

# 第三届 天津国际航运产业博览会

THE 3<sup>rd</sup> TIANJIN INTERNATIONAL SHIPPING INDUSTRY EXPO

航通天下 运行未来

SHIPPING TO THE WORLD AND NAVIGATING TOWARDS THE FUTURE

## 邀请函 INVITATION

2025年6月12-14日 国家会展中心(天津)

JUNE 12-14, 2025 NATIONAL CONVENTION & EXHIBITION CENTER (TIANJIN)

**主办单位:**

天津市交通运输委员会	天津市商务局	天津市发展和改革委员会
天津市人民政府外事办公室	天津市滨海新区人民政府	中国航海学会
中国船东协会	中国船舶工业行业协会	中国国际货运代理协会

**承办单位:**

天津振威国际会展集团股份有限公司

**ORGANIZER:**

Tianjin Municipal Transportation Commission  
Tianjin Development and Reform Commission  
The People's government of Tianjin Binhai New Area  
China Shipowners' Association (CSA)  
China International Freight Forwarders Association (CIFA)

Tianjin Commission of Commerce  
Foreign Affairs Office of Tianjin Municipal People's Government  
China Institute of Navigation (CIN)  
China Association of the National Shipbuilding Industry (CANSI)

**CO-ORGANIZER:**

Tianjin Zhenwei Exhibition Group Co., Ltd.



## 展会概况 | EXHIBITION OVERVIEW

**航运**是经济社会发展的重要基础，也是国际贸易的重要桥梁和纽带。根据国际海事组织数据，航运行业在全球贸易中占比超过80%。习近平总书记在天津港考察时强调，经济要发展，国家要强大，交通特别是海运首先要强起来。要志在万里，努力打造世界一流的智慧港口、绿色港口，更好服务京津冀协同发展和共建“一带一路”，打造北方地方联通国内国际双循环的重要战略支点。

为深入贯彻落实习近平总书记重要指示精神，天津已经连续成功举办两届国际航运产业博览会。共计吸引来自22个国家和地区的近500家航运领域龙头企业、上市公司、世界知名港口参展，现场吸引超过6万专业观众参观、洽谈，成果丰硕。

第三届天津国际航运产业博览会（简称“第三届国际航运展”）将于2025年6月12-14日举办，着眼全球航运产业发展新趋势新机遇，更加注重航运产业链、供应链的延伸，聚焦国际港口、国际船东、港航装备、绿色智慧航运、航运产业链、航运服务、国际货代、航运文旅等要素，全方位展示世界航运领域发展的前沿成果和重大成就。同期还将举办招商推介、经贸对接、集中签约、成果转化等活动，组织国际海事交流、海事仲裁、货代物流、航运金融、冷链加工、邮轮游艇、拖轮引航等专业交流活动，全力打造产业链全、专业性强、覆盖面广、影响力大、发布权威的产业盛会和交流平台。

我们诚邀相关领域企业和各界人士参加本次展会，期待与您相聚津门，共襄航运产业盛会！



# TISIE

THE 3<sup>rd</sup> TIANJIN  
INTERNATIONAL  
SHIPPING INDUSTRY  
EXPO

Shipping serves as a vital foundation for economic and social progress, as well as a critical nexus in international trade. Shipping industry accounts for over 80% of global trade according to International Maritime Organization (IMO). During an inspection visit to Tianjin Port, General Secretary Xi Jinping highlighted the importance of prioritizing transportation, especially shipping, for economic growth and a stronger nation. Our goal is to construct a world-class smart and green port, which will better facilitate the coordinated development of the Beijing-Tianjin-Hebei region and the "Belt and Road Initiative", and establish a key strategic hub in northern China connecting domestic and international markets.

Tianjin has successfully hosted two consecutive International Shipping Industry Expos as response to the instructions from General Secretary Xi Jinping. These events attracted nearly 500 leading enterprises, listed companies, and renowned ports from 22 countries or regions in the shipping industry. More than 60,000 professional visitors attended the Expo for negotiations, yielding fruitful results.

