



2027义乌 新能源电动车与自行车展览会

Yiwu International Bicycle & New Energy Electric-Cycle Exhibition 2027

展览时间|Time

2027

05.11-13

展览地点|Venue

义乌国际博览中心-浙江

Yiwu International Expo Centre

主办单位 | Hosted by

浙江中国小商品城集团股份有限公司

Zhejiang China Small Commodity City Group Co., Ltd

承办单位 | Organized by

义乌中国小商品城展览股份有限公司

Yiwu China Commodity City Exhibition Co., Ltd.

浙江绿的展览服务有限公司

Zhejiang Green Exhibition Services Co., Ltd

执行单位 | Execution Unit

中泓展览（宁波）有限公司

Zhonghong Exhibition (Ningbo) Co., Ltd.

www.twowheelsfair.com





展会概况

Exhibition Background



中国新能源电动自行车，正崛起为外贸领域现象级的“爆款”单品。从街头巷尾到远渡重洋，国人习以为常的电动自行车，正以前所未有的速度驶向全球市场。2025年中国电动两轮车（含电摩和电动自行车）全年出口量达3030万辆，出口额68.29亿美元。进入2026年，增长势头更为迅猛，一季度全行业出口总量约720万辆，同比大幅增长68.2%；前5个月累计出口额达35.2亿美元，同比增长32.8%，累计出口数量1223万辆，同比增长27.6%。其中，对拉美和非洲出口增速尤为亮眼，分别同比增长113% 和59%。中国电动两轮车出口正从规模扩张向质量效益转变，从“低价走量”向“价值出海”转型。2025年9月1日起，新版强制性国家标准《电动自行车安全技术规范》（GB 17761-2024）正式实施；电动自行车用锂离子蓄电池、充电器同步纳入CCC强制性产品认证管理。新国标全面落地、出海窗口期开启、全球绿色转型加速——行业风口、政策红利、出海机遇三重叠加，此刻入场，正当其时！在全球绿色出行浪潮持续升温、中国新能源电动自行车出口迎来爆发式增长的背景下，2027义乌新能源电动车与自行车展览会定于2027年5月11日-13日在义乌国际博览中心盛大举办。展会以“绿色出行·链动全球”为主题，致力于打造“中国新能源电动自行车出海第一展”，为中国新能源电动自行车企业搭建链接全球市场的高效贸易平台。

China's new-energy electric bicycles are emerging as a phenomenal "hit" product in foreign trade. Once a common sight on Chinese streets, electric bicycles are now racing into global markets at an unprecedented pace. In 2025, China's exports of electric two-wheelers (including electric motorcycles and electric bicycles) reached 30.3 million units, with an export value of US\$6.829 billion. Entering 2026, the growth momentum has intensified: in the first quarter alone, the industry exported approximately 7.2 million units, a year-on-year surge of 68.2%; in the first five months, cumulative export value hit US\$3.52 billion, up 32.8% year-on-year, while cumulative export volume reached 12.23 million units, up 27.6%. Notably, exports to Latin America and Africa grew at exceptional rates of 113% and 59% year-on-year, respectively. China's electric two-wheeler exports are transitioning from scale expansion to quality-driven growth, and from "low-price volume play" to "value-driven global expansion." On September 1, 2025, the new mandatory national standard Safety Technical Specification for Electric Bicycles (GB 17761-2024) officially took effect; concurrently, lithium-ion batteries and chargers for

electric bicycles were brought under CCC mandatory product certification management. With the full implementation of the new standard, the opening of a favorable export window, and the accelerating global green transition—where industry tailwinds, policy dividends, and overseas opportunities converge—there has never been a better time to enter the market! Against the backdrop of the rising global green mobility wave and the explosive growth of China's new-energy electric bicycle exports, the 2027 Yiwu International Bicycle & New Energy Electric-Cycle Exhibition will be grandly held from May 11-13, 2027 at the Yiwu International Expo Center. Under the theme "Green Mobility · Connecting the World", the exhibition is positioned as "China's No. 1 Export Platform for New-Energy Electric Bicycles", aiming to build an efficient trade bridge linking Chinese new-energy electric bicycle enterprises with global markets.



