



聚力农业建圈强链 Developing Agricultural Value Chain 共筑天府粮仓品牌 Consolidating Tianfu Granary Brand

2025年9月4—7日
September 4-7, 2025

四川·成都
Chengdu, Sichuan

世纪城新国际会展中心
Chengdu Century City New International Convention
and Exhibition Center



第十一届
四川农业博览会
THE 11TH SICHUAN AGRICULTURAL EXPO

邀请函
INVITATION

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INVITATION

由四川省人民政府创办培育，
已成功举办

10届

共有境外

50

多个国家（地区）、
国内

31

个省（区、市）组团参展

展览面积累计超

65万
平方米

参展商数量累计超

1.7
万家

专业采购商累计超

15万
人次

普通观众累计超

68万
人次

农博会简介 Overview

四川农业博览会是四川农业高水平对外开放合作、展示成果、塑造品牌、拓展市场、促进消费的重要平台，为助力四川农业高质量发展、持续擦亮四川农业大省金字招牌和打造新时代更高水平“天府粮仓”发挥了重要作用。

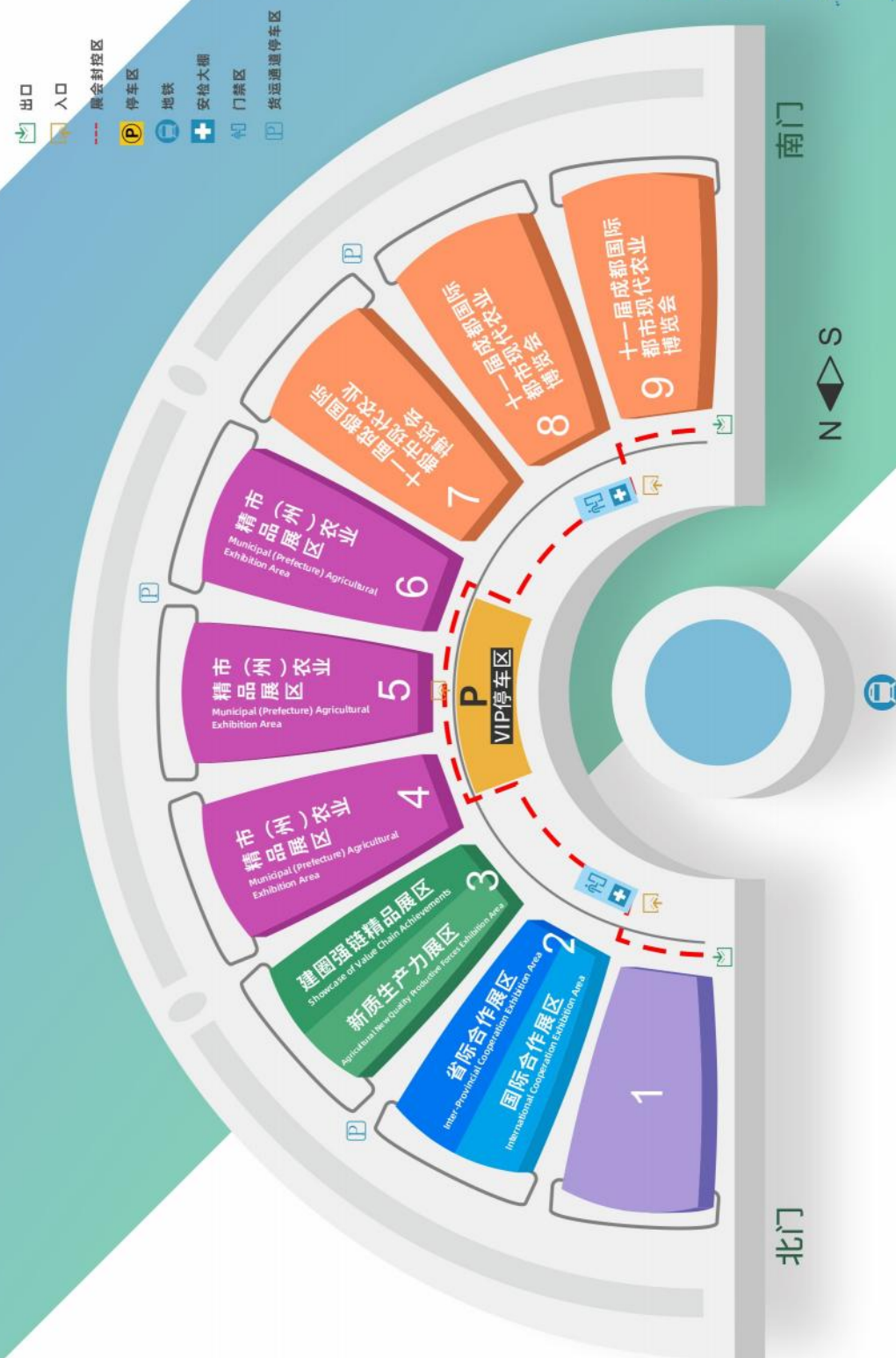
- Launched and nurtured by the People's Government of Sichuan Province, the Sichuan Agricultural Expo has now successfully concluded its 10th edition.
- The expo has attracted exhibitors from over 50 countries and regions, along with 31 provinces (autonomous regions, municipalities) of China.
- Exhibition Area: 650,000+ sqm
- Exhibitors: 17,000+
- Trade Visitors: 150,000+
- Public Visitors: 680,000+

