, driving industry chain transactions to surpass 80 billion yuan.

Experience Empowerment: The "Comprehensive Industry Chain Service Model for Global Branding" was pioneered, distilling six standardized toolkits for international expansion, including ESG compliance and digital marketing, providing SMEs with replicable paths to internationalization. Authoritative reports, such as the "China 500", have been published, serving as a reference benchmark for local government brand policy formulation.

Ecological Momentum: The Brand Week initiative is fostering a regular collaboration mechanism with RCEP member countries and Fortune Global 500 companies, while developing cross-border ecological projects such as the "Shenzhen-Singapore Digital Trade Corridor". By organizing sub-forums and a series of events, the initiative aims to advance Shenzhen's branding strategy from isolated breakthroughs to comprehensive, coordinated development.

Data Witness: This effort has attracted participation from 48 countries and regions around the world, achieving over 1 billion international media impressions. Over eight years of intensive cultivation, Brand Week has not only developed a "Greater Bay Area Plan" for brand globalization, but also fortified the strategic foundation for future development through substantial achievements.

仰望星空，嫦娥“奔月”、北斗组网、天问“落火”、羲和“探日”，中国人首次进入自己的空间站；俯瞰大地，中国桥、中国路、中国车、中国港、中国网成为亮丽的国家名片。

从本土品牌崛起国潮流行，从中国产品到中国服务，从品牌自信到品牌出海……中国品牌一路前行，立于世界之林。

为着力打造新品首发、高端品牌首选、原创品牌集聚的品牌贸易配对平台，推动品牌出海，促进品牌贸易，国际品牌产品暨产业链交易博览会作为国际品牌周的重大活动，致力于推动各行各业打造新国货品牌，推动中国品牌走向世界，在科技创新的带动下，引领新消费发展趋势。

Gazing at the stars, China has achieved significant milestones: the Chinese Lunar Exploration Program, the BeiDou Navigation Satellite System, the Tianwen Mars probe, and the Xihe solar explorer. These achievements have paved the way for Chinese astronauts to enter their own space station for the first time. Looking down at the Earth, the nation showcases its remarkable infrastructure with the impressive Chinese bridges, roads, vehicles, ports, and networks, all of which serve as a shining national calling card.

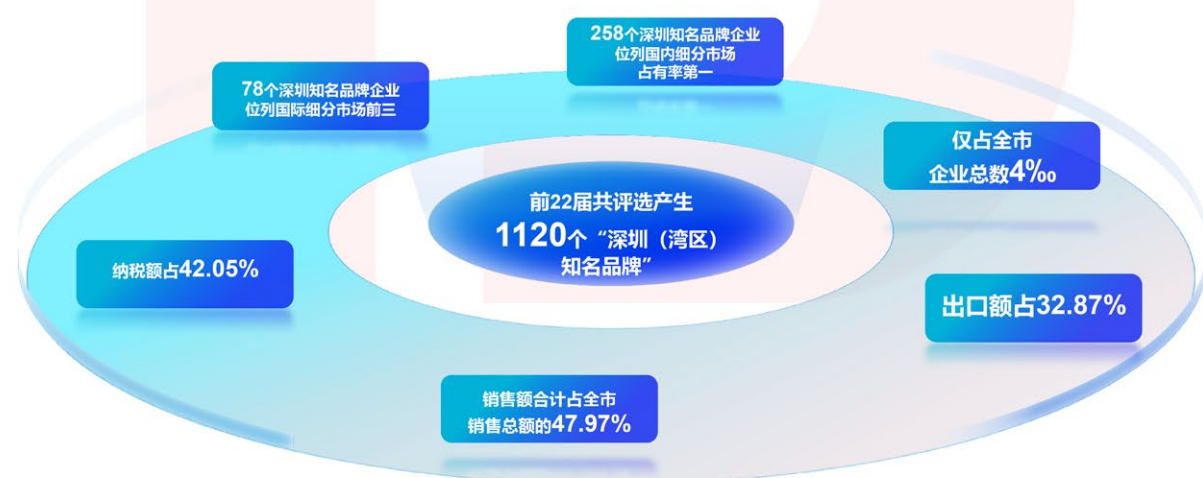
From the emergence of local brands to the trend of China-chic, from Chinese products to Chinese services, and from brand confidence to global brand outreach... Chinese brands have steadily progressed, establishing themselves prominently on the global stage.

