



2026 义乌

具身智能机器人与核心零部件外贸出口展

Yiwu Embodied AI Robotics and Core Components Foreign Trade Exhibition 2026



2026.10.12-14



义乌国际博览中心

Yiwu International Expo Center

具身智联· 出海共赢

Embodied Intelligence, Connected Globally
Shared Success Through Overseas Expansion



展会概况 | Exhibition Overview

随着全球具身智能产业进入量产验证、场景落地双重加速的黄金发展周期。人形机器人、协作机器人、特种服务机器人海外市场需求持续爆发，减速器、伺服系统、传感器、一体化关节等机器人核心零部件国产化替代进程全面提速，国产机器人全产业链规模化、品牌化出海已成行业必然趋势。在产业高速发展的同时，国内大量中小机器人及零部件制造企业面临诸多出海痛点：海外获客渠道单一、国际品牌影响力薄弱、供需对接效率低下、出海配套资源匮乏，大量优质国产产能长期局限于国内市场，难以对接全球海量采购需求。与此同时，海外专业采购商亟需直达中国源头工厂的垂直化、专业化采购平台，精准筛选高性价比的具身智能整机及核心零部件产品，行业迫切需要专属贸易平台打破信息壁垒、畅通出海通路。

义乌作为全国核心跨境贸易枢纽、世界小商品之都，坐拥210万+全球采购商资源、成熟的国际物流体系、一站式通关配套等核心优势，是国产智能装备走向全球市场的核心跳板。

As the global embodied AI industry enters a golden era marked by accelerated mass-production validation and rapid real-world deployment, overseas demand for humanoid robots, collaborative robots, and specialized service robots continues to surge. At the same time, China's localization of key robotic components — including precision reducers, servo systems, sensors, and integrated joint modules — is gaining significant momentum. The large-scale globalization of China's robotics industry chain, together with the international expansion of domestic robotics brands, has become an inevitable industry trend. Despite the rapid growth of the sector, many Chinese small and medium-sized robotics and component manufacturers still face major barriers in overseas expansion, including limited international customer acquisition channels, insufficient global brand recognition, inefficient supply-demand matching, and a lack of supporting export resources. As a result, a substantial amount of high-quality domestic production capacity remains confined to the local market and disconnected from growing global procurement demand. Meanwhile, international buyers are increasingly seeking specialized sourcing platforms that provide direct access to Chinese manufacturers, enabling them to efficiently identify high-value embodied AI robotics systems and core components. The industry urgently requires a dedicated trade platform capable of breaking information barriers and streamlining global market access.

As China's premier cross-border trade hub and the world's capital of small commodities, Yiwu offers unparalleled advantages for Chinese intelligent equipment manufacturers entering global markets, including access to over 2.1 million global buyers, a mature international logistics network, and comprehensive one-stop customs clearance services.

新的机遇 | New Opportunity

为深度赋能国内机器人企业出海拓市、搭建全球供需精准对接桥梁，高登会展联合相关行业机构共同定于2026年10月12日-14日在义乌国际博览中心召开“2026义乌具身智能机器人与核心零部件外贸出口展”。展会作为长三角地区首个具身智能机器人专属出海展会，以“具身智联·出海共赢”为核心主题，立足企业真实出海刚需，聚焦具身智能全产业链出海赛道，采用技术展示+出海对接+全球品牌拓新核心运营模式，从产业、贸易、品牌、技术、城市五大维度全方位赋能行业发展。展会完整打通“核心零部件-整机制造-场景应用-出海服务”全产业链闭环，集中展示国产具身智能技术创新成果与出海爆款产品，推动国产机器人产品从国内量产向全球落地跨越式升级。



To empower Chinese robotics enterprises in expanding globally and to build an efficient bridge between international supply and demand, Golden Conference & Exhibition Group, together with leading industry organizations, will host the Yiwu Embodied AI Robotics and Core Components Foreign Trade Exhibition 2026 from October 12–14, 2026, at the Yiwu International Expo Center. As the Yangtze River Delta region's first dedicated export-oriented exhibition focused on embodied AI robotics, the event centers around the theme “Embodied Intelligence, Connected Globally — Shared Success Through Overseas Expansion.” Closely aligned with the real-world needs of companies pursuing international growth, the expo will focus on the entire embodied AI industrial chain and adopt an integrated operating model combining technology showcases, export matchmaking, and global brand expansion. From the five dimensions of industry, trade, branding, technology, and city-level industrial empowerment, the expo will comprehensively support industry development. The exhibition will establish a complete ecosystem covering core components, robot manufacturing, application scenarios, and export services, while showcasing China's latest innovations in embodied AI technologies and globally competitive products. The event aims to accelerate the transformation of Chinese robotics products from domestic mass production to large-scale international deployment.