The 3rd Tianjin International Shipping Industry Expo (referred to as the "3rd International Shipping Expo") will take place from June 12th to 14th, 2025. Focusing on emerging trends and opportunities in the global shipping industry, the event will emphasize the extension of the shipping industry's supply and value chains. It will spotlight international ports, shipowners, port and shipping equipment, green and smart shipping, shipping industry chains, shipping services, international freight forwarding, and shipping cultural tourism, showcasing cutting-edge achievements and milestones in the global shipping sector. Simultaneously, activities such as investment promotions, business matchmaking, centralized contract signings, and results transformation will be held. Professional exchange events will cover maritime communication, maritime arbitration, freight logistics, shipping finance, cold chain processing, cruises and yachts, as well as tugboat and pilotage services. The Expo aims to establish itself as a comprehensive, highly professional, widely influential, and authoritative platform for industry collaboration and exchange.

We sincerely invite enterprises and professionals from relevant industries to participate in the Expo. Looking forward to meeting you in Tianjin to jointly celebrate the shipping industry event!



## 展会亮点 | EXHIBITION HIGHLIGHTS

### 01 | 50000 m<sup>2</sup>、9大展区、500 余家展商 引领全球航运产业发展“风向标”

50,000 Square Meters, 9 Exhibition Areas, 500+ Exhibitors “Vane” of Global Shipping Industry Development

本届展会展览面积达 50,000 平方米，共设置“国际港口展区、国际船东展区、港航装备展区、绿色智慧航运展区、航运产业链展区、航运服务展区、国际货代展区、航运文旅展区、天津航运综合展区”9大展区，将邀请全球航运及配套产业链上下游世界 500 强、上市公司、行业龙头等超 500 家企业参展参会，通过高端论坛、盛大展览、成果发布、专业会议、展洽交流等内容，引领全球航运产业发展“风向标”。

Featuring an exhibition area of 50,000 square meters with 9 exhibitions: International Port Exhibition Area, International Shipowner Exhibition Area, Port and Shipping Equipment Exhibition Area, Green and Smart Shipping Exhibition Area, Shipping Industry Chain Exhibition Area, Shipping Service Exhibition Area, International Freight Forwarding Exhibition Area, Shipping Cultural Tourism Exhibition Area, and Tianjin Shipping Comprehensive Exhibition Area, the Expo will invite more than 500 enterprises, including the Fortune Global 500 companies, listed companies, and industry leaders from across the global shipping and supporting industry chains. Through high-level forums, grand exhibitions, achievement releases, professional meetings, and exhibition exchanges, the event aims to serve as a “vane” for the global shipping industry’s development.



## 02 | 设置“1+1+N”会展模式 打造全球航运产业发展“会客厅”

Establish “1+1+N” Exhibition Model Build a 'reception hall' for the global shipping industry development

本届展会同期将举办1场盛大展览，1场开幕式，N场航运专业会议和考察推介活动，打造全球航运产业发展“会客厅”。包括中国（东疆）航运产业周论坛、第二届中国—新加坡绿色数字航运走廊建设年会、第二届国际海事海商争议解决交流会、中国港口协会轮驳分会第四届二次理事会暨分会成立三十周年纪念大会、第三届中国国际货代物流行业高质量发展会议、航运金融大会、航运指数金融衍生品创新发展会议、锰铬矿产业发展会议、国际肉类贸易与航运发展趋势交流会、天津游艇产业发展交流会等重要会议，展会同期还将举办现场签约，邮轮静态游活动、港作拖轮技能比武大赛、于家堡游艇俱乐部启动仪式等多场活动。届时，将邀请政府领导、专家院士、名企高管、知名媒体等嘉宾围绕航海、海运、港口、海事、物流产业多领域的深入交流，共话产业未来发展新趋势。