To focus on creating a premier platform for launching new products, selecting high-end brands, and gathering original brands, International Brand Products & Industrial Chains Trade Fair aims to propel brands onto the global stage and enhance brand trade. As a major event of Brand Week, it is dedicated to fostering the development of new national brands across various industries, helping Chinese brands gain international recognition. Driven by technological innovation, it seeks to lead new consumption trends.



深圳工业总会自成立之日起，就投身于中国名牌战略推进委员会筹划国家实施名牌战略系列活动，并承办由深圳市人民政府与中国名牌战略推进委员会共同举办的中国名牌产品博览会暨名牌战略国际论坛，使深圳成为全国唯一持续20多年开展品牌建设的城市。

自2003年开始，深圳工业总会联合25个政府机构、75个行业协会、3个研究机构、12个专业机构和两大传媒集团共同开展“深圳知名品牌”培育评价活动。前二十二届共评选产生1120个“深圳知名品牌”，仅占全市企业总数的万分之四，销售额合计占全市销售总额的47.97%、纳税额占42.05%、出口额占32.87%。其中，“华为”等78个深圳知名品牌企业位列国际细分市场前三位；“迈瑞”等258个深圳知名品牌企业位列国内细分市场占有第一。2023年开始扩大范围，升级为深圳（湾区）知名品牌培育评价活动。



全国唯一持续20多年开展品牌建设的城市

Since its inception, the FSZI has been actively involved in orchestrating a series of national brand strategy initiatives with the China Brand Strategy Promotion Committee. Additionally, it has hosted the China Famous Brand Products Expo and International Forum on Brand Strategy, co-organized with the Shenzhen Municipal People's Government and the China Brand Strategy Promotion Committee. This has positioned Shenzhen as the only city in China to consistently promote brand development for over 20 years.

Beginning in 2003, the FSZI has partnered with 25 government agencies, 75 industry associations, 3 research institutions, 12 professional organizations, and two leading media groups to spearhead the "Shenzhen Top Brand" cultivation and evaluation program. Over the first twenty-two sessions, a total of 1,120 "Shenzhen Top Brands" have been recognized, representing just four ten-thousandths of the total number of enterprises in the city. These brands accounted for 47.97% of the city's total sales, 42.05% of tax contributions, and 32.87% of exports. Among them, 78 Shenzhen renowned brand enterprises, including Huawei, ranked among the top three in international market segments; 258 Shenzhen renowned brand enterprises, such as Mindray, held the top position in domestic market segment shares. Starting in 2023, the scope expanded, evolving into a renowned brand cultivation and evaluation event in Shenzhen (Greater Bay Area).



战略高度：国家级品牌战略载体

使命：落实“三个转变”国家战略（中国制造→创造、速度→质量、产品→品牌），由联合国工业发展组织、中国工业经济联合会、中国工业环保促进会、中国出入境检验检疫协会、中国品牌建设促进会、品牌中国战略规划院指导，深圳市人民政府主导联合赋能。

定位：服务“双循环”新发展格局，打造中国品牌全球化战略支点。

品牌广度：国际级资源聚合盛会

全球参与：邀请 RCEP 成员国政商领袖、世界品牌 500 强企业、国际权威评估机构（如 Brand Finance、全球品牌交易所）深度参与。

行业覆盖：联动智能硬件、数字营销、跨境服务等全产业链环节，形成品牌出海生态闭环。

产业厚度：品牌全要素交易枢纽

产业矩阵：聚焦 20+ 战略性新兴产业，包括智能制造（大飞机、新能源）、消费电子（AIoT）、生物医药（高端器械）、时尚产业（免税经济）等。

枢纽价值：贯通“技术研发 - 成果转化 - 品牌运营 - 全球分销”链条，实现万亿级资源高效配置。

Strategic Importance: National Brand Strategic Vehicle

Mission: The initiative aims to implement the national strategy of the "three transformations" (from "Made in China" to "Created in China", from "Speed" to "Quality", and from "Products" to "Brands"). It is guided by the United Nations Industrial Development Organization, the China Federation of Industrial Economics, the China Council for Industrial Environmental Protection, the China Entry-Exit Inspection and Quarantine Association, the China Council for Brand Development, and the China Branding Institute, with joint support from the Shenzhen Municipal Government.

