

第八屆大運河文化旅遊博覽會 —— “絲路與運河的邂逅” 主題展

2026年9月29日-10月2日

蘇州國際博覽中心

主辦單位 | SPONSOR

江蘇省文化和旅遊廳

江蘇省人民政府外事辦公室

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蘇州市人民政府外事辦公室



EXPO
大運河文化旅遊博覽會
Grand Canal Culture and Tourism Expo

中国大运河及大运河文化旅游博览会简介

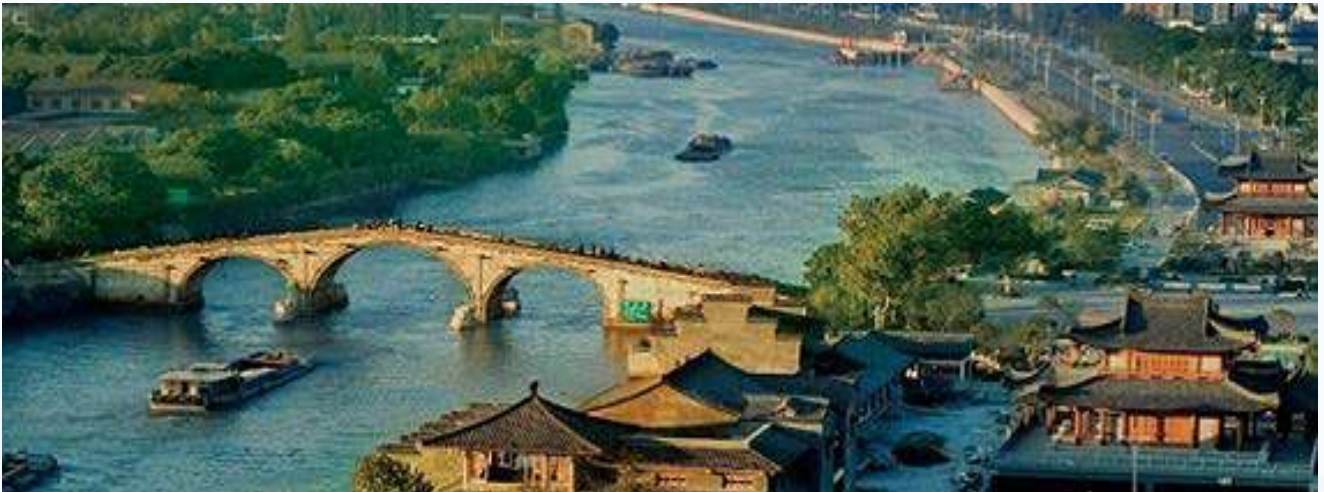
Introduction of China Grand and Grand Canal Culture and Tourism Expo



中国大运河全长近 3200 公里，开凿至今已有 2500 多年，是目前世界上距离最长、规模最大的运河。

2014 年 6 月 22 日，中国大运河项目成功入选世界文化遗产名录。2019 年 7 月 24 日，中央全面深化改革委员会审议通过《长城、大运河、长征国家文化公园建设方案》，大运河江苏段被确定为大运河国家文化公园全国唯一一处重点建设区。大运河江苏段纵贯南北 790 多公里，拥有的世界文化遗产资源占全线 1/3 以上，同时串联起扬子江城市群、江淮生态经济区、淮海经济区，辐射到沿海经济带，对接长江经济带发展、长三角一体化等国家战略。江苏省成立了由省主要领导任组长、沿线 11 个城市和相关职能部门共同参与的大运河文化带建设工作领导小组，成立大运河文化带建设研究院，设立初期规模 200 亿元的大运河文旅基金，建设大运河国家文化公园、中国大运河博物馆，搭建世界运河历史文化城市合作组织（WCCO），努力把大运河江苏段打造成璀璨文化带、绿色生态带、缤纷旅游带。





The Grand Canal of China, with a total length of nearly 3,200 kilometers, has been dug for more than 2,500 years. It is the longest and largest canal in the world.

