



WTPP
中国(海南)国际热带农产品冬季交易会
CHINA (HAINAN) INTERNATIONAL WINTER TRADE FAIR FOR TROPICAL AGRICULTURAL PRODUCTS

ITG
国贸会展



PHENIX
CREATIVE
凤凰创意

2025 第28届中国(海南) 国际热带农产品冬季交易会

THE 28th CHINA (HAINAN) INTERNATIONAL WINTER TRADE FAIR FOR TROPICAL AGRICULTURAL PRODUCTS 2025

聚农业精品·享自贸商机

GATHERING HIGH-QUALITY AGRICULTURAL PRODUCTS, ENJOYING BUSINESS OPPORTUNITIES OF FREE TRADE PORTS (FTP)

邀请函

2025.12.4-7

海口·海南国际会展中心

Hainan International Convention and
Exhibition Center, Haikou



海南冬交会简介

INTRODUCTION TO WTP

中国（海南）国际热带农产品冬季交易会（以下简称“冬交会”），自1998年以来，已连续成功举办27届。冬交会是展示海南“三农”的重要窗口，是全国唯一的热带精品农业展会。通过举办冬交会，向世界展示中国热带农业新发展，引进国际热带农产品和新产业，在双循环新发展格局中促进农业贸易高质量发展，助力农业强国建设。

China (Hainan) International Winter Trade Fair for Tropical Agricultural Products (hereinafter referred to as the "WTP" or "Winter Trade for Tropical Products") has witnessed 27 consecutive sessions take place since 1998. The WTP is a major window to showcase Hainan's achievements in agriculture and rural development and China's only trade show for select tropical produce. The WTP is intended to show the world the new development of China's tropical agriculture, introduce international tropical agricultural products and new industries, so as to promote the high-quality development of agricultural trade in the new development pattern of dual circulation between domestic and international markets and contribute to China's drive towards an agricultural power.

组织机构 ORGANIZATIONAL STRUCTURE

主办单位

Sponsors

中国农产品市场协会

Chinese Agri-products Marketing Association

海南省农垦投资控股集团有限公司

Hainan HSF Investment Holding Group Co., Ltd.

厦门国贸控股集团有限公司

Xiamen ITG Holding Group Co., Ltd.

厦门市凤凰创意会展集团有限公司

Xiamen Phoenix Creative Exhibition Group Co., Ltd.

承办单位

Organizers

厦门国贸会展集团有限公司

Xiamen ITG Mice Group Co., Ltd.

执行承办

Coordinator

海南国贸凤凰展览有限公司

Hainan ITG Phenix Exhibition Co., Ltd.