The expo will feature a grand exhibition, an opening ceremony, and numerous specialized shipping conferences and promotional activities, establishing a "hub" for global shipping industry development. Key events include the China (Dongjiang) Shipping Industry Week Forum, the 2nd China-Singapore Green Digital Shipping Corridor Construction Annual Meeting, the 2nd International Maritime Dispute Resolution Conference, the 4th Second Council Meeting and 30th Anniversary of the Tugboat Branch of the China Ports Association, the 3rd China International Freight Forwarding and Logistics High-Quality Development Conference, the Shipping Finance Conference, the Shipping Index Financial Derivatives Innovation Development Conference, the Manganese and Chrome Ore Industry Development Conference, the International Meat Trade and Shipping Development Trend Exchange, and the Tianjin Yacht Industry Development Exchange. Additionally, the event will host on-site contract signings, static cruise displays, a port tugboat skills competition, and the Yujiapu Yacht Club Launch Ceremony. Government leaders, experts, academicians, executives from prominent enterprises, and leading media representatives will join to discuss new trends in the navigation, shipping, ports, maritime, logistics, and related industries, fostering deep exchanges on the future development of the sector.



### 03 | 布局和优化生态圈 发挥产业“助推器”作用

Optimize the Ecosystem as the "Booster" of the Industry

第三届国际航运展将邀请行业头部企业、国内外上下游关联企业、产业服务企业参展。邀请国内外团组及投融资机构举办各类活动，促成产业对接和成果转化，助力产业结构优化升级，助推产业高质量发展。

展会政商云集，参展企业达500余家。2024天津航运展知名展商包括中国交建、中国铁建、中远海运、国家能源、中国邮政、中国海油、华为、宁德时代、松下等世界500强企业和品牌；中铁特货、南方航空物流、福建国航远洋、中创物流、阿艾司船级社、罗伯特·艾伦、托马斯米勒、瓦锡兰等外资、上市公司；上港集团、天津港、河北港口、浙江海港、厦门港、新加坡港、斯里兰卡港等知名港口企业；国能航运、中谷航运、福建国航等大中型航运企业；人保财险、平安保险、天津银行、天津仲裁委等金融保险法律等港航服务企业。

Leading enterprises in the shipping industry, domestic and foreign upstream and downstream associated enterprises, and industrial service providers will be invited to participate in the 3rd International Shipping Expo. Various activities for domestic and foreign groups and investment and financing institutions will be held, which aim to facilitate industrial connection and achievement transformation, boost the industry structure optimization and upgrading, and advance the high-quality development of the industry.

The expo will gather key government and business representatives, with over 500 enterprises participating. Renowned exhibitors from the 2024 Tianjin Shipping Expo include Fortune Global 500 companies such as China Communications Construction Co., Ltd, China Railway Construction Co., Ltd, COSCO Shipping, China Energy, China Post, China National Offshore Oil Corporation (CNOOC), Huawei, CATL, and Panasonic. Participants also include prominent foreign-invested and listed companies like China Railway Special Cargo, China Southern Airlines Logistics, Fujian Guohang Ocean Shipping, China Master Logistics, Russian Maritime Register of Shipping (Tianjin) Co., Ltd, Robert Allan, Thomas Miller, and Wärtsilä. Additionally, well-known port enterprises such as Shanghai International Port (Group) Co., Ltd. (SIPG), Tianjin Port, Hebei Port, Zhejiang Seaport, Xiamen Port, Singapore Port, and Sri Lanka Port will participate, along with large and medium-sized shipping companies like China Energy Shipping, Zhonggu Shipping, and Fujian Guohang. Financial, insurance, and legal service providers in the port and shipping sector, including PICC, Ping An Insurance, Bank of Tianjin, and Tianjin Arbitration Commission, will also join the event.