On June 22, 2014, China's Grand Canal Project was successfully listed as a World Cultural Heritage Site. On July 24, 2019, the Commission for Deepening Overall Reform of the CPC Central Committee examined and approved the Construction Plan of the Great Wall, Grand Canal and Long March National Cultural Park, and the Jiangsu section of the Grand Canal was identified as the only key construction area of the Grand Canal National Cultural Park in China. The Jiangsu section of the Grand Canal runs from north to south for more than 790 kilometers, with more than one third of the world cultural heritage resources. At the same time, it connects the Yangtze River city cluster, the Jianghuai ecological economic zone and the Huaihai economic zone, radiates to the coastal economic belt, and connects with national strategies such as the development of the Yangtze River Economic Belt and the integration of the Yangtze River Delta. Jiangsu Province has set up a leading group for the construction of the Grand Canal cultural belt, with 11 cities along the line and relevant functional departments as the team leader, established a research institute for the construction of the Grand Canal cultural belt, established a 20 billion Chinese yuan Grand Canal Cultural and Tourism Fund in the initial stage, built the Grand Canal National Cultural Park and China Grand Canal Museum, and built a World Historic and Cultural Canal Cities Cooperation Organization WCCO, strive to build the Grand Canal Jiangsu section into a bright cultural belt, green ecological belt and colorful tourism belt.





大运河不仅是一份宝贵的历史遗产，更是中华文化的一张生动名片。为进一步发掘运用运河资源，提升运河文化国际影响力，推动国际人文交流与合作，江苏省打造了大运河文化旅游博览会。首届博览会于2019年5月3日至6日在扬州举办，吸引了5大洲31国家和地区、3个国际组织以及省内外近40个城市的500家单位参展，举办了运河达人秀、戏曲快闪活动和58场旅游推广活动，参展的文物精品、旅游产品、非遗项目、名宴美食、旅游装备和文创产品等达7000多件，观展人数达12.6万人次。

The Grand Canal is not only a precious historical heritage, but also a vivid name card of Chinese culture. In order to further explore and utilize the canal resources, enhance the international influence of the canal culture, and promote international cultural exchanges and cooperation, Jiangsu Province has established the Grand Canal Culture Tourism Expo. The first expo opened on 3rd-6th, May, 2019, held in Yangzhou, which has attracted 500 exhibitors from 31 countries and regions on 5 continents, 3 international organizations and nearly 40 cities inside and outside the province. The Grand Canal Talent Show, Drama Flash Show and 58 tourism promotion activities were held during the Expo. More than 7000 pieces of cultural relics, tourism products, intangible cultural heritage projects, famous banquets and delicacies, tourism equipment and cultural and creative products were exhibited with nearly 126000 visitors.



第七届运博会于2025年8月15日至17日在苏州举办，在秉承前六届运博会有效做法的基础上，延续“融合 创新 共享”主题，立足大运河全域，聚焦保护传承弘扬大运河文化，推动文旅高水平融合、高质量发展，促进全省文旅市场加快全面复苏，努力建设文化强省和世界重要旅游目的地，采取线下线上互动结合，馆内馆外联动方式举办，共安排夜行宝带桥、开幕仪式、夜游金鸡湖、展览展示、主题论坛、互动联动6大板块17项活动。其中，六大主题展览展示，吸引国内近90个城市、35个国家和地区，超千家单位4000余人参展参会。据不完全统计，累计近16万人次走进运博会六大主题展，线上受众突破5.2亿人次。

The 7th Grand Canal Culture and Tourism Expo was held in Suzhou from August 15 to 17, 2025. On the basis of the effective practices of the previous six Expos, we continued the theme of "integration, innovation and sharing" ; based on the entire area of the Grand Canal, we focused on protecting and carrying forward the Grand Canal culture, promoted the high-level integration and high-quality development of culture and tourism, speed up the comprehensive recovery of the province's cultural tourism market, and strove to build Jiangsu into a powerful cultural province and an important tourist destination in the world. A total of 17 activities in 6 major sections including night tour of Baodai Bridge, opening ceremony, night tour of Jinji Lake, exhibitions & shows, theme forums, and interactive activities were held online and offline, in halls or in the open air. Among them, the six themed exhibitions attracted more than 4,000 participants of over 1000 organizations from nearly 90 cities in China, 35 countries and regions. According to incomplete statistics, a total of nearly 160,000 people have visited the six major themed exhibitions of the Expo, and the number of online visitors has exceeded 520 million.