As a platform for high-standard agricultural opening up and global collaboration, the Sichuan Agricultural Expo serves vital functions in showcasing innovations, building brands, expanding market access, and stimulating consumption. The Expo makes significant contributions to advancing Sichuan's agricultural sector through quality-driven development, while reinforcing its status as a leading agricultural province and propelling the "Tianfu Granary" initiative to new heights in the new era.

Sichuan International Expo Group

Sichuan International Exhibition Co., Ltd.

展会规模 | Scale



展会亮点 | Highlights



首设四川千亿特色产业链精品展区，展现我省千亿级农业产业链培育成果和“天府粮仓”最新风貌。

The inaugural Sichuan 100-Billion-Yuan Specialty Industry Chain Exhibition Area proudly presents the province's milestone achievements in developing agricultural industry chains and advancements under the "Tianfu Granary" initiative.



扩大“朋友圈” 呈现高水平对外开放。

Expanding our global network to showcase high-standard opening up.



互联网赋能 打造“永不落幕的云端农博会”。

Harnessing digital solutions to establish a 24/7 virtual agricultural expo platform.



聚焦产销对接 着力采购商邀请和新闻宣传。

Prioritizing buyer-seller matchmaking with enhanced trade visitor engagement and PR campaigns

聚力农业建圈强链
共筑天府粮仓品牌



第十届四川农业博览会
成都国际都市现代农业博览会开幕式
The Opening Ceremony of
the 10th Sichuan Agricultural Expo

第十届四川农业博览会
匈牙利国家馆开馆仪式

The 10th Sichuan Agricultural Expo
Opening Ceremony of the Hungarian
National Pavilion



第十届四川农业博览会
贸易洽谈

The 10th Sichuan Agricultural Expo
Matchmaking



第十届四川农业博览会

项目集中签约仪式

The 10th Sichuan Agricultural Expo
Project centralized signing ceremony



展区设置 | Exhibition

► “天府粮仓”·建圈强链精品展示版块

“Tianfu Granary” · Showcase of Value Chain Achievements

重点展示四川省农产品精深加工产业链建设成果。呈现我省“1+1+8”农业产业链培育成果和“天府粮仓”最新风貌。专设四川农产品出口展区，展示省级国际贸易高质量发展基地建设成效，助力扩大农产品出口。

This area displays Sichuan's accomplishments in the deep processing of agricultural products. It highlights the province's "1+1+8" agricultural industry chain development outcomes and the latest advancements of the Tianfu Granary. A dedicated export area for Sichuan's agricultural products showcases the establishment of high-quality international trade bases, aiming to boost agricultural exports.

