HRTE
HANGZHOU

CESR GBMC & HRTE

2027杭州消费电子与服务机器人全球买家对接会

Hangzhou Consumer Electronics & Service Robotics Global Buyer Matchmaking Conference

暨中国企业出海专场

& China Enterprises Going Global Session 2027

同期举办：第三届杭州国际人形机器人与机器人技术展览会

The 3rd Hangzhou International Humanoid Robots and Robotics Technology Exhibition 2027

2027.05.27-29
May 27–29, 2027

杭州大会展中心-浙江
Hangzhou Grand Convention and Exhibition Center, Zhejiang

主办单位 | Organizers

浙江机器人产业发展协会
Zhejiang Robot Industry Association

浙江大学机器人研究院
ZheJiang University Robotics Institute

高登会展集团
Golden Conference & Exhibition Group

承办单位 | Organized by

杭州智源展览有限公司
Hangzhou Wisdom Source Exhibition Co., Ltd.

杭州红杉会展有限公司
Hangzhou SICE International Exhibition Management Co., Ltd.

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About | 关于

CESR GBMC & HRTE 2027

以“全球买家对接+中国企业出海服务+HRTE2027展会联动”为核心，聚焦消费电子与服务机器人应用端，打造“需求前置匹配–闭门洽谈–出海服务–签约跟踪”的B2B对接平台。对接会聚焦采购端、应用端和出海服务端；HRTE2027聚焦人形机器人全产业链技术、整机、零部件与场景。二者同期同地、观众互通、买家共享，形成“一会一展、以展带会、以会促展”的联动格局。

The conference brings together global buyers, Chinese manufacturers, and international business service providers, creating a dedicated B2B platform for consumer electronics and service robotics.Combining pre–qualified buyer matching, private business meetings, market entry support, and post–event follow–up, the event is designed to facilitate international sourcing and cross–border partnerships.Held alongside HRTE 2027, the conference complements the exhibition’s focus on humanoid robots, complete systems, core components, and real–world applications. Both events share international buyer delegations, visitor resources, and business networking opportunities, connecting technology showcases with commercial opportunities.

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2027年05月27日–29日 | 杭州大会展中心–浙江

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Key Objectives | 目标

买家目标：定向邀约海外采购商120–150家，重点覆盖中东、东南亚、日韩、欧洲、北美、拉美等区域；

供给目标：筛选200–300家消费电子、服务机器人整机、核心零部件、系统集成及出海服务企业；

洽谈目标：通过需求前置匹配，组织现场一对一洽谈40–50场，区域闭门专场4–6场；

成果目标（建议）：发布采购需求50项以上，达成意向合作金额8–10亿元，签约项目15–20项，形成买家采购清单和供应商短名单；

出海服务目标：为100家次以上企业提供认证、物流、支付、法律、知识产权、海外仓等咨询对接；

展会联动目标：为HRTE2027导入海外买家团组，设置“全球买家对接专区”，组织买家参观展会重点展区。

International Buyer Recruitment: Invite 120—150 international buying companies, primarily from the Middle East, Southeast Asia, Japan, South Korea, Europe, North America, and Latin America.

Supplier Selection: Select 200—300 companies specializing in consumer electronics, service robots, core components, system integration, and international business services.

Business Matchmaking: Arrange 40—50 pre-scheduled one-on-one meetings and 4—6 regional private matchmaking sessions based on verified sourcing requirements.

Target Outcomes: Publish 50+ sourcing opportunities;Generate RMB 800 million—1 billion in potential business partnerships;Facilitate 15—20 project signings;Develop qualified buyer requirement lists and supplier shortlists

International Expansion Support: Provide 100+ business advisory consultations covering certification, logistics, payments, legal compliance, intellectual property, and overseas warehousing.

Exhibition Integration: Bring international buyer delegations to HRTE 2027 through a dedicated Global Buyer Matchmaking Zone and guided exhibition tours.

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Event Highlights | 活动结构

开幕暨全球采购需求发布会 Opening Ceremony & Global Sourcing Briefing

发布重点区域采购需求、采购清单和对接规则；邀请海外买家团组代表、主办方及杭州市相关单位致辞。
Presentation of regional sourcing requirements, procurement opportunities, and matchmaking procedures, followed by welcome remarks from international buyer representatives, organizers, and relevant Hangzhou authorities.

全球买家一对一闭门洽谈 Global Buyer One-on-One Meetings

按“需求前置匹配+定向闭门洽谈”模式，设中东、东南亚、日韩、欧美等区域专场；每桌25–30分钟，预约制，配翻译。
Pre-arranged, private B2B meetings connecting qualified international buyers with selected Chinese suppliers. Dedicated regional sessions will cover the Middle East, Southeast Asia, Japan and South Korea, Europe, and North America. Each meeting lasts 25–30 minutes, with advance booking and interpretation support available.

中国企业出海专场 China Business Global Expansion Forum

聚焦实操服务，包括合规认证（CE/FCC/UL/RoHS）、数据安全与AI伦理、知识产权、跨境物流与海外仓、支付结算、本地化售后、渠道品牌、投融资与并购等。
Practical insights and services to support Chinese companies entering international markets, including: Product Certification & Compliance (CE, FCC, UL, RoHS); Data Security & AI Ethics; Intellectual Property Protection; Cross-Border Logistics & Overseas Warehousing; International Payments & Settlement; Localized After-Sales Support; Distribution Channels & Brand Development; Investment, Financing, Mergers & Acquisitions.

