创客会展
Chuangke Exhibition

CBEF

义乌自行车电动车摩托车及配件博览会

暨新能源三轮四轮电动车出口展

第3届 时间：2027年4月7日-9日
地点：义乌国际博览中心

第4届 时间：2027年8月2日-4日
地点：义乌国际博览中心



组织机构：义乌创客会展有限公司　义乌艺点展览服务有限公司



01 项目背景 EXHIBITION BACKGROUND

从"鸡毛换糖"到"世界超市"，义乌凭借敢闯敢试、改革创新的发展精神，实现了从传统商贸市场到国际贸易枢纽的跨越。"莫名其妙、无中生有、点石成金"，生动概括了独具特色的"义乌发展经验"。

2026年，义乌成为央视春晚分会场，城市知名度与国际影响力进一步提升。依托庞大的国际采购商资源、跨境贸易体系和全球物流网络，义乌正成为越来越多中国制造企业链接全球市场的重要窗口。

在此背景下，电动车、摩托车、新能源三轮四轮车及配件产业加速借力义乌走向海外。展会将充分发挥义乌市场与外贸优势，打造集产品展示、国际采购、渠道拓展、品牌出海于一体的专业商贸平台。

From the days of "exchanging chicken feathers for sugar" to becoming the world-renowned "World's Supermarket," Yiwu has transformed itself from a traditional trading marketplace into a global trade hub through its pioneering spirit, bold reforms, and continuous innovation. The expressions "turning the unexpected into opportunity, creating something from nothing, and turning the ordinary into value" vividly capture the distinctive development experience that has shaped Yiwu's remarkable growth.

In 2026, Yiwu was selected as one of the sub-venues for China Media Group's Spring Festival Gala, further enhancing the city's visibility and international influence. Backed by its extensive network of international buyers, well-developed cross-border trade ecosystem, and global logistics network, Yiwu is becoming an increasingly important gateway for Chinese manufacturers seeking access to global markets.

Against this backdrop, the electric vehicle, motorcycle, new-energy three- and four-wheeled vehicle, and parts industries are increasingly leveraging Yiwu's strengths to expand overseas. Building on Yiwu's strong marketplace and foreign trade advantages, the exhibition aims to create a professional business platform integrating product showcase, international sourcing, distribution channel development, and global brand expansion.





02 义乌优势 YIWU ADVANTAGES

全球商贸枢纽
A GLOBAL BUSINESS HUB



义乌是一座商机无限的商贸城市，被誉为全球最大的小商品集散中心。与世界219个国家和地区有稳定的贸易关系。被联合国、世界银行等权威机构誉为全球最大的小商品批发市场。每年到义乌采购的境内、境外采购商超过1000万人次，常驻外商1.9万人。2018年7月，设立义乌为新一批跨境电商综试区，持续推进对外开放、促进外贸转型升级。以义乌为起点的中欧班列——“义新欧”开通了至马德里、伦敦、布拉格等9条运输线路，辐射35个国家，为“一带一路”国家商品进入中国开辟了便捷、快速的铁路物流大通道。

Yiwu is a commercial city full of business opportunities, known as the world's largest small commodity distribution center. It has stable trade relations with 219 countries and regions, and is recognized by authoritative institutions such as the United Nations and the World Bank as the world's largest small commodity wholesale market. More than 10 million domestic and overseas buyers come to Yiwu for procurement every year, with 19,000 foreign residents. In July 2018, Yiwu was approved as a new batch of cross-border e-commerce pilot zones, continuously promoting greater opening up and the transformation and upgrading of foreign trade. The China-Europe freight train “Yiwu-Europe” (Yixinou), starting from Yiwu, has opened 9 routes to Madrid, London, Prague and other cities, reaching 35 countries, and providing a convenient and fast railway logistics channel for goods from Belt and Road countries to enter China.

便捷交通体系
CONVENIENT TRANSPORTATION



义乌拥有浙江省第四个对外开放的口岸机场，开通了国内外40多条航线，便捷高效的大交通体系，为进口贸易提供重要的支撑。

Yiwu has the fourth open-port airport in Zhejiang Province, with more than 40 domestic and international air routes, providing strong support for import trade with a convenient and efficient transportation system.