Positioning: Its purpose is to support the new "dual circulation" development pattern and to establish a strategic pillar for the globalization of Chinese brands.

Brand Reach: A Gathering Gala of International Resources

Global Participation: Political and business leaders of RCEP member countries, World Brand 500 companies, international authoritative brand valuation agencies (such as Brand Finance and MINAX Global Brand Exchange) will be invited to deeply participate in the event.

Industry Coverage: The entire industry chain such as smart hardware, digital marketing, and cross-border services will be synergized to form a closed-loop ecosystem of brands going global.

Industry Depth: Brand Total-factor Trading Hub

Industrial Matrix: The event will focus on 20+ strategic emerging industries, including intelligent manufacturing (airliner and new energy), consumer electronics (AIoT), biomedicine (high-end devices) and fashion industry (duty-free economy).

Hub value: The event will connect the chain of "technology R&D—research result application—brand operation—global distribution" to realize efficient allocation of resources worth RMB 1 trillion.

以品牌贸易为核心，强化品牌交易、品牌出海、品牌消费，设置品牌之城、世界品牌与国际信誉品牌、中国消费名品、中国智造精品、时尚品牌、深圳（湾区）知名品牌、服务品牌、品牌授权及服务八大展区。

品牌之城展

实施“品牌强市”战略的城市及各区域品牌，展示品牌建设规划和区域品牌成就，组织本市各类品牌及产品联合参与。

世界品牌与国际信誉品牌展

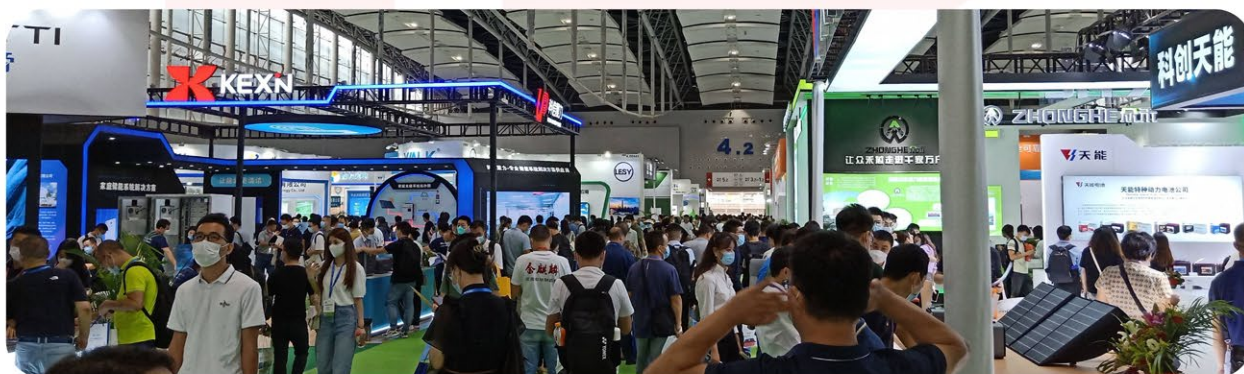
世界品牌 500 强企业，以及历届国际信誉品牌和各类进入中国市场的国际品牌，展示品牌发展成就，携带产品参与，推广品牌服务。

中国消费名品展

首批入选工业和信息化部的中国消费名品，涵盖食品、轻工、纺织、医药等行业的知名品牌，以及中国消费名品成长性企业及品牌。

中国智造精品展

大飞机、轨道交通、工程机械、新能源汽车、智能家电等多个领域的领军企业和知名品牌，特别邀请拥有高新技术、专精特新、制造业单项冠军等称号的企业参展。



With brand trade as the core, theme exhibitions will strengthen brand trading, brand going global and brand consumption; set up eight exhibition zones: City of Brands, World Brands and International Credible Brands, China's Renowned Consumer Products, China's High-quality Intelligent Manufacturing Products, Fashion Brands, Shenzhen (Greater Bay Area) Top Brands, Service Brands, and Brand Licensing and Services.

