



2027天津国际茶业博览会

Tianjin International Tea Expo 2027

同期举办：天津国际进口食品与农产品展览会

Tianjin International Imported Food and Agricultural Products Exhibition

2027年4月22-24日 | 国家会展中心（天津）

April 22 - 24, 2027 | National Convention and Exhibition Center (Tianjin)

指导单位 | Directed by

中国商业联合会

China General Chamber of Commerce

主办单位 | Hosted by

天津市商业联合会

Tianjin Chamber of Commerce

天津市消费流通促进会

Tianjin Consumption and Circulation Promotion Association

高登会展集团

Golden Conference & Exhibition Group

承办单位 | Organized by

天津商联会展有限公司

Tianjin General Chamber Exhibition Co., Ltd.



www.chinateafair.com



关于About 天津茶博会 | Teaexpo

天津不产一片茶，却是中国北方茶叶流通的战略闸口。自清代中期起，天津便与广州、烟台并列为全国三大茶叶集散地。今天，天津茶叶年销量仍保持约7500吨，七成销往外省；一商茶中心以“南茶北销新通道”为定位，构建全品类交易平台。在此背景下，由中国商业联合会指导，天津市商业联合会、天津市消费流通促进会与高登会展集团主办，天津商联会展有限公司承办的“2027天津国际茶业博览会”定于2027年04月22-24日在国家会展中心（天津）举办。展会以“南茶北销第一站”为核心定位，规划展览面积10,000平方米，设置品牌茶企展区、茶器茶具与茶空间展区、北方茶商采购对接区、茶生活消费体验区及跨境电商与国际专区。其中，品牌茶企展区聚焦六大茶类及区域公用品牌，同步设置新茶饮供应链专区，为传统茶企切入新茶饮赛道提供对接窗口；跨境电商与国际专区依托天津面向东北亚的区位优势 and 港口出口通道，对接日、韩、蒙、俄市场。同期举办“南茶北销”产销对接大会、北方茶市场趋势论坛等活动。展会立足天津茶叶集散历史与港口出口优势，抓住4月春茶上市与北方经销商选品窗口，形成“北京—天津—济南”北方茶展接力格局，搭建南方产茶区与三北市场的高效贸易平台，助力天津打造北方茶叶集散中心，推动中国茶走向东北亚。诚邀全国茶企、茶器品牌、新茶饮供应链服务商及茶文化机构共赴津门，共享北方茶业市场新机遇。

Although Tianjin is not a tea-producing region, it has long been a pivotal hub for the tea trade and distribution network in northern China. Since the mid-Qing Dynasty, Tianjin, together with Guangzhou and Yantai, has been recognized as one of China's three major tea trading and distribution centers. Today, annual tea sales in Tianjin remain at approximately 7,500 tonnes, with nearly 70% distributed to markets beyond the city. Relying on Tianjin's role as a northern trade gateway, the Yishang Tea Center has established a comprehensive trading platform covering all major tea categories, while establishing an efficient distribution channel connecting China's major tea-producing regions in the south with key consumer markets across the north. Against this backdrop, the 2027 Tianjin International Tea Industry Expo will take place from April 22 to 24, 2027, at the National Convention and Exhibition Center (Tianjin). Under the guidance of the China General Chamber of Commerce, the show will be jointly hosted by the Tianjin General Chamber of Commerce, Tianjin Consumption and Circulation Promotion Association, and Golden Group, and organized by Tianjin General Chamber Exhibition Co., Ltd.. Positioned as the "Premier Gateway for Southern China's Teas to Northern Markets", the show will feature a planned exhibition area of 10,000 square meters. Meanwhile, the exhibition will also feature five dedicated exhibition zones, including the Branded Tea Enterprises Zone, Teaware & Tea Culture Space Zone, Northern Tea Buyers Sourcing & Business Matchmaking Zone, Tea Lifestyle & Consumer Experience Zone, and Cross-Border E-Commerce & International Zone. The Branded Tea Enterprises Zone focuses on China's six major tea categories and regional public tea brands, complemented by a dedicated New-Style Tea Beverage Supply Chain Zone designed to connect traditional tea companies with business opportunities in the rapidly growing new-style tea beverage market. Because of Tianjin's strategic location at the gateway to Northeast Asia and its extensive international shipping network, the Cross-Border E-Commerce & International Zone will connect exhibitors with key markets across Japan, South Korea, Mongolia, and Russia, creating new opportunities for cross-border trade and market expansion. During the exhibition, a series of industry events will be held, including the Southern Tea to Northern Markets Supply & Sourcing Matchmaking Conference and the Northern China Tea Market Trends Forum. Building on Tianjin's historic role as a key tea trading hub and its strategic port advantages, the exhibition capitalizes on the April spring tea harvest season and the prime sourcing period for Northern China buyers, aiming to establish the "Beijing-Tianjin-Jinan" tea exhibition corridor, strengthens trade connections between China's major tea-producing regions and the Northern China markets, while supporting Tianjin's development as a leading tea distribution center in the region and accelerating the global expansion of Chinese tea, particularly into Northeast Asian markets. We sincerely invite tea producers, teaware brands, new tea beverage supply chain providers, and tea culture organizations from across China to gather in Tianjin, explore new opportunities in the Northern China tea market, and shape the future of the tea industry together.