► 市（州）农业精品展区

Municipal (Prefecture) Agricultural Exhibition Area:

聚焦品牌培育与成果展示。主要展示川内各地高质高效的现代农业体系，展销“天府粮仓”精品品牌产品以及“川字号”优质特色农产品，特设主题市（州）馆、天府森林粮库馆、供销合作馆。

Focusing on brand building and achievement display, this area presents high-quality and efficient modern agricultural systems from various regions within Sichuan. It features premium products under the "Tianfu Granary" brand and distinctive "Sichuan" labeled agricultural specialties. Special thematic pavilions include municipal (prefectural) pavilions, the Tianfu Forest Granary Pavilion, and the Supply-Marketing Cooperation Pavilion.

► 国际合作展区

International Cooperation Exhibition Area:

主要展示境外国家及国际组织现代农业高新技术、特色农产品和农业合作项目等，特设主宾国国家馆。

This area showcases advanced agricultural technologies, specialty agricultural products, and collaborative agricultural projects from foreign countries and international organizations. A special pavilion is designated for the guest country of honor.

► 省际合作展区

Inter-Provincial Cooperation Exhibition Area:

主要展示展销全国各省（自治区、直辖市）现代农业发展成果和优质特色农产品。

This area highlights modern agricultural developments and high-quality specialty products from provinces (autonomous regions and municipalities) nationwide.

► 农业新质生产力展区

Agricultural New Quality Productive Forces Exhibition Area:

重点展示国内外智慧农业管理模式和相关技术装备。涵盖技术装备、产品和解决方案、智慧农机、智慧种植、智慧渔业、智慧畜牧、智慧加工等。

This area showcases smart agricultural management models and related technological equipment from both domestic and international sources, covering technological equipment, products, and solutions; smart farming machinery, smart planting, smart fisheries, smart animal husbandry, and smart processing.

► 新型农业经营主体展区

New-Type Agricultural Business Entities Exhibition Area:

展示农业产业化龙头企业助力乡村振兴和“天府粮仓”建设的产品及服务；展示数字农业新技术、新装备、新模式；展销家庭农场、农民专业合作社等新型农业经营主体生产的特色农产品。

This area displays products and services from leading agricultural industrialization enterprises contributing to rural revitalization and the construction of the "Tianfu Granary." It also features new digital agricultural technologies, equipment, and models. Additionally, it offers specialty agricultural products produced by new-type agricultural business entities such as family farms and farmers' professional cooperatives.

► 现代中医药展区

Modern Traditional Chinese Medicine Exhibition Area:

彰显中医药文化传承与产业融合。主要展示四川中医药产业发展成果、中医药非物质文化遗产以及中药材产品、中药制剂、药膳产品等。

This area highlights the integration of TCM cultural heritage and industrial development, showcasing Sichuan's achievements in TCM industry development, TCM intangible cultural heritage, as well as herbal products, TCM preparations, and medicinal foods.

► “百县千品”重点帮扶县域展区

“1000 Products from 100 Counties” Key Assistance Program Exhibition Area:

集中展示国资国企帮扶重点帮扶县域（乡村振兴重点帮扶县和欠发达县域）的具体措施、主要成果、主要帮扶项目；展示展销欠发达县域特色优势农产品、文创产品、农业优势项目、农文旅优势资源等。

This area focuses on state-owned capital's and state-owned enterprises' specific assistance measures, major outcomes, and key assistance projects for targeted counties, including key counties to receive assistance in pursuing rural revitalization and less-developed counties. Featured agricultural products, cultural and creative goods, competitive agricultural projects, and agro-cultural-tourism resources from these regions are also displayed and sold.

同期活动 | Concurrent Events



四川农业建圈强链合作发展大会

Sichuan Agricultural Industry Chain Development Conference

“天府粮仓”品牌之夜

“Tianfu Granary” Brand Night

农业产业新品发布暨千人采购系列活动

New Agri-Product Launch & Buyer Matchmaking Event

主宾国国家馆开馆仪式

Opening Ceremony of Pavillion of Guest Country of Honor

“农博搭台·39唱戏”重点帮扶县域特色农产品供需对接会

Spotlight on 39 Counties: Specialty Agri-Product Showcase & Matchmaking

“天府粮仓”·第十一届农博会最受欢迎农产品及品牌评选活动

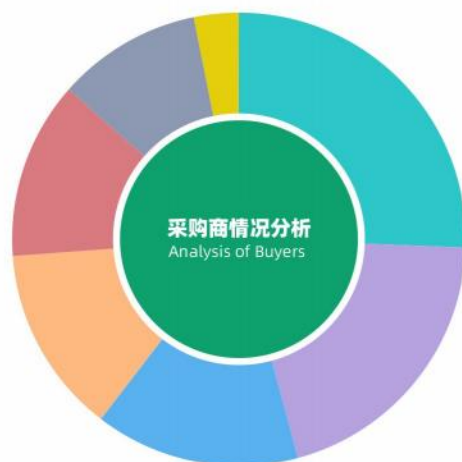
“Tianfu Granary” 11th SAE's Popular Products and Brands Selection