预计展会数据

EXPECTED EXHIBITION DATA



70,000+

平方米

Square meters



2,000+

参展企业

Participating enterprises



25,000+

专业观众

Professional audience



500+

媒体报道

Media reports



50+

活动论坛

Activities and forums



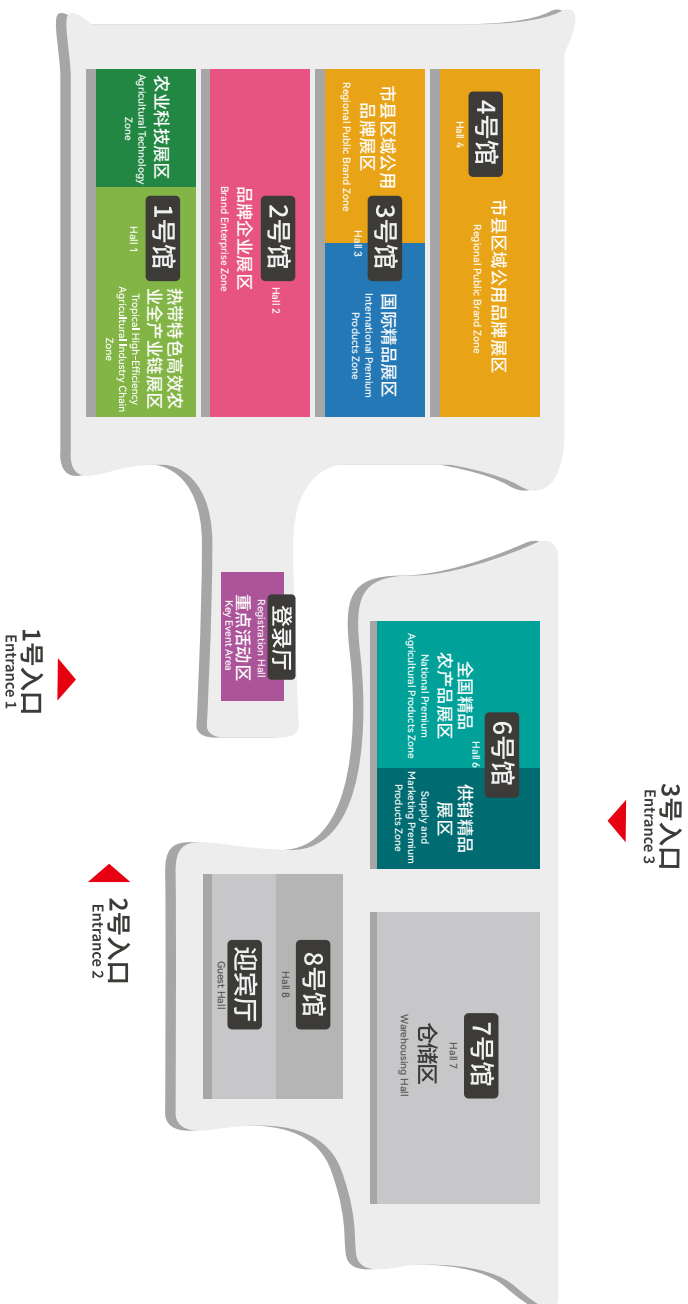
170,000+

参观人次

Visitors

展区规划

PLANNING OF EXHIBITION AREAS



参展范围

EXHIBITION SCOPE



热带特色高效农业全产业链展区

Tropical High-Efficiency
Agricultural Industry Chain Zone

橡胶、茶叶、咖啡、蜜瓜、榴莲、凤梨、芒果、地瓜、好米、火龙果、胡椒、渔业、文昌鸡等海南热带特色高效农业全产业链品牌及主体。

Displays brands and key stakeholders across Hainan's integrated tropical agricultural value chain, including rubber, tea, coffee, honey melons, durians, pineapples, mangoes, sweet potatoes, premium rice, dragon fruit, pepper, aquatic products, Wenchang chicken, and more.



农业科技展区

Agricultural Technology Zone

种业、农机装备、智慧农业。

Seed Industry, Agricultural Machinery and Equipment, and Smart Agriculture.



品牌企业展区

Brand Enterprise Zone

畜禽、热带果蔬、休闲食品、粮油、酒水饮料等品牌企业。

Features prominent enterprises specializing in livestock and poultry, tropical fruits and vegetables, snack foods, grains and oils, beverages, and related products.



国际精品展区

International Premium
Products Zone

国家展团、国际贸易企业等组织的农产品（红酒、火腿、水产品、热带水果、深加工农产品）等。

Showcases agricultural goods curated by national delegations and international trade entities, such as red wines, ham, aquatic products, tropical fruits, and value-added processed goods.



市县区域公用品牌展区

Regional Public Brand Zone

海南市县区域公用品牌。

Hainan Regional Public Brand for Cities and Counties.



全国精品农产品展区

National Premium Agricultural
Products Zone

全国特色名特优农产品。

National Famous, Special, and High-quality Characteristic Agricultural Products.



供销精品展区

Supply and Marketing Premium
Products Zone

全国供销系统精品农产品。

Premium Agricultural Products from the National Supply and Marketing Cooperative System.

同期活动

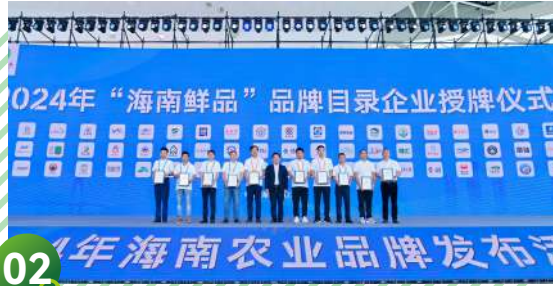
CONCURRENT ACTIVITIES



01

2025 年中国（海南）国际热带农产品冬季交易会开幕式

Opening Ceremony for 2025 China (Hainan) International Winter Trade Fair for Tropical Agricultural Products



02

2025 年海南农业品牌发布活动

2025 Hainan Agricultural Brands Launch Event



03

2025 年海南自由贸易港热带特色高效农业产业链招商推介会

2025 Hainan Free Trade Port Tropical Characteristic High-Efficiency Agriculture Industrial Chain Investment Promotion Conference