举办目的 Purpose of the Exhibition

搭建“南茶北销”贸易平台：为南方产茶区品牌茶企、区域公用品牌提供进入三北市场的通道，为华北、东北、西北的经销商、茶馆、连锁采购方提供一站式选品平台，降低产销对接成本，促成实质性采购合作。

Establishing a “Southern Tea to Northern Markets” Trade Platform: The exhibition aims to provide a market access channel for tea brands and regional public brands from major tea-producing regions in southern China to expand into the North China, Northeast China, and Northwest China markets. It will also create a one-stop sourcing platform for distributors, tea houses, and chain buyers across these regions, reducing supply-demand matching costs and facilitating tangible procurement partnerships.

强化天津北方茶叶集散功能：依托天津港口、临海干仓、仓储物流和本地茶城渠道优势，推动天津从“消费城市”向“北方茶叶中转集散地”升级，形成“产地—天津—三北市场”的流通链条，做实“南茶北销新通道”。

Strengthening Tianjin as a Northern Tea Distribution Hub: Relying on the advantages of port, warehousing, logistics, and tea market, Tianjin will upgrade from a consumer market into a key northern tea hub, connecting tea-producing regions with the Three Northern Regions and building a new “Southern Tea to Northern Markets” trade channel.

激活北方春茶消费市场：利用4月22–24日春茶大批量上市、北方经销商年度选品的关键窗口，集中展示六大茶类及新茶饮供应链产品，培育北方消费者对茶产品的认知和消费习惯，扩大茶叶、茶器、茶空间等品类市场空间。

Expanding the Northern Spring Tea Market: Taking advantage of the April 22–24 spring tea launch season and annual sourcing window for northern distributors, the exhibition will showcase six major tea categories and new tea beverage supply chains, enhancing consumer awareness, cultivating tea consumption habits, and expanding market opportunities for tea products, teaware, and tea lifestyle spaces.



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促进茶产业跨界融合：连接传统茶企、新茶饮供应链、茶包装机械、茶文旅、茶空间设计、跨境电商等环节，推动茶产业与文旅、会展、电商、跨境贸易融合发展，助力传统茶企切入新茶饮赛道和年轻消费市场。

Driving Cross-Sector Integration of the Tea Industry: Connecting traditional tea enterprises with new tea beverage supply chains, tea packaging machinery, tea tourism, tea space design, and cross-border e-commerce, the exhibition will promote integration with culture, tourism, exhibitions, e-commerce, and international trade, helping traditional tea companies enter emerging tea beverage markets and reach younger consumers.

提升天津城市茶文化名片：通过“天津茶生活”主题展示、老津卫茉莉花茶推广、天津茉莉花茶拼配非遗技艺呈现、海河游船联动等，塑造天津“北方茶生活之城”的城市形象，带动会展经济、旅游消费和城市传播。

Enhancing Tianjin's Tea Culture Identity: Combined with the "Tianjin Tea Lifestyle" showcase, promotion of traditional Tianjin jasmine tea, the presentation of intangible cultural heritage tea blending techniques, and Haihe River cruise collaborations, the exhibition will strengthen Tianjin's image as a "Northern Tea Lifestyle City", while driving exhibition economy, tourism consumption, and city branding.

服务国家会展中心（天津）和“北方会展之都”建设：依托国家会展中心（天津）国家级会展平台，培育具有天津辨识度的品牌茶展，形成4月天津北方茶展接力格局，完善天津会展产业矩阵。

Supporting the Development of the National Convention and Exhibition Center (Tianjin) and the "Convention Capital of Northern China": Based on the national-level exhibition platform of the National Convention and Exhibition Center (Tianjin), the exhibition will develop a signature tea trade show brand, create a coordinated April tea exhibition calendar in Northern China, and further enhance Tianjin's exhibition industry ecosystem.

拓展东北亚国际市场：发挥天津面向东北亚的区位优势 and 港口出口通道作用，设置跨境电商与国际专区，对接日、韩、蒙、俄市场，助力中国茶品出海。

Expanding the Northeast Asia International Market: Taking Tianjin's geographic advantage toward Northeast Asia and its port-based export channels, the exhibition will establish a cross-border e-commerce and international trade zone to connect with markets in Japan, South Korea, Mongolia, and Russia, supporting the global expansion of Chinese tea brands.