农博会直播活动

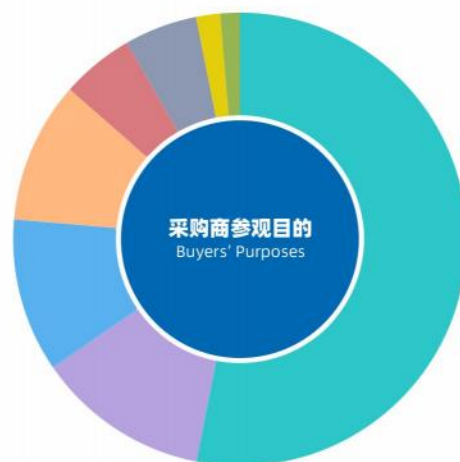
SAE Live Streaming Events

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采购商配对 | Buyer Matchmaking



贸易经销商、供应链企业 Sichuan Agricultural Industry Chain Development Conference	25.6%
食品加工企业 Food processing enterprises	20.2%
连锁超市及零售商 Supermarkets chain and retailers	14.6%
餐饮企业 Catering enterprises	13.4%
电商平台 E-commerce platforms	12.7%
社区团购平台 Community group-buying platforms	10.3%
单位团购 Company group-buying	3.2%



下单订购或采购产品 Placing orders or purchasing products	53.1%
寻找新供应商 Seeking new suppliers	12.3%
寻找新产品、新技术 Exploring new products and technologies	11%
观察参展的竞争对手动向 Monitoring competitor activities	10.1%
与现有供应商会面 Meeting existing suppliers	5.2%
寻找潜在合作伙伴 Seeking potential partners	5.2%
出席会议、活动 Attending conferences and events	1.7%
评估展会效果以决定是否参展 Evaluating expo effectiveness to determine future participation	1.4%

采购商政策 | Policies for Buyers

- 1.邀请的采购额达标企业：年采购额500万+、300万+、100万+，按采购量提供阶梯式国内1人交通补贴100%、70%、50%；提供3天2晚落地接待。
 - 2.根据重点采购商的需求，组委会会有针对性地组织参展商与采购商进行一对一的供需对接活动，提高采购效率，帮助采购商找到合适的供应商。
1. Tiered Benefits: Offer travel subsidies to our valued procurement partners based on annual purchase volume: RMB5M+: 100% reimbursement; RMB3M+: 70% reimbursement; RMB1M+: 50% reimbursement. We also offer premium 3-day/2-night hospitality package for all qualified buyers.
 2. Based on key buyers' demands, the Organizing Committee will facilitate customized one-on-one matchmaking sessions between exhibitors and buyers. This value-added service is designed to enhance procurement efficiency and ensure relevance.



上届展会回顾 | Previous Edition

累计现场销售金额

5200 万元

On-site Sales: RMB52 million

线上成交金额超

3700 万元

Online Transactions: RMB37+ million

贸易签约金额超

60 亿元

Trade Agreements: RMB6+ billion

宣传曝光次数超

2000 万人次

Media Exposure: 20+ million views



展览面积
Exhibition area

100000m²+

参展企业
Exhibitors

2000+

参展省
(区、市)
autonomous regions,
municipalities

31

参展国家
Exhibiting
Countries

22

观众
Visitor

80000+

各类活动
Thematic
Activities

30+

主宾国
Guest Country
of Honor

匈牙利
Hungary

主宾省(区、市)
Guest Province
(Autonomous Region,
Municipality)

重庆
Chongqing

主题市(州)
Theme City
(Prefecture)