City of Brands: The exhibition focuses on cities implementing the "brand-supported city" strategy, along with regional brands. It showcases brand-building initiatives and regional brand achievements, featuring a collaborative display of various local brands and products at the municipal level.

World Brands and International Credible Brands: The exhibition scope: The exhibition highlights World Brand 500 companies, international credible brands recognized at the previous sessions, and various global brands entering the Chinese market. Exhibitors will showcase their brand development milestones, present products, and promote brand services.

China's Renowned Consumer Products: The exhibition features the first group of renowned consumer products recognized by the Ministry of Industry and Information Technology, P. R. China across food, light industry, textiles, and pharmaceuticals, as well as fast-growing companies and brands in Chinese consumer goods.

China's High-quality Intelligent Manufacturing Products: This exhibition draws leading companies and well-known brands in airliners, rail transit, construction machinery, new energy vehicles, and smart home appliances. Special invitations will be extended to enterprises recognized for advanced technology, those that use special and sophisticated technologies to produce novel and unique products, and single-field champions of the manufacturing industry.



时尚品牌展

时尚服饰、时尚珠宝、时尚眼镜、时尚钟表、时尚美妆、时尚工艺、时尚家居、时尚汽车等领域的龙头企业和品牌，特别设置免税商品专区。

深圳（湾区）知名品牌展

前22届评选产生1120个“深圳（湾区）知名品牌”，“华为”等78个品牌企业位列国际细分市场前三位；“迈瑞”等258个品牌企业位列国内细分市场占有第一，各类龙头企业携带品牌产品参展。



服务品牌展

金融、物流、研发设计、商务咨询、人力资源、节能环保等生产性服务品牌；商贸、健康、养老、托育、文化、旅游、体育、家政、餐饮等生活性服务业品牌。

品牌授权及服务展

拥有或代理商标、品牌、形象等IP的机构，以及知名品牌服务商，搭建全品类IP与上下游产业链高效配对平台。

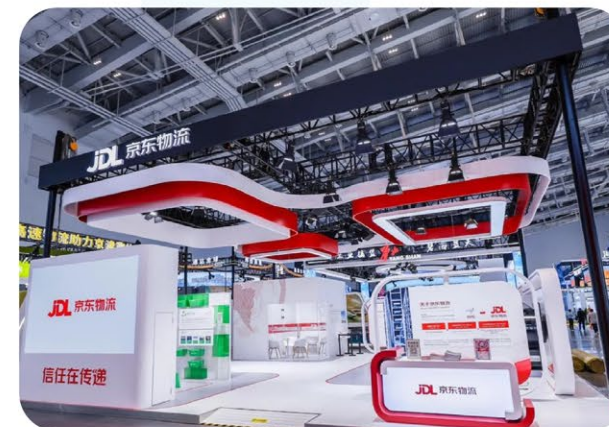


Fashion Brands: The exhibition features leading players and brands in fashion clothing, jewelry, eyewear, watches, cosmetics, crafts, home furnishings, and automobiles. A dedicated area for duty-free goods will also be available.

Shenzhen (Greater Bay Area) Top Brands: This exhibition showcases 1,120 Shenzhen (Greater Bay Area) Top Brands selected at the previous 22 sessions. Among them, 78 brand enterprises including Huawei rank among the top three in the international market segments; 258 brand enterprises including Mindray rank first in the Chinese market segment share. A range of leading companies will display their brand products.

Service Brands: The exhibition includes productive service brands from finance, logistics, R&D and design, business consulting, human resources, energy conservation, and environmental protection, as well as life service brands in commerce, healthcare, elderly care, childcare, culture, tourism, sports, housekeeping, and restaurants.