04

2025 年第二届“海南鲜品”品鉴会

The 2nd “Hainan Fresh Products” Tasting Event 2025



05

专业买卖家洽谈会

Sourcing and Matchmaking Activities



06

品牌新品推介会

New Brands and Products Promotion Conference

专业客商

PROFESSIONAL BUYER

1

类别

CATEGORIES



01 国内客商

Domestic Buyers

- 农产品批发商 / 经销商
Agricultural product wholesalers/distributors
- 连锁商超及零售企业
Chain supermarkets and retail enterprises
- 电商平台及社区团购
E-commerce platforms and community group purchasing networks
- 食品加工企业
Food processing manufacturers
- 餐饮及酒店集团
Catering and hospitality groups
- 农业合作社 / 种植基地
Agricultural cooperatives/cultivation bases
- 政府及行业协会
Government bodies and industry associations
- 投资机构与供应链服务商
Investment institutions and supply chain service providers

02 国际客商

International Buyers

- RCEP 成员国采购商
Procurement entities from RCEP member countries
- 中东及欧洲进口商
Importers based in the Middle East and Europe
- 跨国零售集团驻华机构
China-based branches of multinational retail conglomerates
- 国际组织及使领馆
International organizations and diplomatic missions

03 其他关联群体

Other Stakeholders

- 科研机构与高校
Academic institutions and universities
- 媒体与 KOL
Media representatives and key opinion leaders (KOLs)

专业买家

PROFESSIONAL BUYER

2 政策 POLICY



1. 提供海南省内 VIP 采购商（不含海口市）住宿 1 晚，省外 VIP 采购商住宿 2 晚（每家企业不超过 2 人）；

Hainan-based VIP buyers (excluding Haikou) receive one-night accommodation; non-local VIP buyers receive two-night stays (capped at two individuals per company).

2. 提前告知采购需求，免费入驻采购商洽谈区，一对一与参展商进行采购沟通；

Advance submission of procurement requirements grants free access to designated negotiation areas for one-on-one meetings with exhibitors.

3. 展前预登记获赠大会电子会刊，精美伴手礼优先领取；

Pre-registered buyers receive a complimentary digital conference directory and priority access to gifts.

4. 优先预约参加开幕式、品鉴会等活动；

Buyers will be granted priority reservation privileges for opening ceremonies, product tastings, and premium events.

5. 展会期间，提供酒店至会展中心接送服务。

Complimentary shuttle services will operate between designated hotels and the exhibition venue throughout the event period.

往期展会宣传

PROMOTION OF PREVIOUS EXHIBITION

展会搜索 & 曝光量

各渠道搜索及新闻曝光

1,000,000,000 人次

Exhibition search and exposure: 1 billion searches and news exposure across channels

媒体新闻报道

国际、国内权威媒体平台发布

3,000 多次

Media coverage: Over 3000 releases on international and domestic authoritative media platforms

自媒体传播

微信公众号、视频号、抖音号、小程序、朋友圈等各平台阅读量 & 曝光量累计达

50,000,000 人次

The accumulative views of the WeChat official account, WeChat video account, TikTok account, WeChat mini program, and ads on WeChat Moments have reached 50 million

广告曝光

高速广告、电梯广告、丰巢、商场、灯箱站牌等广告覆盖人群超

12,600,000 次

Advertising exposure: High-speed ads, elevator ads, ads on Fengchao, and ads in shopping malls, ads on lightbox stop sign cover more than 12.6 million people

合作媒体

Some Cooperative Media

* 仅部分展示
* only partial display



寄语海南冬交会

COMMENTS TO WTP

采购商说

PURCHASERS SAID

上海喜鹊到网络技术有限公司 张先生

Mr. Zhang, Shanghai Xiquee Network Technology Co., Ltd.

冬交会作为连接供需双方的桥梁，为我们搭建了与海南优质供应商高效对接的平台。通过冬交会，我们成功与多家海南省地标企业达成合作，包括文昌鸡、和牛肉、海鲜、芒果、凤梨、绿橙等领域的优质供应商。依托冬交会的平台优势，我们将持续深耕海南市场，将更多优质农产品推向华东乃至全国，让更多人品味海南的独特魅力。

The Winter Trade for Tropical Products (WTP) bridges suppliers and buyers, offering an efficient platform to connect with Hainan's premium suppliers. Through the fair, we secured partnerships with multiple Hainan-based enterprises, including leading suppliers of Wenchang chicken, Wagyu beef, seafood, mangoes, pineapples, and green oranges. Leveraging this platform, we aim to deepen our presence in Hainan and expand access to premium agricultural products across East China and beyond, sharing Hainan's unique flavors nationwide.