阿坝州
Aba Prefecture

设立国家馆
Set Up
National Pavilion

11个国家

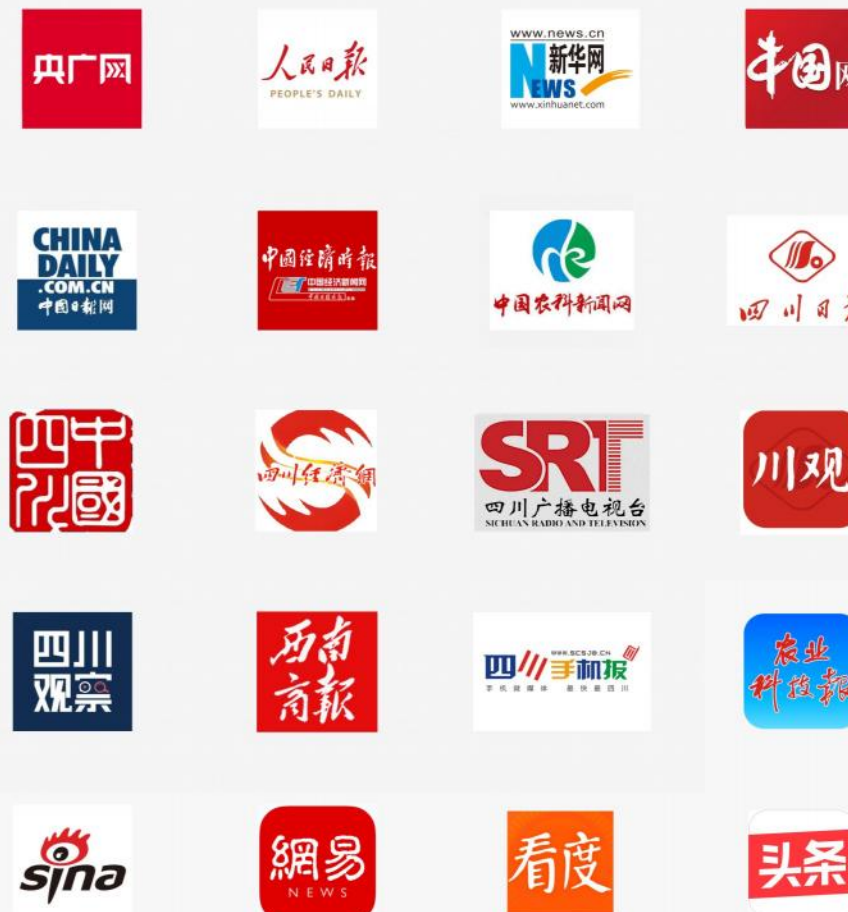
匈牙利、乌拉圭、智利、意大利、澳大利亚、泰国、乌干达、卢旺达、尼泊尔、阿塞拜疆、以色列11个国家设立国家馆，为历届农博会之最。

National Pavilions: 11 countries (Hungary, Uruguay, Chile, Italy, Australia, Thailand, Uganda, Rwanda, Nepal, Azerbaijan, Israel) - a record high in the SAE's history



聚力农业建圈强链
共筑天府粮仓品牌

部分合作媒体 | Media Partners ((Partial List)



嘉宾寄语 | Messages from Guests

安妮 马来西亚外贸促进中心成都代表处主任
Nur Azni Aziz, Director of Chengdu Representative Office,
Malaysia External Trade Development Corporation (MATRADE)

祝愿第八届四川农业博览会取得成功，希望所有展商都取得成功。
Wish the 8th SAE a great success and hope all exhibitors bear fruit.

杨健 香港贸易发展局成都代表
Edward Yang, Representative of Chengdu Office of
Hong Kong Trade Development Council (HKTDCC)

我们希望未来可以通过农博会，把香港农业相关企业带过来，
增加与四川企业的交流，促进合作。
In the future, we hope that, through the Sichuan Agricultural Expo, we can bring Hong Kong's agriculture
-related enterprises to Sichuan, enhance exchanges with local businesses, and foster collaboration.

伍从银 攀枝花市农业农村局副局长
Wu Congyin, Deputy Director of Panzhihua Municipal Bureau of
Agriculture and Rural Affairs

希望通过农博会，把攀枝花的农产品更多地介绍给国际国内的同行。
We hope to take this opportunity at the Sichuan Agricultural Expo to introduce more of
Panzhihua's agricultural products to both domestic and international counterparts.