大运河是中国的，也是世界的。第五届大运河文化旅游博览会中“丝路与运河的邂逅”主题展进一步提档升级，异域风情平添穿越感，千年历史、璀璨文明目不暇接，通过创意设计搭建展位，营造各美其美、美美与共的氛围特色。

The Grand Canal belongs to China as well as the world. During the 7th Grand Canal Culture and Tourism Expo, the special exhibition of "The Silk Road Meets the Canal" has been further upgraded. A sense of time travel was added to the exotic charm of the exhibition. The thousand-year history and brilliant civilization are dizzying. The booths were built based on creative design, creating the atmosphere of "appreciate the culture/values of others as do to one's own".





上届运博会首次创意规划世界运河集市，通过一条独具特色的异域风情街区，汇聚多个国别，集中销售原汁原味的本国特产，为观众打造可观、可买、可打卡的海外风情体验空间。

The World Canal Fair was created in a creative way in the last Expo. Along the unique exotic street, authentic special local products were on sale, where visitors could appreciate, buy and experience the exotic things of various countries.

上届运博会还组织了国际友人“水韵江苏·运河行”活动，邀请11个国家40多位驻华使节和文旅机构代表，考察苏州平望古镇、苏州湾博物馆等运河地标，沿着千年运河感受江苏深厚的历史人文和现代文明。

During the last Expo, we organized the "Water Charm of Jiangsu: Canal Tour" for international friends, inviting more than 40 diplomatic envoys and representatives of cultural and tourism institutions from 11 countries to visit landmarks by the Canal such as Suzhou Pingwang Ancient Town and Suzhou Bay Museum and experience the profound history, culture and modern civilization of Jiangsu Province along the 1000-year-old Canal.



第八届大运河文化旅游博览会

Grand Canal Culture and Tourism Expo

时间：2026年9月29日-10月2日

地点：苏州国际博览中心

Date: September 29 - October 2, 2026

Venue: Suzhou International Expo Center



展品范围

EXHIBITS CATEGORIES

旅游类：景点景区、旅游线路、旅游餐饮、旅游住宿、旅游类文创产品；

文化类：数字文化、工艺美术、艺术品、创意设计、非物质文化遗产；

特色商品类：地理标志产品、日化用品、特色美食饮品等。

Tourism: Scenic spots, Tourist Route Products, Catering, Accommodation
Tourism Derivative Products.

Culture: Digital Culture, Arts & Crafts, Creative Design, Intangible
Cultural Heritage.

Featured Commodities: Geographical Indication Products, Agricultural
Products, Daily Commodities, Foods & Beverages.

参展条件

- 经组委会审核通过的企业，展位大小由组委会统一根据参展内容、产品规模和数量调配，参展方可提前和组委会进行沟通;
- 组委会向参展方提供舞台及显示大屏，以便参展企业进行文化宣传与推介，亦可进行主题演出与活动;
- 如有其他活动需求可提前向组委会进行申请，条件为参展企业必须在注册国或地区拥有合法的经营资格。

REQUIREMENTS FOR PARTICIPATION

- Qualified enterprises can participate in the exhibition, the size of your booth is uniformly allocated by the organizing committee according to the exhibition content, product scale and quantity, exhibitors can communicate with the organizing committee in advance;
- The organizing committee will provide the exhibitors with a stage and a big LED screen, so that exhibitors can hold cultural publicity and promotion, as well as conduct themed performances and activities;
- If you plan to hold other activities, please apply to the organizing committee in advance, provided that the exhibitor must have legal business qualification in the country or region of registration.

参展联系

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