Brand Licensing and Services: The exhibition is designed for institutions that own or offer agent services to intellectual property such as trademarks, brands, and images, as well as well-known brand service providers to create an efficient matchmaking platform for all categories of intellectual property and the upstream and downstream industrial chains.



深圳知名品牌评价委员会、深圳工业总会、深圳市企业品牌建设促进会、前瞻产业研究院等权威机构联合编撰并发布，同时以“深圳 45 年，我们的品牌”为主题，按每个行业甄选 45 个标杆品牌（金融品牌、航空业品牌、会展品牌、人力资源服务品牌、智能制造品牌、健康产业品牌、科技创新品牌、时尚品牌、国际品牌……），展现特区品牌发展历程与创新成果。在 2025 深圳（湾区）国际品牌产品暨产业链交易博览会上隆重对外发布白皮书暨“45 周年·45 品牌·45 人物”榜单，进行品牌建设成果和品牌产品展示交易活动。



The White Paper was jointly compiled and released by authoritative institutions, including the Shenzhen Top Brand Evaluation Committee, the Federation of Shenzhen Industries, the Shenzhen Enterprise Brand Building Promotion Association, and Forward Intelligence Co., Ltd. Under the theme of "Shenzhen's 45 Years, Our Brands", the White Paper highlights 45 benchmark brands by industry (finance, aviation, convention and exhibition, human resources services, intelligent manufacturing, healthcare, technological innovation, fashion, international brands...), showcasing the development journey and innovative outcomes of brands from the Shenzhen Special Economic Zone. At the 2025 Shenzhen (Greater Bay Area) International Brand Products & Industrial Chains Trade Fair, the White Paper and the "45th Anniversary·45 Brands·45 Figures" list will be grandly released, to display and trade brandbuilding achievements and brand products.

《中国出海品牌百强榜》是中国第一家由专业的国际品牌价值评估团队全程负责，参考国际标准化组织品牌评估标准 ISO20671 的指标，使用经可信的第三方提供的数据进行公允评价的榜单，也是中国第一个综合考虑领军品牌和新锐品牌的出海品牌榜单。

The China's Top 100 Going-global Brands List is the first of its kind in China that is entirely overseen by a professional international brand valuation team and, with reference to the indicators of ISO20671, the brand valuation standard of the International Organization for Standardization, uses data provided by a credible third party for fair evaluation. It is also the first going-global brands list in China that comprehensively considers leading brands and emerging brands.



为提高海外品牌、各省市名优品牌在大湾区的知名度和市场占有率，从 2025 年开始，面向全球和各省市的原产地品牌进行征集，经深圳知名品牌评价委员会组织专家评审后，为海内外知名品牌颁发“深圳（湾区）知名品牌·XX 原产”证书。