李爱民 四川瀚源有机茶业有限公司董事长
Li Aimin, Chairman of Sichuan Hanyuan Organic Tea Co., Ltd.

本次农博会精心组织，线上线下（上）结合，
为企业和产品的推广起到良好的带动作用。
This year's agricultural expo is organized meticulously and offers integrated online and
offline platforms, playing a positive role in promoting enterprises and their products.

往届展商（部分） | Previous Exhibitors (Partial List)



往届采购商（部分） | Previous Buyers (Partial List)



展位价格 | Booth price

	费用 (RMB)	Cost (USD)	备注 Remarks
室内空地 Raw Space	650元/m ²	USD90 per sqm	36m ² 起订 minimum 36 sqm
精装标展 Standard Booth	8000元/个/9m ²	USD1,100 per 9-sqm piece	/

市场推广服务 | Marketing and Promotion Services

固定广告位 Fixed advertising space	户外、场馆内 广告位 outdoor and on-site venue placements	印刷品宣传 Printed promotion materials	手提袋广告位 Tote Bags	证件广告位 Certificates
参观指南 Visitor Guide	新媒体宣传 New media promotion	官方网站 Official website	微信公众号 WeChat official account	视频号 Video Number
活动宣传 Promotion events	推介会 Promotion Conference	产销对接 Sales Matchmaking Sessions	赛事活动 Competition Activities	*****

其他配套服务 | Supporting Services

商务考察 Business visits	酒店接待 Hotel Reception	物流服务 Logistics services	展具租赁 Furniture Rental
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官网: <https://www.scnbh.com/>
 Official website: <https://www.scnbh.com/>

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新质生产力展区等，国际展区主要展示境外国家及国际组织现代农业高新技术、特色农产品和农业合作项目等。

活动方面，第十一届中德农业周将与本届农博会同期举办，还将举办第十一届四川农业博览会开幕式、精品品鉴暨采供对接专场活动、农业产业新品发布暨千人采购系列活动等主体活动和各类配套活动。

此外，将邀请知名电商平台、大型商超及连锁机构、大型经销商和批发商、大型餐饮或酒店、行业协会等各类采购商数百家到会采购洽谈。还将大力邀请国际组织和境外采购商参会，探讨跨国合作机遇，推动农业国际合作的深入发展。

我们诚邀贵单位组织企业参展，在国际展区进行展览展示，开展经贸、投资、农业、文化等方面交流合作，并热忱邀请贵单位负责人拨冗出席大会相关活动，我们将全力做好在川服务工作。

特此邀请，请予支持。

四川农业博览会组委会秘书处

2025年7月11日

(联系人：李琳，邮箱：lilin8818@foxmail.com，电话：28-81262019)

Inter-Provincial Cooperation Exhibition Area, and Agricultural New Quality Productive Forces Exhibition Area. The International Cooperation Exhibition Area will showcase modern agricultural high-tech, characteristic agricultural products, and agricultural cooperation projects from foreign countries and international organizations.

In terms of events, the 11th Sino-German Agricultural Week will be held concurrently with the 11th SAE. Additionally, there will be main events such as the opening ceremony of the 11th SAE, Premium Product Tasting & Sourcing Matchmaking Session, New Agri-Product Launch & Thousand-Buyer Procurement Series, and various supporting activities.

We will invite hundreds of purchasers, including renowned e-commerce platforms, large supermarkets, chain retailers, distributors, wholesalers, catering/hotel groups, and industry associations for sourcing negotiations. Furthermore, international organizations and overseas buyers will be specially invited to explore transnational cooperation opportunities and deepen global agricultural partnerships.

We cordially invite your organization to:

- 1) Organize enterprises to exhibit at the International Exhibition area for economic, trade, investment, agricultural and cultural exchanges;
- 2) Have head of your organization to attend the events of the SAE. We will fully support your participation in Sichuan.

Yours sincerely,

Secretariat of the Organizing Committee of
the Sichuan Agricultural Expo

Contact: Li Lin, E-mail: lilin8818@foxmail.com, Tel: +86-28-81262019.