



COFFEE  
EXPO

# 津咖文化节·2026天津国际咖啡产业展

Jin Coffee Festival · Tianjin International Coffee Industry Expo 2026

同期举办：天津国际烘焙展览会

Concurrently held: Tianjin International Bakery Exhibition 2026

2026年05月07日-09日 | 国家会展中心（天津）

May 07-09, 2026 | National Convention and Exhibition Center (Tianjin)

主办单位 | Hosted by

中国商业联合会

China General Chamber of Commerce

高登会展集团

Golden Conference & Exhibition Group

承办单位 | Organized by

上海中展汇鑫展览有限公司

Shanghai Zhongzhan Huixin Exhibition Co., Ltd.

[www.coffeetradefair.com](http://www.coffeetradefair.com)



关于 | About

# COFFEE EXPO

津咖文化节·天津国际咖啡产业展 (简称: Jin Coffee Festival) 作为中国北方地区贸易对接、技术创新、文化体验于一体的国际级咖啡产业盛会, 展会将开设1.2万平方米展览面积, 展品共由咖啡与原料、饮品与茶饮、智能设备与技术、供应链与配套服务、精品咖啡品牌馆以及全球咖啡豆直采区等板块组成。其中, “全球咖啡豆直采区” 将依托天津港口岸集散优势, 展示本地直采海运转运模式的供应链成果, 现场呈现从产地生豆到烘焙成品的全链条溯源体系, 为京津冀近 2000 家咖啡馆提供成本优化方案。展会以 “产业赋能·文化共生” 为宗旨, 展会依托天津作为京津冀消费高地, 凭借港口物流优势、成熟的咖啡消费市场及日益完善的产业链配套, 以及北方咖啡产业发展的核心枢纽, 为众多参展商和买家搭建创新而高效的沟通桥梁。组委会诚邀全球咖啡产业链企业、品牌、从业者及广大咖啡爱好者共同关注与参与, 相约2026年5月, 共赴渤海之滨, 见证中国咖啡产业的北方新浪潮, 品味融合古今、汇通中西的津味咖啡独特魅力。同期还将举办天津国际烘焙展、天津烘焙糕点产业发展论坛、中式点心技能大赛、烘焙食品产业对接会、烘焙店加盟推介会等活动, 实现产业资源高效流转与价值倍增。

Jin Coffee Festival·Tianjin International Coffee Industry Expo serves as an international high-level industry event focusing on business matchmaking, technological innovation and cultural experiences in Northern China. With a total exhibition area of 12,000 square meters, the expo features six major zones, including coffee and raw materials, beverages and tea drinks, intelligent equipment and technology, supply chain and supporting services, specialty coffee brands, and a global coffee bean direct sourcing zone. Relying on the distribution advantages of Tianjin Port, the Global Coffee Bean Direct Sourcing Zone will showcase a full-chain traceability system from origin to roasting, highlighting the supply chain achievements through the model of local direct procurement and sourcing and sea-based transshipment. It aims to provide nearly 2,000 coffee shops in the Beijing-Tianjin-Hebei region with a one-stop coffee bean sourcing solution featuring optimized costs. Taking “Industry Empowerment and Cultural Coexistence” as its theme, based on Tianjin’s strategic position as a major consumer hub in the Beijing-Tianjin-Hebei region, the expo strives to give full play to the advantages of port logistics, a mature coffee consumption market, a complete industrial chain, and its role as a core hub for the development of the coffee industry in Northern China, building an innovative and efficient platform for domestic and foreign exhibitors and buyers to deepen communication and cooperation. We sincerely invite global enterprises, brands, professionals across the coffee industry chain, as well as coffee enthusiasts worldwide, to join us in following and participating in the event. Let us meet in May 2026 on the shores of the Bohai Sea to witness the new northern wave of China’s coffee industry and savor the unique charm of Tianjin style coffee as a fusion of tradition and modernity, and a blend of Eastern and Western cultures. During the exhibition, a series of events will also be held, including the Tianjin International Bakery Exhibition, the Tianjin Bakery & Pastry Industry Development Forum, the Chinese Dim Sum Skills Competition, the Baking Food Industry Matchmaking Conference, and the Bakery Franchise Promotion Fair, facilitating efficient circulation of industry resources and maximizing their value.





## 同期活动

### CONCURRENT ACTIVITIES

展会期间还将举办国际咖啡创新论坛、华北咖啡贸易大会、京津冀咖啡烘焙大师赛、咖啡包装设计大赛、津咖文化节等活动，通过展会、论坛、比赛与节日等多种形式的结合，构建“展、会、赛、节”四位一体的立体化行业生态，实现产业对接、智慧碰撞、技艺切磋与消费体验的深度融合，推动天津成为中国咖啡产业的北方创新引擎与消费风尚策源地。

During the exhibition, a series of events will be held, including the International Coffee Innovation Forum, the North China Coffee Trade Conference, the Beijing-Tianjin-Hebei Coffee Masters Competition, the Coffee Packaging Design Competition, and the Jin Coffee Culture Festival. The show is committed to creating a four-in-one and multi-dimensional industry ecosystem of “Exhibit, Conference, Competition and Festival,” achieving deep integration of industry matchmaking, knowledge exchange, skill refinement, and consumer experience, and promoting Tianjin as the northern innovation engine and trendsetting hub of China’s coffee industry.

# COFFEE EXPO 2026

2026年05月07日-09日 | 国家会展中心 (天津)  
May 07-09, 2026 | National Convention and Exhibition Center (Tianjin)

## 关于 | About



### 国际咖啡创新论坛 International Coffee Innovation Forum

汇聚全球咖啡产业领袖、科技专家与跨界学者，共同聚焦可持续种植、数字化供应链、风味科学等前沿议题展开深度对话，并权威发布年度《中国北方咖啡创新趋势报告》。

Global leaders of the coffee industry, technology pioneers, and interdisciplinary scholars will gather in Tianjin to engage in in-depth discussions on cutting-edge topics such as sustainable cultivation, digitalized supply chains, and flavor science, and to authoritatively release the annual "Northern China Coffee Innovation Trend Report."