同期活动

Concurrent Activities



展会期间将举办中国新能源电动自行车出海论坛汇聚政府领导、行业专家、企业领袖共话产业趋势与出海机遇，聚焦品牌出海策略、海外市场准入、跨境电商趋势、区域市场深度分析；跨国采购对接会，国际采购商与参展企业一对一精准对接；新品发布会，遴选优质企业举办专场首发，抢占全球市场先机；电动自行车试乘试驾体验，沉浸式体验引爆现场人气；跨境直播选品会，链接头部主播与跨境电商平台，现场带货即时转化。

During the exhibition, a series of concurrent events will be held, including: China New-Energy Electric Bicycle Global Export Forum – bringing together government officials, industry experts, and business leaders to discuss industry trends and overseas opportunities, with a focus on brand globalization strategies, overseas market access, cross-border e-commerce trends, and in-depth regional market analysis. International Procurement Matchmaking Meeting – facilitating one-on-one precision connections between international buyers and exhibitors. New Product Launch Events – featuring selected high-quality enterprises for exclusive debut launches, helping them seize first-mover advantages in the global market. Electric Bicycle Test Ride Experience – offering immersive test-ride sessions to boost on-site engagement and excitement. Cross-border Livestream Selection Session – linking top livestream hosts and cross-border e-commerce platforms for real-time sales and instant conversion.

2027.05.11-13

义乌国际博览中心-浙江
Yiwu International Expo Centre





出海优势

Yiwu's Export Advantages



义乌作为全球最大的小商品集散中心，与220多个国家和地区保持贸易往来。义乌已成为全国乃至全球最大的自行车电动车及配件销售基地之一。2024年义乌出口自行车与电动助力车数量达4781万辆，出口金额26.64亿美元。2026年一季度义乌进出口总值突破2093.7亿元，同比增长25%，高于全国进出口增速10个百分点。其中，电动摩托车出口同比增长1.2倍。对共建“一带一路”国家进出口1474亿元，增长29.8%；对非洲进出口410亿元，增长47.3%。义乌外贸的强劲势头，为新能源电动自行车出海提供了坚实的贸易支撑。义乌已形成从自行车、电动车到新能源技术的完整产业链。义乌国际商贸城设有自行车电动车类行业经营区，经营面积超2万平方米，经营主体270余家，商品来自全国各产业基地。从核心三电系统到整车配件，从设计研发到国际贸易“半小时配齐上下游”的产业配套能力，令全球客商赞叹。“义新欧”中欧班列横贯亚欧大陆，“义甬舟”开放大通道直通宁波舟山港。义乌精心构建了“陆、海、空、铁、邮”一体的多式联运立体物流网络，义乌已成为“中国智造”走向世界的最前沿阵地。

As the world's largest small-commodity distribution center, Yiwu maintains trade ties with more than 220 countries and regions. It has grown into one of the largest sales bases for bicycles, electric vehicles, and related parts in China and globally. In 2024, Yiwu exported 47.81 million bicycles and electric-assisted vehicles, with an export value of US\$2.664 billion. In the first quarter of 2026, Yiwu's total import and export value exceeded RMB 209.37 billion, up 25% year-on-year—10 percentage points higher than the national foreign trade growth rate. Among these, exports of electric motorcycles surged 1.2 times year-on-year. Exports to Belt and Road Initiative partner countries reached RMB 147.4 billion, up 29.8%; exports to Africa reached RMB 41 billion, up 47.3%. Yiwu's robust foreign trade performance provides a solid trade foundation for the global expansion of new-energy electric bicycles. Yiwu has developed a complete industrial chain spanning bicycles, electric vehicles, and new-energy technologies. The Yiwu International Trade City features a dedicated business zone for bicycles and electric vehicles, covering over 20,000 square meters of operating space and housing more than 270 businesses, with goods sourced from various industrial bases across China. From the core "three electric systems" (motor, battery, and electronic control) to complete vehicle parts, and from design and R&D to international trade, Yiwu's industrial supporting capability—"full upstream-downstream supply chain within half an hour"—has earned admiration from global merchants. The "Yixin'ou" China-Europe Railway Express spans the Eurasian continent, while the "Yiyongzhou" open corridor directly connects to Ningbo Zhoushan Port. Yiwu has meticulously built a multi-modal three-dimensional logistics network integrating land, sea, air, rail, and express delivery, establishing itself as the forefront base for "Intelligent Manufacturing in China" to reach the world.