同期活动 | Concurrent Events

为锚定高质量出海贸易目标，全力破解企业出海难题、搭建精准供需匹配平台，展会期间还将重磅举办义乌具身智能机器人出海大会、核心零部件出海技术研讨会、海外市场准入与合规培训会、跨境电商出海实操论坛、海外采购商精准对接会等系列专业配套活动。活动汇聚行业权威专家、头部企业领袖、全球采购商团、跨境服务商、投资机构等优质产业资源，聚焦技术创新、出海实操、合规风控、精准商贸对接核心需求，为参展企业提供产品展示、技术交流、订单洽谈、品牌升级、渠道拓新的全链条、一站式赋能服务，全方位提升参展实效与出海价值。

To facilitate high-quality international trade and address the practical challenges companies face in overseas expansion, the expo will host a series of high-level supporting events, including: Yiwu Embodied AI Robotics Global Expansion Conference, Core Components Export Technology Forum, Overseas Market Access & Compliance Training Sessions, Cross-Border E-Commerce Export Operations Forum, Global Buyer Matchmaking Meetings. These events will bring leading industry experts, top enterprise executives, international buyer delegations, cross-border service providers, and investment institutions. Focused on technology innovation, export operations, compliance management, and business matchmaking, the program will provide exhibitors with comprehensive, one-stop support covering product showcases, technical exchange, order negotiations, brand upgrading, and channel expansion — maximizing exhibition results and international business value.

行业
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专家

头部
企业
领袖

全球
采购
商团

跨境
服务商

投资
机构

产品展示

技术交流

订单洽谈

品牌升级

渠道拓新



展品范围 | Major Exhibits

01 具身智能整机 Embodied AI Robotics Systems

人形机器人、四足机器人、协作机器人、外骨骼机器人、服务机器人、特种机器人等整机产品以及海外场景化解决方案。

Humanoid robots, quadruped robots, collaborative robots, exoskeleton robots, service robots, specialized robots, and overseas application-based robotics solutions.

02 核心零部件 Core Components

精密减速器、伺服电机、驱动器、控制器、六维力传感器、一体化关节模组、机器视觉、电池储能系统等。

Precision reducers, servo motors, drivers, controllers, six-axis force sensors, integrated joint modules, machine vision systems, battery and energy storage systems, and related technologies.

03 场景化应用解决方案 Scenario-Based Application Solutions

工业智造、智慧物流、医疗康养、家庭服务、应急救援、智慧农业等场景化应用方案;具身大模型、AI 算法软件等。

Solutions for intelligent manufacturing, smart logistics, healthcare and rehabilitation, household services, emergency response, smart agriculture, embodied AI foundation models, AI algorithms, and software systems.

04 出海配套服务 Overseas Expansion Support Services

跨境电商平台、国际物流货代、报关报检、海外仓、知识产权、检测认证、金融信贷等一站式出海服务等。

Cross-border e-commerce platforms, international logistics and freight forwarding, customs clearance and inspection services, overseas warehousing, intellectual property services, testing and certification, financial services, and other one-stop export support solutions.

展区分布 | Exhibition Zones

01 具身智能整机出海展区 Embodied AI Robotics Export Zone

02 核心零部件国产化展区 Domestic Core Components Zone

03 出海配套服务展区 Export Support Services Zone

04 国际品牌与采购商展区 International Brands & Buyers Zon

05 场景化应用解决方案展区 Scenario-Based Application Solutions Zone

06 创新孵化与中小企业展区 Innovation Incubation & SME Zone

07 国际采购对接区 International Procurement Matchmaking Zone



精准破局出海痛点,直面全球优质买家

本次展会定向邀约东南亚、中东、拉美、欧洲等30余个国家的海外采购商、跨境大卖家、海外渠道商与系统集成商到场对接采购,精准破解行业普遍存在的“获客渠道窄、对接精准度低、出海成本高昂”等痛点,帮助企业直面终端优质海外客源,实现现场看样、现场洽谈、现场锁单,高效打通出海贸易通路。