高效物流网络
EFFICIENT LOGISTICS NETWORK

义乌开通136条物流线路，直达国内250多个大中城市，综合物流成本全国最低。在国家大力倡导及支持下，义乌外贸、电商、跨境电商、网红直播、供应链等高速发展，在内销外贸中占据重要组成部分。

Yiwu has opened 136 logistics routes, directly reaching more than 250 large and medium-sized cities across China, with the lowest comprehensive logistics cost in the country. Under the strong advocacy and support of the government, Yiwu’ s foreign trade, e-commerce, cross-border e-commerce, live streaming, supply chain and other industries have developed rapidly, occupying an important position in both domestic and international trade.

03 市场洞察 MARKET INSIGHTS

北美与欧洲：高端市场，高标准准入
NORTH AMERICA & EUROPE: PREMIUM MARKETS WITH HIGH STANDARDS

北美市场 NORTH AMERICA MARKET

强制认证：CPSC/UL
Mandatory certification: CPSC/UL

产品安全与电气标准双重认证
Product safety and electrical standards

主力车型：高端电助力、户外休闲车
Main products: high-end e-bikes, outdoor leisure vehicles

大马力、长续航、越野性能
High power, long range, off-road performance

核心诉求：安全性、品质感、合规性
Key requirements: safety, quality, compliance

门槛较高，认证能力是关键
High market entry barriers, certification capability is key



欧洲市场 EUROPE MARKET

强制认证：CE
Mandatory certification: CE

欧盟统一市场准入标志
EU market access mark

主力车型：轻便城市通勤车、高端电助力
Main products: urban commuter vehicles, high-end e-bikes

轻量化、智能化、城市友好
Lightweight, intelligent, city-friendly

核心诉求：设计美学、环保标准、骑行体验
Key requirements: design aesthetics, environmental standards, riding experience

品牌溢价最强，设计感是核心
Strongest brand premium, design is the core



俄区与拉美：高性价比刚需市场
RUSSIA & LATIN AMERICA: COST-EFFECTIVE MARKETS WITH STRONG DEMAND

俄区市场 RUSSIA MARKET

刚需市场
Essential demand market

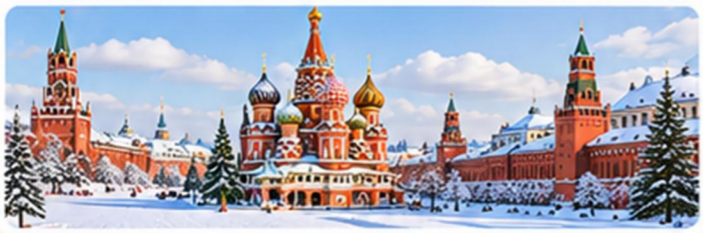
市场需求量大
Large market demand

高性价比
High cost-effectiveness

价格敏感度高
Price-sensitive

耐用导向
Durability-oriented

适应复杂路况与低温环境
Adapted to complex road conditions and low temperatures



拉美市场 LATIN AMERICA MARKET

潜力市场
High-potential market

增长空间大
Significant growth potential

中低端通勤
Mid- to low-end commuting

注重实用性与经济性
Focus on practicality and affordability

性价比优先
Cost performance priority

价格优势明显
Clear price advantage



03 市场洞察 MARKET INSIGHTS

东南亚、南亚与中东非洲:多元化需求市场

SOUTHEAST ASIA, SOUTH ASIA & MIDDLE EAST AFRICA: DIVERSE DEMAND MARKETS

东南亚市场

SOUTHEAST ASIA MARKET

气候驱动

热带环境催生防水、防腐蚀的耐用车型需求

Tropical climate drives demand for waterproof and anti-corrosion durable models

主流品类

电动摩托车与踏板车主导市场

Electric motorcycles and scooters dominate the market

核心场景

高性价比、灵活便捷的短途出行

High cost performance and flexible short-distance mobility

增长态势

市场容量持续扩张

Market size continues to expand



印度及南亚市场

INDIA & SOUTH ASIA MARKET

市场特点:

两轮、三轮出行需求突出

Market Feature: Strong demand forwo-and three-wheelers

重点品类

电动两轮车、客运及货运三轮车

Key Categories: Electric two-wheelers passenger and cargo three-wheelers

核心场景

通勤、客运、末端物流

Key Scenarios: Commuting, passengertransport and last- mile logistics

发展方向

电动化与规模化应用

Growth Direction: Electrificationand large-scale adoption



中东非洲市场

MIDDLE EAST & AFRICA MARKET

功能导向

侧重实用性与高性价比

Focus on practicality and high cost performance

主力产品

大排量电摩与货运三轮车

High-displacement electric motorcycles and cargo three-wheelers

适配场景

物流运输、载客拉货及复杂路况

Logistics, passenger transport, and complex road conditions

市场定位

功能型产品的潜力增长极

Large growth potential for functional products





04 往届回顾 PREVIOUS REVIEW

2026届义乌国际电动车摩托车及配件博览会暨新能源三轮四轮电动车出口展于8月4日在义乌国际博览中心圆满闭幕！本届展会展览面积再创新高，展会汇聚来自浙江、江苏、广东、天津、山东、河北等800+家行业优质企业，展品涵盖两轮、三轮、四轮电动车，摩托车、自行车、电动滑板车、沙滩车、骑行装备、配件等全产业链。无论是一线品牌巨头还是细分领域的“隐形冠军”，都带来了最新的产品。

The 2026 Yiwu International Electric Vehicle, Motorcycle and Parts Expo & New Energy Three- and Four-Wheeled Electric Vehicle Export Fair successfully concluded on August 4 at the Yiwu International Expo Center! The exhibition area reached a new record high, bringing together more than 800 high-quality enterprises from Zhejiang, Jiangsu, Guangdong, Tianjin, Shandong, Hebei and other regions. The exhibits covered the entire industry chain, including two-wheel, three-wheel and four-wheel electric vehicles, motorcycles, bicycles, electric scooters, ATVs, riding equipment, parts, and more. From leading industry brands to “hidden champions” in niche segments, all showcased their latest products.

展会三天，累计接待专业采购商及观众超50000人次。本次展会吸引了来自全球60多个国家和地区的2500多名国际采购商，现场洽谈气氛热烈。据不完全统计，展会意向成交额突破1亿元，不仅彰显了世界义乌国际贸易地位，更证明了绿色出行产业国际市场无限“钱”景。2027年，让我们再次相约义乌！共享机遇，共创未来！

Over the three-day exhibition, a total of 50,000+ professional buyers and visitors were received. The event attracted more than 2,500 international buyers from over 60 countries and regions around the world, with lively on-site business negotiations. According to incomplete statistics, the intended transaction volume of the exhibition exceeded RMB 100 million, which not only highlights Yiwu’s position as a global hub for international trade, but also demonstrates the tremendous business potential of the green mobility industry in the international market. See you again in Yiwu in 2027! Let’s seize opportunities and create a brighter future together!