核心优势

Core Advantages



优势一：直面全球采购商，订单触手可及。

Advantage 1: Direct Access to Global Buyers — Orders Within Reach

义乌常年聚集1.3万余名外商。展会依托这一独特资源，重点邀约拉美（第一大市场）、欧洲（高端市场）、非洲（增速最快）、东南亚（刚需市场）、中东等地区采购商，以及国内各省市渠道商、电商卖家、集团采购客户，确保展商精准对接全球买家。

Yiwu hosts over 13,000 foreign buyers year-round. Leveraging this unique resource, the exhibition will place special emphasis on inviting purchasers from Latin America (the largest market), Europe (the premium market), Africa (the fastest-growing market), Southeast Asia (a market of essential demand), and the Middle East, as well as domestic distributors, e-commerce sellers, and corporate procurement clients from various provinces and cities in China. This ensures that exhibitors can precisely connect with global buyers.

优势二：精准聚焦新能源电动自行车，卡位外贸爆款赛道。

Advantage 2: Sharp Focus on New-Energy Electric Bicycles — Capturing the Hottest Export Track

展会精准锁定电动自行车（含E-bike）这一增长最快、海外需求最旺盛的细分赛道。中国品牌在全球E-bike供应链中已成为绕不开的存在，聚焦新能源、专注电动自行车，让您的每一分投入都精准触达目标市场。

The exhibition zeroes in on electric bicycles (including E-bikes)—the fastest-growing segment with the most robust overseas demand. Chinese brands have become an indispensable part of the global E-bike supply chain. By concentrating on new energy and specializing in electric bicycles, we ensure that every bit of your investment reaches your target market with precision.

优势三：展场联动，商机永续。

Advantage 3: Exhibition-Market Synergy — Sustained Business Opportunities

展会深度联动义乌国际商贸城自行车电动车类行业经营区，深化“展场联动”模式，实现“展位”与“商位”双向赋能，让参展价值从展期延伸至全年。

The exhibition deeply integrates with the bicycle and electric vehicle business zone at Yiwu International Trade City, strengthening the “exhibition-market synergy” model. This two-way empowerment between “exhibition booths” and “market storefronts” extends the value of participation far beyond the show dates—throughout the entire year.

优势四：政策赋能，出海无忧。

Advantage 4: Policy Support — Hassle-Free Global Expansion

义乌大力支持会展经济发展，对参加相关重点展会的企业和市场商户给予相应补助。义乌坚持“以贸兴展、以展促贸、展产融合”核心路径，全面推进会展经济“市场化、品牌化、国际化、专业化、数智化”多维升级，为参展企业提供坚实保障。

Yiwu vigorously promotes the development of the exhibition economy, offering corresponding subsidies to enterprises and market merchants participating in key exhibitions. Adhering to the core path of “boosting exhibitions through trade, promoting trade through exhibitions, and integrating exhibitions with industries,” Yiwu is comprehensively advancing the five-dimensional upgrade of its exhibition economy—market-oriented, branded, internationalized, professionalized, and digitally intelligent—providing solid safeguards for participating companies.



展出大类

Exhibit Categories



- 新能源整车：电动自行车、电助力自行车（E-bike）、电动摩托车、电动滑板车等；
- 三电系统：锂电池、驱动电机、电控系统、BMS电池管理系统等；
- 核心零部件：充电器、控制器、传感器、车架、轮胎、刹车系统等；
- 绿色出行及配套：自行车与骑行安全装备、智能网联系统、车联网、检测认证设备等；
- 充换电设施展区：充电桩、换电柜、换电网络、便携式充电设备等；
- 跨境电商与服务展区：跨境电商平台、海外仓、物流清关、外贸综合服务等。

New Energy Complete Vehicles: Electric bicycles, electric-assist bicycles (E-bikes), electric motorcycles, electric scooters, etc.