Direct Access to High-Quality Global Buyers

The expo will specifically invite overseas buyers, major cross-border e-commerce sellers, distributors, and system integrators from more than 30 countries and regions across Southeast Asia, the Middle East, Latin America, and Europe. By addressing common industry pain points such as limited customer acquisition channels, low matchmaking efficiency, and high export costs, the exhibition enables companies to connect directly with qualified international buyers, conduct on-site demonstrations and negotiations, and secure orders efficiently.

全产业链展区布局,打造专业展示高地

展会科学设立六大专业展区+国际采购专属对接区,全面覆盖具身智能整机、机器人核心零部件、场景化应用方案、跨境出海配套服务、国际品牌展示、产业创新孵化全产业链赛道,全方位适配整机厂商、零部件企业、方案服务商、配套企业的产品展示、品牌曝光、渠道拓展、商贸对接等多元化参展需求,打造垂直化、专业化的具身智能出海展示平台。

Comprehensive Industry Chain Showcase Platform

The exhibition features six dedicated professional exhibition zones plus a specialized international procurement matchmaking area, comprehensively covering the full embodied AI ecosystem — from complete robotic systems and core components to application solutions, export support services, international branding, and industrial innovation incubation. The platform is designed to meet the diverse needs of robot manufacturers, component suppliers, solution providers, and supporting service companies in product showcasing, brand exposure, channel expansion, and business cooperation, creating a highly specialized and vertically focused export platform for the embodied AI industry.

全域媒体矩阵宣传,强力塑造国际品牌

展会依托专业会展平台优势,联动行业权威媒体、海外社交平台、国际行业协会、跨境电商平台、产业园区开展全域立体化宣传推广,大范围、高精度触达全球采购群体与行业从业者。助力参展企业不仅实现现场订转化,更高效打响国际品牌知名度、建立海外市场认知,完成从“产品出海”向“品牌出海”的跨越式升级。

Global Media Exposure to Strengthen International Branding

Leveraging the advantages of a professional exhibition platform, the expo will collaborate with leading industry media, overseas social media platforms, international trade associations, cross-border e-commerce platforms, and industrial parks to conduct integrated global marketing campaigns. This extensive promotional network will efficiently reach worldwide buyers and industry professionals, helping exhibitors not only generate on-site business opportunities but also significantly enhance international brand visibility, strengthen overseas market recognition, and accelerate the transition from “product export” to “brand globalization.”



参展费用 | Participation Fees

· 标准展位:

A: 国内企业 16800.00/展期(RMB) 3m×3m

B: 国外企业 4800.00/展期(USD) 3m×3m

每个标准展位包括 (包括: 三面白色壁板、中(英)文楣牌制作、铝合金洽谈桌一张、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:

A: 国内企业 1600(RMB)/平方米/展期

B: 国外企业 480(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 Booth:

For domestic enterprises: RMB 16800/Expo, 3m*3m

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 domestic enterprises: RMB 1600/Sq.m.

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.

具身智联·出海共赢

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01 赞助条例 Sponsorship Packages

赞助项目	金额(万元)	规格/权益说明	限量
展会协办冠名	60	展会协办单位	独家
展会支持单位	40	展会支持单位	限3家
钻石·独家总冠名赞助	168	享有XX品牌之夜	独家
黄金·战略合作赞助	138	享有晚宴VIP独立餐桌与现场展示位	限3家
白银·战略合作赞助	98	享有晚宴标准席位与官方荣誉证书	限6家
指定品类·专项赞助	38	享有晚宴品类独家冠名	独家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Exhibition Co-organizer Title	60	Exhibition Co-organizer	Exclusive
Exhibition Support Partner	40	Exhibition Supporter	Limited to 3
Diamond - Exclusive Title Sponsor	168	Includes "[Brand Name] Night"	Exclusive
Gold - Strategic Partner	138	VIP dinner table + on-site display booth	Limited to 3
Silver - Strategic Partner	98	Standard dinner seat + official certificate	Limited to 6
Designated Category Sponsor	38	Exclusive category naming rights at dinner	Exclusive