宁夏六盘山圆梦贸易有限公司 张先生

Mr. Zhang, Ningxia Liupanshan Yuanmeng Trading Co., Ltd.

本届冬交会为采购商提供了非常多元化的服务，我们也借助了冬交会，精准对接多个海南各市县优质供应商，让我们能够以最优的价格、最快的速度，将最新鲜、最优质的海南农产品送达消费者餐桌。

This year's WTP delivered exceptional buyer services. We efficiently engaged with high-quality suppliers from Hainan's municipalities and counties, ensuring the freshest local produce reaches consumers swiftly and cost-effectively.

寄语海南冬交会

COMMENTS TO WTP

展商说

EXHIBITORS SAID

海南（潭牛）文昌鸡股份有限公司 陈女士

Ms. Chen, Hainan (Tanniu) Wenchang Chicken Co., Ltd.

冬交会现场人流入织，组委会把全国各地以及海外的采购商也都邀请到了现场，我们和新加坡的采购商签订了 6000 万的销售订单，这次的冬交会非常的成功，明年冬交会我们会继续参与，也会把马来西亚和印尼的客户邀请过来。

The WTP was bustling with visitors, and the organizing committee invited buyers from across the country and overseas to attend. We signed a sales order worth 60 million with a buyer from Singapore. This year's WTP has been a great success, and we will continue to participate next year. Additionally, we plan to invite customers from Malaysia and Indonesia to join us.

海南好舒福天然乳胶科技公司 杨女士

Ms. Yang, Hainan Haoshufu Natural Latex Technology Co., Ltd.

冬交会不仅是产品销售的优质平台，更是品牌展示的璀璨舞台。在展会期间，我们吸引了众多旅游酒店、网红达人等优质客户群体的关注，他们对我们的产品表现出浓厚的兴趣，并达成了多项合作意向。

The WTP is not merely a sales platform but a spotlight for brand elevation. During the event, we attracted attention from tourism hotels, influencers, and other high-potential clients, sparking multiple collaboration opportunities.

2025 年冬交会产品服务

2025 WTP SERVICES

01 展位服务 BOOTH SERVICE

光地

Raw space

1200 元 / m², 36 m²起租

RMB 1,200 yuan / m², 36m² in minimum

微特(含装修)

Miniature booth
(including decoration)

28800 元 / 18 m²

RMB 28,800 yuan/18 m²

展台搭建

Booth installation

1200 元 / m²起

RMB 1,200 yuan/ m² in minimum

02 宣传推广服务 PUBLICITY AND PROMOTION SERVICE

固定广告位

Fixed advertising place



户外、室内广告位

Indoor and outdoor
advertising place

印刷品宣传

Presswork promotion



手提袋、证件、门票、
会刊、参观指南等

Tote bags, certificates,
tickets, conference journals,
visiting guides, etc.

新媒体宣传

New media promotion



公众号、抖音、视频号、
小程序、网站等

WeChat official account,
TikTok account, WeChat
video account, WeChat mini
program, official website, etc.

活动宣传

Activity promotion



推介会、产销对接会、
品鉴会等

The Promotion Conference,
Purchaser-Supplier
Matching, and Tasting Event,
etc.

03

其他配套服务

OTHER SUPPORTING SERVICES



商务考察

BUSINESS FIELD
TRIP



酒店接待

HOTEL
RECEPTION



物流服务

LOGISTICS
SERVICES



展具租赁

EXHIBITION
EQUIPMENT RENTAL



冬交会公众号
WTP WeChat official account

全国唯一的热带精品农业展会

CHINA'S ONLY TRADE FAIR FOR SELECT TROPICAL PRODUCTS



国内参展
Domestic Exhibitions

朱 俊 189 5922 2501
Zhu Jun



国际参展
International Exhibitors

吴菲菲 130 0501 5500
Wu Feifei



买家对接
Buyer Engagement

倪 链 186 5004 1539
Ni Lian



媒体合作
Media Cooperation

郑 敏 150 0806 1909
Zheng Min