申报条件：

（一）具有合法经营资格

- 1、申报企业须依法注册登记满 5 年（含）以上。
- 2、申报企业未被列入国家企业信用信息公示系统经营异常名录或严重违法失信名单，近三年无重大行政处罚记录。

（二）注册商标

- 1、申报品牌需提供有效商标注册证，注册类别应与主营业务关联，且商标权属清晰，无争议。
- 2、商标注册证不少于 3 年。

（三）品牌知名度高

- 1、申报品牌需在行业或区域内具有较高的知名度和影响力。
- 2、荣获过国家、省、市政府部门或国家、省级行业组织的荣誉。

（四）质量优良。产品质量优良。企业具备完善质量管理体系，近三年未发生质量安全事故。

（五）自主创新能力。具有较强自主创新能力，拥有知识产权的核心技术。

（六）行业地位。产品具有较高市场占有率。主导或参与国家、地方或行业标准制定。

（七）社会责任。积极履行社会责任，具有良好的品牌美誉度。

（八）行业组织推荐。申报需有当地市级及以上行业组织（协会、商会）出具推荐信。

申报评审流程：

（一）提交申请：填写申报表（附件），并提交相关证明材料。（材料申报截止日期为 2025 年 6 月 15 日）。

（二）初审：对企业申报材料进行初步审核，确定是否符合条件。

（三）现场考察：对初审通过的企业进行抽样实地考察，核实企业情况。

（四）综合评审：对申报企业进行综合评审，确定获评名单。

（五）现场展示及颁奖：优先获得品博会主会场展位，进行品牌产品展示交易，获得深圳知名品牌评价委员会颁发的认证证书。

This event aims to enhance the visibility and market share of overseas brands and recognized high-quality brands from various provinces and cities in the Greater Bay Area. Since 2025, we will solicit origin brands from Chinese provinces and cities and other parts of the world. After the Shenzhen Top Brand Evaluation Committee organizes expert review, eligible brands will be awarded the Shenzhen (Greater Bay Area) Top Brand · XX Origin certificate.

Application conditions:

(I) Legal business qualifications

1. An applicant enterprise must have been registered for more than 5 years (inclusive) in accordance with the law.

2. An applicant enterprise has not been included in the Abnormal Operation Entities List or the Seriously Illegal and Dishonest Entities List of the National Enterprise Credit Information Publicity System, and has no major administrative penalty record in the past three years.

(II) Registered trademarks

1. A valid trademark registration certificate is required for an applicant brand. The registration category should be related to its main business, and the trademark ownership should be clear and undisputed.

2. The trademark registration certificate shall not be less than 3 years.

(III) High brand awareness

1. An applicant brand must have a high degree of popularity and influence in an industry or region.

2. An applicant brand has won honors from national, provincial and municipal government departments or national and provincial industry organizations.

(IV) Excellent quality. A product has excellent quality. An enterprise has a complete quality management system and no quality and safety accidents have occurred in the past three years.

(V) Independent innovation capability. An enterprise has strong independent innovation capability and core technology with intellectual property rights.

(VI) Industry status. A product has a high market share. An enterprise has led or participated in the formulation of national, local or industrial standards.

(VII) Social responsibilities. An enterprise has actively fulfilled social responsibilities and has a good brand reputation.

(VIII) Recommendation by industry organizations. The application requires a letter of recommendation from local industry organizations (associations, chambers of commerce) at or above the municipal level.

Application review process:

(I) Submission of application: Fill in the application form (annex), and submit relevant supporting materials. (The deadline for material submission is June 15, 2025).

(II) Preliminary review: Conduct a preliminary review of a company's application materials to determine whether it meets the conditions.

(III) On-site inspections: Conduct field inspections on sample enterprises that have passed the preliminary review to verify their information.

(IV) Comprehensive review: Conduct a comprehensive review of applicant enterprises to determine the list of winners.

(V) On-site display and awarding: Winners have the priority to obtain a booth at the main venue of the Fair, exhibit and trade brand products, and receive a certificate of certification issued by the Shenzhen Top Brand Evaluation Committee.





邀请政府部门领导、知名学者、企业家及首席品牌官等，围绕品牌建设、品牌出海、消费升级等议题展开深度探讨。

Government leaders, well-known scholars, entrepreneurs and chief brand officers will be invited to conduct in-depth discussions on topics such as brand building, brand going global and consumption upgrading.



精准对接会：
品牌方 - 采购商 - 投资机构“三方速配”，闭门洽谈促成交易。



品牌首发首秀活动：
打造新品发布平台，助力品牌抢占市场先机。



城市推介会：
联动地方政府展示区域品牌优势，吸引投资与产业落地。



签约仪式：
集中签约重大合作项目，强化品牌生态协同效应。

用音乐讲述品牌故事：
邀请知名音乐人、知名品牌企业参与，现场演绎品牌故事。

Precise matchmaking meeting: The "rapid three-party matchmaking" of brands-purchasers-investment institutions will facilitate transactions through closed negotiations.

Brand launch and debut show: A product launch platform will be created to help brands seize market opportunities.

City promotion meeting: Cooperative local governments will showcase regional brand advantages to attract investment and boost industrial development.

Signing ceremony: Major cooperation projects will be collectively signed to strengthen the synergy effect of a brand ecosystem.