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展区规划 Exhibition Zones

品牌茶企展区 Brand Tea Pavilion

聚焦绿茶、红茶、白茶、乌龙茶、黑茶/普洱、黄茶六大茶类及区域公用品牌，同步设置新茶饮供应链专区，为传统茶企切入新茶饮赛道提供对接窗口。

Focusing on six major tea categories, including green, black, white, oolong, dark tea and Pu' er, and yellow tea, along with regional tea brands. A New Tea Beverage Supply Chain Zone will connect traditional tea companies with emerging tea consumption trends.

茶器茶具与茶空间展区 Teaware & Tea Lifestyle Space Zone

涵盖紫砂、陶瓷、银壶、建盏及非遗传承人作品，展示茶空间设计解决方案。

Teaware & Tea Lifestyle Space Zone: Featuring purple clay teapots, ceramics, silver teapots, Jian ware, and works by intangible cultural heritage artisans, while showcasing innovative tea space design solutions.

北方茶商采购对接区 Northern Tea Buyer Matchmaking Zone

设封闭洽谈空间，为南方茶企与三北地区经销商提供预约制一对一商贸配对。邀请一商茶中心等本地渠道商设展，现场展示“天津中转”的仓储、物流、分销能力。

A dedicated business matching area offering one-on-one meetings between southern tea producers and distributors from northern China. Local channels such as Yishang Tea Center will showcase warehousing, logistics, and distribution capabilities.

TEAEXPO TIANJIN

展区规划 Exhibition Zones

茶生活消费体验区 Tea Lifestyle Experience Zone

展示新式茶饮、茶食茶点、茶服文创及“天津茶生活”主题内容。

Featuring new tea beverages, tea snacks, tea-inspired lifestyle products, cultural creations, and the “Tianjin Tea Lifestyle” experience.



跨境电商与国际专区 Cross-border E-commerce & International Zone

依托天津面向东北亚的区位优势和港口出口通道，对接日、韩、蒙、俄市场。

Cross-border E-commerce & International Zone: On the basis of Tianjin's strategic location in Northeast Asia and its port-based export channels, the zone will connect with markets in Japan, South Korea, Mongolia, and Russia.



参展费用

Participation Fees

• 国际标准展位:

A: 国内企业: 9800.00/展期 (RMB) 3m×3m

B: 国外企业: 4800.00/展期 (USD) 3m×3m

注: 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、废篓一个。)

• 室内光地:

A: 国内企业: 1000 (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 Booths:

For overseas enterprises: USD 4800.00/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 480.00/Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.



参会观众

Target Audience

- 政府、行业组织与科研质检机构：相关政府机关、农委、协会、学会、商会、院校、科研院所、质检机构等；
- 国际组织与进出口贸易机构：各国驻华使领馆、国际茶叶组织、非生产者采购商、进出口贸易商、专业营销机构等；
- 流通渠道与专业采购商：渠道销售商、有终端消费的代理销售商、专业配送中心、网络营销商等。联合三北地区茶叶批发市场、茶城管理方，组织采购团到场；
- 终端市场与专业买家：专业茶市场、批发市场、经营户、茶叶专卖店、茶馆、茶楼、会所、宾馆、酒吧等。通过行业协会向北方城市茶馆、茶楼、酒店采购部门定向邀约；
- 跨界买家与团购客户：意向投资者、礼品福利采购商、茶饮从业者、收藏家、文人志士及企业管理者、CEO等；
- 企业机构与物业管理者：房地产、金融、证券、银行、期货、院校、4S店、大中型企业及物业管理者等；
- 电商平台与媒体机构：电商平台、新闻杂志、新媒体及相关机构等。

- Government, Industry Associations & Research Institutions: Government agencies, agricultural authorities, industry associations, chambers of commerce, universities, research institutes, testing and certification organizations, etc.
- International Organizations & Trade Partners: Embassies and consulates, international tea organizations, importers, exporters, trade companies, and professional marketing agencies, etc.
- Distribution Channels & Professional Buyers: Tea distributors, agents, professional wholesalers, delivery networks, and online retailers. Buyer delegations will be organized in cooperation with tea wholesale markets and tea city operators across Northern China.
- Retail Channels & End Users: Tea markets, specialty tea stores, tea houses, hotels, clubs, restaurants, and hospitality groups. Targeted invitations will be extended through industry associations to tea businesses and hotel procurement teams in Northern China.
- Cross-sector Buyers & Group Purchasing Clients: Investors, corporate gift buyers, new tea beverage operators, collectors, cultural communities, and business executives, etc.
- Corporate & Institutional Buyers: Real estate companies, financial institutions, banks, educational organizations, enterprises, and property management companies, etc.
- E-commerce Platforms & Media: E-commerce platforms, trade media, news organizations, new media platforms, etc.



如欲订“TEAEXPO 2027”展位和了解更多信息，请通过以下联络方式：

To reserve the booth of “TEAEXPO 2027” or learn more information, please contact:

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)

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

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