# 04 | 60000专业观众齐聚 共创新商机、促进新合作

60,000 Professional Visitors Gathered Together Co-create New Business Prospects and Propel New Partnership

第三届国际航运展依托专业数据库，将精准定向宣发邀约，不间断邀请国内外采购商及专业观众参观展会，将展会动态精细化、实时化传达至目标受众人群，筛选高质量采购商与参展商实现精准的商贸对接，帮助供采双方精确找到“连接点”，共创新商机、促进新合作。第三届天津国际航运产业博览会预计将有来自国内外的6万余专业观众到场参观。

Based on professional databases, the 3rd Tianjin International Shipping Industry Expo will conduct targeted promotion and invitation, continuously invite domestic and foreign buyers and professional visitors, convey the Expo dynamics to the target audiences in a refined and real-time manner, screen high-quality buyers and exhibitors to achieve business matching, and assist both exhibitors and buyers in accurately identifying “connections”, foster new business opportunities and promote new collaborations. Over 60,000 professional visitors from home and abroad are expected to attend the Expo.





## 05 | 打造全媒体传播矩阵 发挥“扬声器”作用

Build an all-media matrix as the “speaker”

在展会品牌宣传上，充分利用中央级媒体、地方媒体、行业媒体、新媒体等平台，配合户外广告、道路交通广告等多种宣传形式，打造全媒体传播矩阵，全方位、多维立体，营造天津国际航运展氛围，占领关键制高点，形成品牌影响力。

媒体主要包括新华社、中央广播电视总台、中国新闻社、央广网、人民网等多家央媒，天津广播电视台、天津海河传媒中心、天津日报、津云新媒体、今晚报等多家天津本地媒体，中国水运报、中国水运网、中国远洋海运杂志、人民交通网、中国海事服务网、船海装备网、《船舶与海工》杂志、《中国船检》杂志、中国船舶与海洋工程网等多家行业媒体，以及微信订阅号、服务号、视频号等新（自）媒体平台和户外广告平台。通过充分整合媒体资源，挖掘展会宣传点，扩大展会品牌影响力、渗透力。

Fully utilize platforms such as central-level media, local media, industry media, and new media and combine with publicity forms like outdoor advertising and road traffic advertising in the promotion of the exhibition brands to build an all-media communication matrix, thereby creating an all-round and multi-dimensional atmosphere for the Tianjin International Shipping Industry Expo, maximizing exposure opportunities, and cultivating brand influence.

The media mainly consist of China Central media (such as Xinhua News Agency, China Media Group, China News Service and CNR News, People's Daily Online), local media in Tianjin (like Tianjin Radio and Television Station, Tianjin Haihe Media Group, Tianjin Daily, Tianjin Cloud New Media and Tonight News Paper), and industry media (such as China Water Transport, China Water Transport Network, Maritime China, People's Transportation Network, China Maritime Service Network, Ship and Marine Equipment Network, Ship and Offshore, China Ship Survey and China Ship and Ocean Engineering Network), as well as several new (We) media platforms and outdoor advertising platforms (like WeChat subscription accounts, service accounts and video accounts).

The 3rd Tianjin International Shipping Industry Expo will expand the brand influence and penetration of the exhibition by fully integrating media resources and exploring the promotion points.

# 展区规划

## EXHIBITION AREA LAYOUT

### 国际港口展区

International Port Exhibition Area

主要展示国内外各港口发展最新成果、国际航线布局、智慧港口管理、绿色港口建设等，展示引航、拖轮等领域新技术，结合京津冀协同发展和“一带一路”，展示港口服务辐射中蒙俄经济走廊和内陆地区的相关成果。

It mainly displays the latest achievements of domestic and foreign ports, the layout of international shipping routes, smart management of ports, green construction of ports, and innovative technologies in the fields of pilotage and tugboats. Furthermore, to align with the synergistic development of Beijing-Tianjin-Hebei and the "Belt and Road Initiative", the area will also showcase port services to the China-Mongolia-Russia Economic Corridor and inland areas.