Telling brand stories with music: Well-known musicians and brand companies will be invited to participate in the live interpretation of brand stories.

专业观众和买家邀约渠道：

定向邀请 5000+ 海内外企业及机构，包括免税运营商、头部电商、高端商超、投资机构等，另通过各类媒体传播，定向发函等形式，邀请高净值群体参加展会各类展示、销售和体验活动。

政府及公共机构：

各省市发改 / 工信 / 市场监管 / 农业 / 文旅等部门代表、全国品牌城市代表、对外事务机构、各国驻华商务代表处、投资促进局、境外商协会等。

行业协会与商会系统：

国内工商联系统、全国工商联代表、深圳工业总会、深圳工业总会驻欧洲代表处、深圳工业总会驻日本代表处、韩国东北亚和平经济协会、港澳台工商组织香港工业总会、澳门总商会、台湾工业总会等。

重点企业矩阵：

湖南国贸集团、厦门国贸集团、浙江国贸集团、湖北国贸集团、贵阳国贸集团、零售商业巨头、沃尔玛、玛氏、新世界、银泰集团、太古集团、王府井集团、华润万象城、京东、阿里巴巴、苏宁易购、免税运营商、深圳免税、中国免税品集团等。

国际经贸网络：

一带一路合作组织、中国 - 东盟产业合作发展促进会、中国 - 东盟中心、缅甸商会联合会、泰中商务委员会、老挝国家工商会、印尼工商会馆、马来西亚 - 中国商务理事会、中国产业海外发展协会、远东发展、欧亚国际、贾巴贝卡集团等。

专业服务机构：

品牌生态链企业、知识产权服务机构、设计服务机构、传播服务机构、会计服务机构、策划服务机构、咨询服务机构、境外商业机构、三菱商事（日本）等。

Invitation Channels for Professional Visitors and Buyers: Targeted invitations to 5,000+ domestic and foreign companies and institutions, including duty-free operators, leading e-commerce companies, high-end supermarkets, and investment institutions. In addition, through various media communications, targeted letters and other forms, high-net-worth groups are invited to participate in various display, sales and experience activities of the Fair.

Government and Public Institutions: representatives of provincial and municipal development and reform/industry and information technology/market regulation/agriculture/culture and tourism departments, representatives of national brand cities, foreign affairs agencies, commercial representative offices in China and investment promotion bureaus of various countries, overseas business associations, etc.

Industry Associations and Chambers of Commerce: The Chinese federation of industry and commerce system, representatives of the All-China Federation of Industry and Commerce, the Federation of Shenzhen Industries, the Representative Office in Europe of the Federation of Shenzhen Industries, the Representative Office in Japan of the Federation of Shenzhen Industries, the Northeast Asia Peace and Economy Association of the Republic of Korea, as well as Hong Kong, Macao and Taiwan business organizations such as the Federation of Hong Kong Industries, the Macao Chamber of Commerce, and the Taiwan Federation of Industries.

Key Enterprise Matrix: Hunan International Trade Group, Xiamen ITG Group, Zhejiang International Business Group, Hubei International Trade Group, Guiyang Modern Capital Group, retail business giants such as Walmart, Mars, New World, Yintai Group, Swire Group, Wangfujing Group, The Mixc of China Resources, JD.COM, Alibaba, Suning.com, as well as duty-free operators such as Shenzhen State-owned Duty-free Commodities (Group) Co., Ltd., and China Duty Free Group.

International Economic and Trade Network: The Belt and Road Cooperation Organization, the China-ASEAN Industrial Cooperation and Development Promotion Association, the ASEAN-China Center, the Union of Myanmar Federation of Chambers of Commerce and Industry, the Thai-Chinese Business Council, the Lao National Chamber of Commerce and Industry, the Indonesian Chamber of Commerce and Industry, the Malaysia-China Business Council, the China Overseas Development Association, Far East Consortium International Limited, Eurasia United International Economic and Cultural Cooperation Center, and PT. Jababeka Tbk.

Professional Service Organizations: brand ecological chain enterprises, intellectual property services, design services, communication services, accounting services, planning services, consulting services, overseas commercial institutions, Mitsubishi Corporation (Japan), etc.