02 会议广告 Conference Ads

赞助项目	金额(万元)	规格/权益说明	限量
论坛大屏两侧广告	40	3.5m×2m, 入口处两边位置	限2家
论坛外侧单面广告	15	2m×2m, 入口处两边位置	限10家
论坛椅背套广告位	10	论坛3天参会嘉宾宣传推广	独家
平行论坛	15	分论坛冠名	独家
专场发布会(1.5小时)	6	提供场地、设备及宣传组织	多家
海外买家对接会	0.35	与海外买家精准对接	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Forum Main Stage Side Ads	40	3.5mx2m, entrance sides	Limited to 2
Forum External Single-sided Ad	15	2mx2m, entrance sides	Limited to 10
Forum Chair Back Cover Ad	10	3-day promotion to attendees	Exclusive
Parallel Forum	15	Sub-forum naming rights	Exclusive
Exclusive Press Conference (1.5h)	6	Venue, equipment, promotion	Multiple
Overseas Buyer Matchmaking	0.35	Direct engagement with overseas buyers	Multiple

03 视频广告 Video Ads

赞助项目	金额(万元)	规格/权益说明	限量
深度专访	1.2	3分钟剪辑成片+官媒宣发	多家
展商推荐	6	45秒剪辑成片+官媒宣发	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
In-depth Interview	1.2	3-min edited video + official media release	Multiple
Exhibitor Feature	6	45-sec edited video + official media release	Multiple

04 印刷广告 Print Ads

赞助项目	金额(万元)	规格/权益说明	限量
参观指南封面广告	15	最高级别印刷品曝光	独家
参观指南封底广告	10	次高级别印刷品曝光	独家
参观指南内页广告	5	精准投放至所有观众	限8家
展商/VIP证赞助	15	单面, 品牌伴随全程	独家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Visitor Guide Cover Ad	15	Top-tier print exposure	Exclusive
Visitor Guide Back Cover Ad	10	Second-tier print exposure	Exclusive
Visitor Guide Inside Page Ad	5	Targeted reach to all attendees	Limited to 8
Exhibitor/VIP Badge Sponsor	15	Single side, brand visibility throughout	Exclusive

05 品类广告 Category Ads

赞助项目	金额(万元)	规格/权益说明	限量
服装赞助	15	工作人员服装	独家
礼品袋赞助	30	约2万个移动的广告	独家
礼品赞助	20	约2万个展会赠品	独家
伴手礼赞助	30	约1000个嘉宾赠送	独家
咖啡/饮品赞助	10	VIP与海外买家见面会休息区	独家
饮用水赞助	10	瓶身贴标, 品牌触达高频	限2家
奖杯/奖牌/证书赞助	10	优秀展商与合作伙伴授牌	独家
官方指定用车	6	嘉宾接送	独家
合作银行	10	提供相关金融服务	独家
合作航空	20	提供日韩等国航空服务	独家
官方推文合作	5	官方公众号头条发布	多家
官方推文合作	3	官方公众号普通发布	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Apparel Sponsor	15	Staff uniforms	Exclusive
Gift Bag Sponsor	30	~20,000 mobile ads	Exclusive
Giveaway Sponsor	20	~20,000 expo giveaways	Exclusive
Souvenir Sponsor	30	~1,000 gifts for VIPs	Exclusive
Coffee/Beverage Sponsor	10	VIP & overseas buyer lounge	Exclusive
Drinking Water Sponsor	10	Bottle labels, high-frequency brandexposure	Limited to 2
Trophy/Medal/Certificate Sponsor	10	Awards for outstanding exhibitors & partners	Exclusive
Official Designated Vehicle	6	VIP shuttle service	Exclusive
Partner Bank	10	Financial services	Exclusive
Partner Airline	20	Air travel services for Japan, South Korea, etc.	Exclusive
Official WeChat Post Partnership	5	Headline post on official public account	Multiple
Official WeChat Post Partnership	3	Standard post on official public account	Multiple



预定展位 Contact us

请立即预定“EIRC 2026”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 "EIRC 2026" 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“EIRC 2026”采购交易会展位, 或了解更多信息, 请通过以下联络方法, 预订展位。

To reserve the booth of "EIRC 2026" or learn more information, please contact:

展会查询/Tel : (86-21) 6439-6190

E-mail: info@goldenexpo.com.cn