Three Electric Systems: Lithium batteries, drive motors, electronic control systems, BMS (Battery Management Systems), etc.

Core Components: Chargers, controllers, sensors, frames, tires, braking systems, etc.

Green Mobility & Supporting Products: Bicycles and riding safety gear, intelligent connected systems, Internet of Vehicles, testing and certification equipment, etc.

Charging & Battery Swapping Facilities Zone: Charging piles, battery swap cabinets, battery swap networks, portable charging devices, etc.

Cross-border E-commerce & Services Zone: Cross-border e-commerce platforms, overseas warehouses, logistics and customs clearance, comprehensive foreign trade services, etc.

注：本展览会只接受以上参展范围内及相关企业参展，如展期内发现有参展企业与参展范围不符，组委会有权要求其撤展。

Note: This exhibition is open solely to enterprises within the above exhibit categories and related industries. Should any exhibitor be found non-compliant with the approved scope during the event, the Organizing Committee reserves the right to request immediate removal of exhibits and termination of participation.





IGNE 2027

2027.05.11-13

义乌国际博览中心-浙江
Yiwu International Expo Centre

收费标准

Participation Fees



★ 标准展位:

A: 国内企业: 标准展位9800.00/展期 (RMB) 3m×3m

B: 国外企业: 标准展位3200.00/展期 (USD) 3m×3m

展位包括: 三面白色壁板、中(英)文楣牌制作、咨询桌一张、折椅二把、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

注: 2026年12月30日后预定展位, 双开口展位加收1000元/个。

★ 室内光地:

A: 国内企业: 1000 (RMB) /平方米

B: 国外企业: 320 (USD) /平方米

注: (最少36平方米起租) “光地”只提供参展面积, 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.

Note: Booths with two open sides reserved after December 30, 2026, are subject to a surcharge of RMB 1,000 per booth.

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.

注: 本展会只接受以上参展范围内及相关企业参展, 如展期内发现有参展企业与参展范围不符, 组委会有权要求其撤展。

Note: This exhibition is open solely to enterprises within the above exhibit categories and related industries. Should any exhibitor be found non-compliant with the approved scope during the event, the Organizing Committee reserves the right to request immediate removal of exhibits and termination of participation.



IGNE 2027

2027.05.11-13

义乌国际博览中心-浙江
Yiwu International Expo Centre

目标观众

Target Audience



本次展会定向邀约优质专业观众：国内各省市电动自行车经销商、代理商、线下零售商、线上电商经营主体；共享出行平台、即时外卖、物流配送企业及政府机构等集团采购方；跨境电商从业者、外贸进出口企业。依托义乌超 1.3 万名常驻外商资源优势，联动多渠道定向邀约“一带一路”沿线境外采购商，重点覆盖欧洲、拉美、东南亚、非洲、中东等区域，打造集国内集采、外贸出口于一体的双向商贸对接平台。

The exhibition will gather high-quality professional visitors via targeted precise invitation, covering domestic electric bicycle distributors, agents, offline retailers and online e-commerce operators nationwide. It also welcomes group purchasers from shared mobility platforms, instant delivery and logistics enterprises, as well as government procurement institutions, together with cross-border e-commerce practitioners and import & export traders. Leveraging Yiwu's unique advantage of more than 13,000 resident foreign merchants, we will conduct multi-channel targeted recruitment of global buyers from the Belt and Road regions. Key sourcing markets include Europe, Latin America, Southeast Asia, Africa and the Middle East, building a dual-channel professional trading platform integrating domestic bulk procurement and overseas export trade.



预定展位 | Booth Reservation

请立即预定“IGNE 2027”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。

Your timely reservation will allow us to preassign exhibit space. Requests for exhibit space will be accepted on a "first come, first served" basis.

如欲预订IGNE 2027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 or learn more information, please contact:

电话/Tel: 021-64396190 E-mail: info@goldenexpo.com.cn