- 深圳（湾区）国际品牌周— 2025 年 5 月 9-15 日
- 国际品牌产品暨产业链交易博览会— 2025 年 8 月 27-31 日
- 布展报到— 2025 年 8 月 27-28 日
- 展览时间— 2025 年 8 月 29-31 日
- 撤展时间— 2025 年 8 月 31 日下午 16:00

（如有变化，以组委会公告及通知为准）

Shenzhen (Greater Bay Area) International Brand Week—May 9-15, 2025

International Brand Products & Industrial Chains Trade Fair—August 27-31, 2025

Move-in and registration—August 27-28, 2025

Exhibition time—August 29-31, 2025

Move-out time—16:00, August 31, 2025

(In case of any change, the announcements and notices of the Organizing Committee shall prevail)

预订展位

符合条件的参展单位向组委会提出申请，提交参展申请表、参会报名表，组委会根据展位数量和面积，按照先到先得、面积优先的原则，统一规划展位。2025 年 7 月 28 日截止报名。

签署确认

组委会委托承办单位与参展单位、参会代表签署确认书，参会报名截止日期为 2025 年 8 月 15 日。

提交资料

请参展商或参会代表根据组委会要求及时提交所需资料，以备编辑会刊和会议手册使用。资料提交截止日期为 2025 年 7 月 28 日。

参展参会

根据《参展指南》和《会务指南》按时布展、报到、参展、参会。

Booking booths: Qualified exhibitors can apply to the Organizing Committee by submitting exhibition application/conference registration forms. The Organizing Committee will make unified planning for booths according to the number and area of booths, on a first-come-first-served basis and with priority given to large areas. The deadline for registration is July 28, 2025.

Signature confirmation: The Organizing Committee entrusts the organizer to sign a confirmation letter with exhibitors and conference participants. The deadline for conference registration is August 15, 2025.

Submission of materials: Exhibitors or conference representatives shall submit the required materials in time according to the requirements of the Organizing Committee for preparing the exhibition catalog and conference manual. The deadline for submission of information is July 28, 2025.

Participation in exhibitions and conferences: According to the Exhibition Guide and Conference Guide, all shall carry out move-in, register, participate in exhibitions and conferences on time.



参展参会报名入口
Exhibition and Conference
Registration



IBIT 品博会公众号
IBIT WeChat Official
Account

深圳（湾区）国际品牌产品暨产业链交易博览会组委会

Organizing Committee of Shenzhen (Greater Bay Area) International Brand Products & Industrial Chains Trade Fair

电话：0755-86616810、83213800

曹永全 189 2289 6035 李金波 133 6006 4519

潘金华 138 2357 3358 刘欣欣 136 0259 9569

王毛云 132 4662 8534 汪 辉 155 0201 9895

邮箱：IBIT_expo@163.com

官网：<http://expo.szbrandweek.com>

Tel.: 0755-86616810, 83213800

Cao Yongquan: 189 2289 6035; Li Jinbo: 133 6006 4519

Pan Jinhua: 138 2357 3358; Liu Xinxin: 136 0259 9569

Wang Maoyun: 132 4662 8534; Wang Hui: 155 0201 9895

E-mail: IBIT_expo@163.com

Official website: <http://expo.szbrandweek.com>

IBIT

站在 2025 年

我们看到了一个充满机遇与挑战的中国企业出海新时代。

随着全球市场的不断细化和区域化趋势的加强，
对于未来期待深度布局海外市场以及深耕中国市场的海内外企业，
深圳品博会提供了一个双向交流的平台，
期待您的参与！

In 2025,

we have witnessed a new era full of opportunities and challenges for Chinese enterprises to go global.

With the continuous segmentation of the global market and the intensifying regionalization trend,

for domestic and foreign companies that expect to further explore overseas markets and expand their presence in the Chinese market,

Shenzhen (Greater Bay Area) International Brand Products & Industrial Chains Trade Fair provides a two-way communication platform.

We are looking forward to your presence.