IBHDT EXPO



2027
上海国际散杂大件及危险品运输博览会

Shanghai International Breakbulk, Heavy-Lift and Dangerous Goods Transport Expo

同期举办:2027第三届上海亚洲物流博览会

Concurrent Event: 3rd Shanghai Asia Logistics Expo 2027

2027年3月15日–16日
March 15th - 16th, 2027

上海世贸展览馆
Shanghai World Trade Exhibition Hall

高端装备、新能源、化工及基建产业升级，推动散杂大件与危化品运输迈向智能化、规范化。上海依托国际航运中心优势，汇聚华东核心物流资源。2027上海国际散杂大件及危险品运输博览会应势而生，聚焦行业痛点，以合规、智能、安全为宗旨，整合运力、装备、技术等全产业链资源，打造集展示、对接、交流于一体的专业平台，助力企业降本增效、拓展市场、树立品牌。

Upgrading of high-end equipment, new energy, chemical industry and infrastructure industries has driven the transportation of bulky and hazardous goods towards intelligence and standardization. Leveraging the advantages of the international shipping center, Shanghai gathers core logistics resources in the eastern region. In response to the current situation, the 2027 Shanghai International Bulk and Hazardous Goods Transportation Expo was born. Focusing on industry pain points, it adheres to the principles of compliance, intelligence and safety, integrates resources across the entire industry chain including transportation capacity, equipment and technology, and builds a professional platform that integrates exhibition, connection and communication, to help enterprises reduce costs, increase efficiency, expand markets and establish brands.

区位枢纽优势，坐拥顶级产业资源

Location advantage as a hub, with top-level industrial resourcesa

上海航运枢纽集聚化工重工、风电核电等大件危货需求，国展中心辐射全国，精准导入采购商。

The Shanghai shipping hub gathers demands for large and hazardous goods such as chemical engineering, wind power and nuclear power. The National Exhibition Center covers the entire country and precisely attracts buyers.

细分赛道聚焦，精准匹配行业需求

Targeted niche focus, precise matching of industry demands

聚焦散杂大件、危化品特种物流，精准匹配上下游，杜绝泛化，提升签约转化率。

Focus on large and scattered items, hazardous chemicals and special logistics. Precisely match the upstream and downstream. Eliminate generalization and improve the contract conversion rate.

权威行业赋能，政策精准解读

Expert industry empowerment, precise policy interpretation

邀请主管部门与专家，解读大件危运合规新政，助企业规避风险、把握政策红利。

Inviting relevant authorities and experts to explain the new regulations on the transportation of hazardous goods, so as to help enterprises avoid risks and seize the policy benefits.

全产业链汇聚，一站式商贸对接

The entire industrial chain is gathered, and one-stop business connections are provided.

汇聚运力、装备、安全、智能管控及配套服务全产业链，打造一站式展示合作采购平台。

Collecting the entire industrial chain of transportation capacity, equipment, safety, intelligent control and supporting services, and creating a one-stop platform for display, cooperation and procurement.

专业观众精准邀约，保障参展效果

Accurate invitation of professional visitors to ensure the effectiveness of the exhibition

定向邀约化工、新能源、重工、基建、物流园区及车队等专业采购负责人，精准对接大客户。

We will specifically invite professional purchasing managers from fields such as chemical engineering, new energy, heavy industry, infrastructure, logistics parks and vehicle fleets, to precisely connect with major clients.



SIX EXHIBITION AREAS
EXHIBITION ITEM PLANNING
六大展区展品规划

重大件超限项目物流与特种运输装备
Heavy-Duty & Over-Dimension Project Logistics

风电、核电、石化、工程机械、轨道交通等大型超限设备运输；跨境工程多式联运、大件运输方案设计、线路勘测、超限审批与护送服务；大件牵引车、低平板挂车、SPMT模块化运输车、起重吊装设备、绑扎加固系统、防滑固定工装等特种装备。

Transportation of wind power, nuclear power, petrochemical, construction machinery and rail transit equipment; cross-border multimodal transport, logistics scheme design, route survey, over-limit approval and escort services; heavy-duty tractors, low-bed trailers, SPMT modular transporters, lifting equipment, lashing and fastening systems.