## 关于 | About



### 华北咖啡贸易大会 North China Coffee Trade Conference

专设产地直采对接区，依托天津港口优势与自贸区政策，为海外庄园、国内经销商与北方采购商搭建高效透明的交易平台，推动建立区域性咖啡大宗商品定价参考机制。

It features a dedicated origin sourcing & matchmaking zone, based on the logistical advantages of Tianjin Port and the supportive policies of the Free Trade Zone. It aims to provide overseas coffee plantations, domestic distributors, and buyers in North China with an efficient and transparent business matchmaking platform, helping to establish a regional reference pricing system for bulk coffee commodities.

# COFFEE EXPO 2026

2026年05月07日-09日 | 国家会展中心 (天津)  
May 07-09, 2026 | National Convention and Exhibition Center (Tianjin)

## 关于 | About



### 京津冀咖啡烘焙大师赛

Beijing-Tianjin-Hebei Coffee Masters Competition

首次引入地域风味定向研发赛制，要求参赛者基于华北消费者口味偏好，创作具有市场潜力的拼配方案，推动产业与消费端的精准联动。

For the first time, the competition introduces a format focused on the development of regionally inspired flavors, targeting consumer preferences in the North China market. It encourages participants to create distinctive blend recipes that combine innovation with commercial potential, to drive precise connections between coffee-producing regions and consumers.

## 关于 | About



### 咖啡包装设计大赛

Coffee Packaging Design Competition

以绿色循环与年轻表达为主题，联合高校设计院系与环保材料企业，探索包装在消费触达、品牌叙事与可持续发展中的新可能。

With the themes of green sustainability and youthful expression, the competition collaborates with university design departments and eco-friendly material companies to jointly explore innovative approaches in packaging that enhance the consumer experience, shape brand storytelling, and promote sustainable practices.

# COFFEE EXPO 2026

2026年05月07日-09日 | 国家会展中心 (天津)

May 07-09, 2026 | National Convention and Exhibition Center (Tianjin)



## 展出大类 Major Exhibits

- 咖啡：咖啡生豆/熟豆、胶囊咖啡、速溶咖啡、瓶/罐装咖啡等；
- 饮品：果蔬汁、果奶昔、植物茶饮、鸡尾酒、功能/酵素饮品、高端水、混合酒等；
- 配料：咖啡伴侣、牛奶、糖浆、果酱、可可、芝士、油、冲饮粉等；
- 甜点：巧克力、蛋糕、面包、饼干、冰淇淋、布丁等；
- 咖啡机/设备：商用/办公/家用咖啡机、咖啡生产/加工设备、自动贩卖机等；
- 器具/设备：咖啡专用器具、茶具、饮品器具、相关道具等；
- 包装/制服/装饰：咖啡包装、纸杯、吸管、职业服装、饰品、照明、咖啡家具、装潢设计方案等；
- 特许/培训/咨询：咖啡馆、果汁店、冰淇淋店、烘焙店、甜品店、巧克力店、培训机构、创业咨询等。

- Coffee: Green coffee beans, Coffee cooked beans, capsule coffee, instant coffee, canned coffee, etc.
- Beverages: Fruit & vegetable juice, fruit shake, herbal tea, milk drinks, cocktail, functional/Enzymatic beverage, high-end water, etc.
- Ingredient: Cream, milk, sugar, chocolate, cheese, butter, jam, powder mixes, etc.
- Dessert: Ice cream, cake, bread, cookie, chocolate, pudding, etc.
- Coffee machines: Coffee machines for commercial/home use/office, coffee roasters/grinders, coffee processing equipment, coffee vending, etc.
- Accessories: Coffee accessories, tea appliance, chic beverage accessories, etc.
- Package/design: Coffee paper cup, coffee packaging, uniforms for barista, accessories, lighting, cafe furniture, interior decoration design, etc.
- Franchise/Training: Cafe, juice bar, ice cream shop, bakery, barista training & education organization.



# COFFEE EXPO 2026

2026年05月07日-09日 | 国家会展中心 (天津)  
May 07-09, 2026 | National Convention and Exhibition Center (Tianjin)



## 参展费用

### Participation Fees

#### • 国际标准展位:

A: 国内企业: 16800.00/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、折椅二把、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

#### • 室内光地:

A: 国内企业: 1500.00 (RMB) /平方米/展期 B: 国外企业: 480.00 (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/Expo; 3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket.

#### • 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.

## 目标观众

### Target Audiences

来自政府机构、行业组织、咖啡领域的生产商、贸易商、经销商、批发商、商超、电商、酒店、餐饮及咖啡连锁品牌、主理人、爱好者与媒体等。

It will attract representatives from government agencies and industry organizations, as well as coffee manufacturing companies, trading and distribution companies, wholesalers, retailers, e-commerce platforms, hotels, restaurants, coffee chain brands, business owners, enthusiasts, and media professionals to participate in the exhibition with the purpose of purchasing and visiting.





## 预定展位 / Booth Reservation

请立即预订“COFFEE EXPO 2026-天津咖啡展”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.

如欲订“COFFEE EXPO 2026-天津咖啡展”采购交易会展位，或了解更多信息，请发电子邮件至[info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)。  
To reserve the booth of “COFFEE EXPO 2026” or learn more information, please contact:

或通过以下联络方法，预订展位。

Tel: (86-21) 6439-6190  
E-mail: [info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)