### 国际船东展区

International Shipowner Exhibition Area

主要展示航运企业的优质航线、新能源船舶设备、特殊装备、绿色能源替代等。

It will highlight the quality routes, new energy ship equipment, special equipment and alternative green energy of the shipping companies.

### 港航装备展区

Port and Shipping Equipment Exhibition Area

主要展示港航建设、船舶制造修理及港口机械领域最新技术成果，以及特装船舶、海工装备、配套操作系统以及新能源车辆等。

This exhibition area will mainly demonstrate the latest technological achievements in the field of port and navigation construction, shipbuilding and repair, port machinery, as well as special ships, marine equipment, supporting operating systems and new energy vehicles.



## 绿色智慧航运展区

Green and Smart Shipping Exhibition Area

主要展示航运领域科技创新应用、清洁能源替代等可持续发展成果及新型设备和前沿技术；围绕港口航运集中展示以港口航运为核心的上下游企业的发展。以及新型设备和前沿技术；注重畅通船用清洁能源生产、需求两端链条，打造绿色航运走廊。

The exhibition area mainly displays the application of technological innovation in the field of shipping, the achievements of sustainable development such as the substitution of clean energy, new equipment and cutting-edge technologies. Furthermore, it will display the development of upstream and downstream enterprises with port shipping as the core, as well as new equipment and advanced technologies for port shipping. Focus on streamlining the production and demand chains of marine clean energy to create a green shipping corridor.

## 航运产业链展区

Shipping Industry Chain Exhibition Area

主要展示冷链（果蔬、肉类）、矿石、钢铁、石化、粮油等货类及配套仓储、堆场、加工贸易、交割交易等上下游配套产业。重点展示大宗散货、跨境电商、冷链冻品、全程物流等。

This exhibition area mainly displays goods like cold-chain products (fruits, vegetables and meat), ores, steel, petrochemicals, and grain & oil, as well as supporting upstream and downstream industries such as warehousing, stockyard, processing trade and delivery transactions. It will focus on bulk cargo, cross-border e-commerce, cold-chain frozen products, and integrated logistics.

## 航运文旅展区

Shipping Cultural Tourism Exhibition Area

集中展示海洋特色旅游、海洋科普、邮轮游艇及水上运动装备等。

It will emphasize the marine tourism, marine science popularization, cruise, yachts and water sports equipment.



## 航运服务展区

Shipping Service Exhibition Area

主要展示航运金融与保险、航运信息与通信、航运教育与培训、航运法律与咨询等航运产业配套服务和周边衍生产品；展示进口商品；船舶供应、船舶管理、船舶服务、船员服务等相关企业。

It will emphasize the finance and insurance, information and communication, education and training, law and consultation, and other supporting services and peripheral products of the shipping industry. Imported commodities, enterprises related to ship supply, ship management, ship services and crew services, will also be exhibited in this area.

## 国际货代展区

International Freight Forwarding Exhibition Area

主要展示全球物流市场动态与合作交流，最新的服务及贸易创新成果，推动互联网新经济、数字技术和货代行业深度融合。

It will mainly display global logistics market dynamics and cooperation, the latest innovative achievements of service and trade, aiming at promoting the deep integration of Internet economy, digital technology and freight forwarding industry.

## 天津航运综合展区

Tianjin Shipping Comprehensive Exhibition Area

主要展示港产城融合发展的实践成果，同时设置滨海新区、和平区、河西区、河北区以及东疆港产城示范区展区，突出适港经济产业图谱；发动全市各区围绕本区特色产业、特色园区开展招商政策宣传、合作项目，推介营商环境和优质企业。

Centered on the developments of the integration of Port-Industry-City and the demonstration zones in Binhai New District, Heping District, Hexi District, Hebei District and Dongjiang Port-Industry-City areas, this area will highlight the industrial spectrum suitable for ports. In addition, investment promotion policies and cooperation projects regarding unique industries and parks of all districts shall be showcased to promote the business ecology and leading enterprises in Tianjin.

天津国际航运产业博览会组委会

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