国际散杂货海运与港口多式联运
International Breakbulk Shipping & Multimodal Transport

件杂货、滚装、半潜船远洋运输服务；港口装卸、堆存仓储、船代货代、远洋租船业务；海铁、海河、海公多式联运，进出口工程货、成套设备全程供应链物流服务。

Breakbulk, ro-ro and semi-submersible vessel shipping services; port loading, unloading, warehousing, shipping agency, freight forwarding and vessel chartering; sea-rail, sea-river and sea-road combined transport, full-process supply chain services for import and export project cargo.

危险品合规储运与专用装备
Compliant Hazardous Goods Logistics & Equipment

各类危化品公路、铁路、海运合规运输及跨境危运业务；危化专用罐车、防爆运输车辆、ISO罐箱、IBC集装桶、危险品专用包装容器；防爆仓储、化工危运场站、中转储运及应急转运配套设施。

Standard road, railway and maritime transportation for dangerous goods and cross-border hazardous logistics; special hazardous tank trucks, explosion-proof vehicles, ISO tanks, IBC containers and professional dangerous goods packaging; explosion-proof warehouses, chemical logistics terminals and emergency transit facilities.

安全防护、应急救援与检测设备
Safety Protection, Emergency & Inspection Equipment

防爆、防泄漏、阻燃、防毒安全防护装备；应急堵漏、抢险救援设备与物资；货物安全检测、罐体车辆检验、运输风险评估、安全鉴定等专业技术服务。

Explosion-proof, leakage-proof, flame-retardant and gas-proof protective equipment; emergency plugging and rescue devices; cargo safety inspection, vehicle & tank detection, transportation risk assessment and safety appraisal services.

智慧物流、智能监控与溯源系统
Smart Logistics & Intelligent Supervision System

北斗/GPS实时定位追踪、车载智能监控、货物温压动态监测；电子运单管理、全程溯源管控平台、物联网智慧物流系统、大数据安全监管解决方案。

GPS/Beidou real-time positioning, vehicle intelligent monitoring, cargo temperature and pressure dynamic tracking; electronic waybill management, full-life traceability platform, IoT logistics management system and big data safety supervision solutions.

国际合规认证与全产业链配套服务
International Compliance, Certification & Industrial Supporting Services

IMDG、ADR、RID国际法规咨询，MSDS编制、危险品分类鉴定、超限许可申报；行业资质认证、物流专项保险、从业人员安全培训；吊索具、防腐包装、海运加固、特种车辆/罐箱/设备租赁、供应链金融等配套服务。

IMDG, ADR, RID regulatory consultation, MSDS compilation, hazardous goods classification, over-limit permit application; industry certification, special logistics insurance, professional safety training; rigging, anti-corrosion packaging, marine lashing, equipment leasing and supply chain financial services.

主办单位： 中国国际货运代理协会 | 环亚物博(上海)会展有限公司
Host: China International Freight Forwarders Association | Huanya Wubo (Shanghai) Exhibition Co., Ltd.

联合主办： 中国国际货运代理协会散杂大件工作委员会 | 中国国际货运代理协会危险品运输工作委员会
Co-host: Break-bulk & Over-dimension Cargo Committee of China International Freight Forwarders Association (CIFA)
Dangerous Goods Transport Committee of China International Freight Forwarders Association (CIFA)

承办单位： 环亚物博（上海）会展有限公司
Organizer: Asia Logistics Expo (Shanghai) Exhibition Co., Ltd

展览面积 EXHIBITION AREA	参展企业 PARTICIPATING ENTERPRISES	专业观众 PROFESSIONAL AUDIENCE
20,000 ㎡	300+ 家	15,000 人

为最大化展会价值、赋能参展企业精准获客、高效合作，展会期间同步举办系列高端重磅活动，打造“展览+论坛+对接+招商+签约”一体化产业盛会：

To maximize the value of the exhibition, empower participating enterprises to achieve precise customer acquisition and efficient cooperation, a series of high-end and significant activities will be held concurrently during the exhibition period, creating an integrated industrial event featuring "exhibition + forum + matchmaking + investment promotion + signing":

COORDINATED EVENT THEME PLANNING

同期主题活动策划

- **2027国际散杂大件与危险品运输行业发展高峰论坛**
  2027 International Summit for Break-bulk, Over-dimension Cargo & Dangerous Goods Transport Industry
- **特种物流供需精准对接会**
  Precision Matching Conference for Special Logistics Supply & Demand
- **危险品运输安全合规实操培训会**
  Practical Training Seminar on Safety & Compliance for Dangerous Goods Transport
- **行业年度评优颁奖盛典**
  Annual Industry Selection & Awards Ceremony