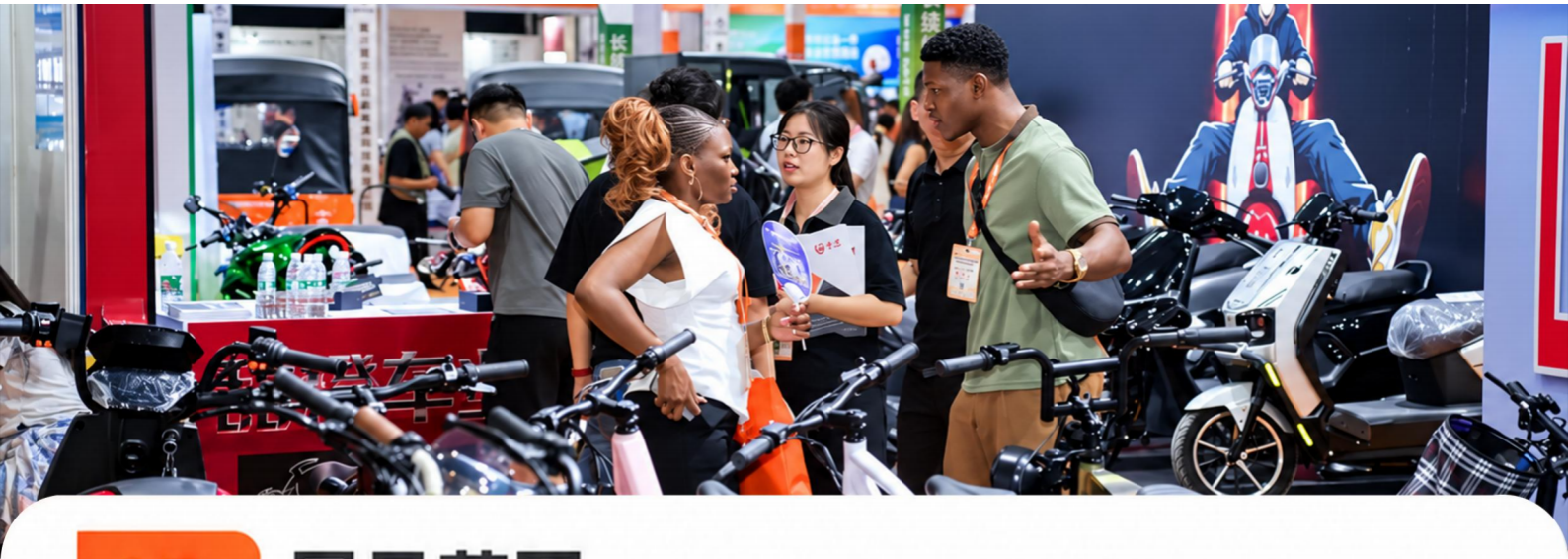
800+
参展企业
EXHIBITORS

2500+
国际采购商
INTERNATIONAL BUYERS

50,000+
专业采购商及观众
PROFESSIONAL BUYERS AND VISITORS

60+
国家和地区
COUNTRIES AND REGIONS





05 展品范围 EXHIBITS PROFILE

自行车、电动自行车、摩托车等及零部件

BICYCLES, ELECTRIC BICYCLES, MOTORCYCLES, AND THEIR COMPONENTS



摩托车及零部件

MOTORCYCLES AND THEIR COMPONENTS



滑板车、平衡车及零部件

SCOOTERS, BALANCE BIKES, AND THEIR COMPONENTS



电动三轮车、四轮车、老年代步车、快递车等及零部件

ELECTRIC TRICYCLES, FOUR WHEELED VEHICLES, ELDERLY COMMUTING VEHICLES, EXPRESS DELIVERY VEHICLES, AND THEIR COMPONENTS



骑行装备、户外运动用品、户外休闲用品

CYCLING EQUIPMENT, OUTDOOR SPORTS EQUIPMENT, OUTDOOR LEISURE PRODUCTS



相关设备、工艺、材料及其它相关产品

RELATED EQUIPMENT, PROCESSES, MATERIALS, AND OTHER RELATED PRODUCTS







06 展会安排 EXHIBITION SCHEDULE

重要时间安排 KEY DATES

布展时间 SET-UP TIME

4月5日 08:30–17:00
4月6日 08:30–21:00

APRIL 5 08:30–17:00
APRIL 6 08:30–21:00

展览时间 EXHIBITION TIME

4月7-8日 09:00–16:30
4月9日 09:00–14:00

APRIL 7–8 09:00–16:30
APRIL 9 09:00–14:00

撤展时间 MOVE-OUT TIME

4月9日 14:00

APRIL 9 14:00

配套活动 SUPPORTING ACTIVITIES



跨国采购对接会
GLOBAL PROCUREMENT MATCHMAKING CONFERENCE



品牌出海与跨境增长峰会
BRAND GLOBALIZATION & CROSS-BORDER GROWTH SUMMIT



07 展会图纸 EXHIBITION FLOOR PLAN



国际标准展位
STANDARD BOOTH (3M × 3M)

3×3米9平国际标准展位 7800元/个

INTERNATIONAL STANDARD BOOTH (3M × 3M)

配置：企业楣板、一张咨询桌、两条折椅、两盏射灯、一个220V插座。

Each standard booth includes: fascia board, one information desk, two folding chairs, two spotlights, and one 220V power socket.

室内光地
RAW SPACE (INDOOR)

室内光地36平方米起订 800元/平方米

RMB 800 PER SQUARE METER (INDOOR RAW SPACE)

36平方米起租，不提供任何展具。

Minimum rental: 36 square meters.
No exhibition facilities are provided.

注：豪华标展加 1000元/9平，双开展位加收 1000元/个。

Note: Deluxe standard booth is an additional RMB 1,000 per 9 sqm.
Corner booth (two open sides) is an additional RMB 1,000 per booth.



08 联系方式 CONTACTINFO

官方收款账户
OFFICIALPAYMENTACCOUNT

收款名称：义乌艺点展览服务有限公司

收款账户：201000184809936

开户银行：浙江义乌农村商业银行股份有限公司鹏城支行

（行号：402338705061）

联系我们
CONTACTUS

联系电话：13610213190 熊先生

组织机构：义乌创客会展有限公司

义乌艺点展览服务有限公司

扫码添加微信