PROFESSIONAL VISITOR INVITATION PLAN

专业观众邀约计划





物流端
Logistics end
大件、危化品及仓储供应链企业负责人等
The heads of large-scale enterprises, hazardous chemicals enterprises, and enterprises involved in the supply chain of warehousing operations

生产制造端
Production and manufacturing end
化工、新能源、重工、基建采购负责人等
Chemical industry, new energy, heavy industry, infrastructure procurement managers, etc.

商贸口岸端
Trade port end
进出口、货代、港口、跨境供应链企业等
Import and export enterprises, freight forwarding companies, ports, cross-border supply chain enterprises, etc.

服务商端
Service provider side
物流装备、安防、智能系统、物联网商等
Logistics equipment, security, intelligent systems, Internet of Things companies, etc.

机构端
Institutional end
监管、协会、院校、金融法律机构等
Regulatory bodies, associations, educational institutions, financial legal institutions, etc.

IBHDT EXPO

FULL-CYCLE PUBLICITY AND PROMOTION PLAN

全周期宣传推广方案

1 展前推广 PRE-EVENT PROMOTION

2026年7月-2027年3月 July 2026 - March 2027

行业垂直媒体：行业网站期刊投放广告展商专访，覆盖危化大件风电重工货代领域；

Industry vertical media: The industry website publishes advertisements and conducts interviews with exhibitors, covering the fields of hazardous chemicals, large equipment, wind power, heavy industry and freight forwarding.

新媒体矩阵：官方公众号、视频号、抖音持续更新展会动态与行业政策解读；

New Media Matrix: Official WeChat Official Account, WeChat Channels and Douyin continuously update exhibition updates and interpretations of industry policies.

协会渠道：协会官网、会员群、线下行业沙龙同步宣发展会信息；

Association channels: Exhibition information is simultaneously promoted and released via the association's official website, member groups and offline industry salons.

精准定向投放：物流企业、化工制造企业行业社群定向推送邀请函；

Precise targeted advertising: Targeted invitation letters are pushed to industry communities of logistics enterprises and chemical manufacturing enterprises.

线下前置宣传：全国重点化工园区、物流园区、货运市场张贴海报、派发邀请函。

Offline pre-promotion: Posters are posted and invitation letters distributed at key national chemical parks, logistics parks and freight markets.



招商热线:
Investment Hotline:

胡倩 156 1808 1198

2 展中推广 On-site Promotion

2027年3月15日-16日 March 15-16, 2027

展会大屏循环播放展商宣传片、活动议程预告；
现场媒体一对一专访龙头参展企业；
高峰论坛、对接会全程线上直播，覆盖全国及海外无法到场行业人群，实时传播展会盛况。

Exhibition large-screen loops exhibitor promotional videos and previews of event agendas;
On-site media conduct one-on-one exclusive interviews with leading participating enterprises;
The summit forum and matchmaking meetings are fully live-streamed online, reaching industry participants across China and overseas who cannot attend on-site, to broadcast the grand occasion of the exhibition in real time.



3 展后宣传 Post-event Promotion

展后长效赋能 Long-term Empowerment after the Exhibition



整理现场洽谈意向客商线索，精准匹配对应参展企业，持续跟进对接；发布展会总结报告、现场论坛课件、演讲视频、现场精彩图集，延续展会热度；官方平台持续展商品牌曝光，搭建长期行业交流社群，常态化推送行业资讯与产业活动。

Sort out leads of potential business partners with on-site negotiation intentions, accurately match them with corresponding exhibitors and conduct continuous follow-up and connection; release exhibition summary reports, on-site forum course materials, speech videos and highlight photo galleries to sustain the exhibition momentum; maintain continuous brand exposure for exhibitors through official platforms, establish long-term industry exchange communities, and regularly push industry news and industrial event information.

展会咨询 Exhibition Consultation

官方公众号 Official Public Account

官方小程序 Official mini-program

官方抖音 Official Douyin

官方Facebook Official Facebook

2027

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地址： 上海市青浦区汇龙路695号A栋916室（虹桥叶迪商务园）