新品全球首发与签约仪式 Global Product Launches & Signing Ceremony

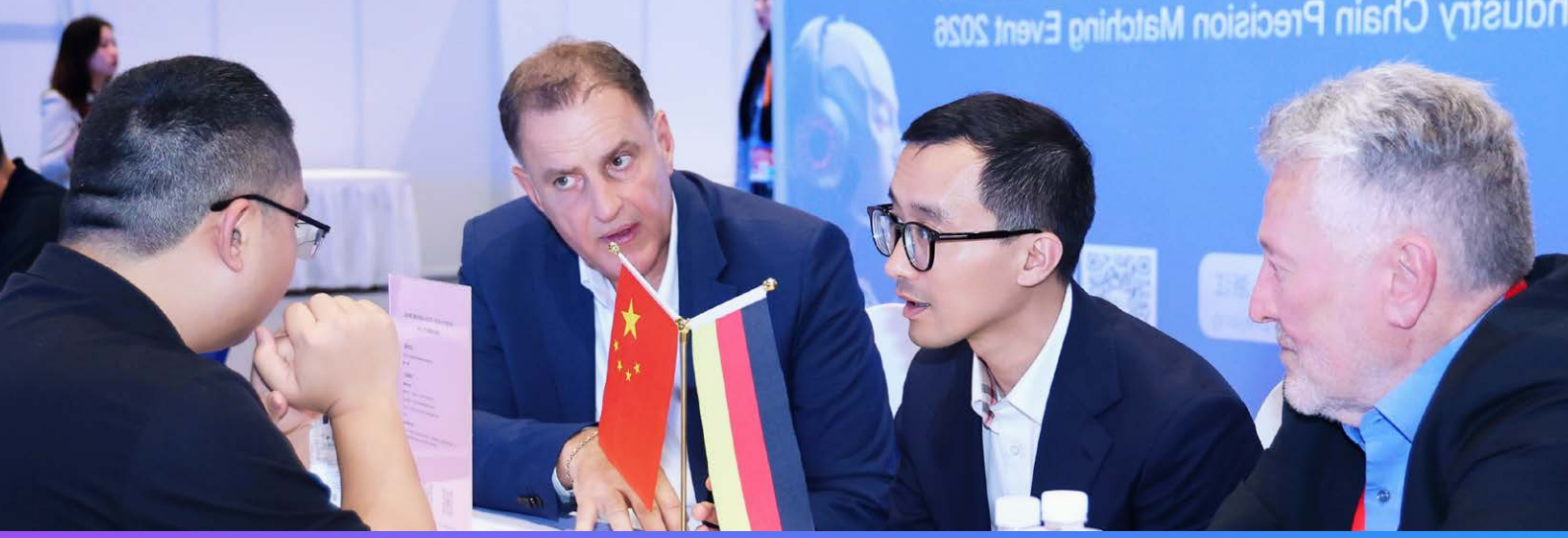
设消费电子、服务机器人新品首发专区；组织意向签约和成果发布。
Dedicated showcases for new consumer electronics and service robotics products, alongside business partnership signings and deal announcements.

HRTE2027展区考察 HRTE 2027 Exhibition Tours

组织海外买家参观人形机器人、核心零部件、服务机器人场景展区，形成“洽谈+看样+验厂”闭环。
Guided visits to exhibition zones featuring humanoid robots, core components, and service robotics applications. Buyers can combine business meetings with product demonstrations and potential factory visits for more informed sourcing decisions.

线上预匹配平台 Online Pre-Matchmaking Platform

提供中英文注册、需求标签、AI+人工匹配、预约洽谈、签到记录和成交跟踪等功能。
A bilingual Chinese-English platform offering: Buyer and Supplier Registration, Sourcing Requirement Profiles, AI-Assisted & Expert-Verified Matching, Meeting Scheduling, On-Site Check-In & Meeting Records, Post-Event Deal Tracking.



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Event Program | 议程安排

5月27日	May 27, 2027 | Thursday
09:00-13:30 注册、展馆参观	Registration & Exhibition Visits
13:30-14:30 对接会开幕暨全球采购需求发布会	Opening Ceremony & Global Sourcing Briefing
14:30-17:00 区域买家闭门洽谈第一轮：中东、东南亚、日韩	Regional Buyer Matchmaking — Round 1: Middle East, Southeast Asia, Japan & South
18:30-20:00 VIP 买家欢迎晚宴	VIP Buyer Welcome Dinner

5月28日	May 28, 2027 | Friday
09:30-12:00 一对一洽谈第二轮：欧美及综合场	One–on–One Matchmaking — Round 2: Europe, North America & General Sessions
13:30-16:30 中国企业出海专场： 政策与市场准入 认证合规与数据安全 跨境物流、支付与海外仓 渠道品牌与本地化售后 知识产权与法律风险 投融资与并购圆桌	China Business Global Expansion Forum: Government Policies & Market Entry Product Certification, Compliance & Data Security Cross–Border Logistics, Payments & Overseas Warehousing Distribution, Branding & Localized After–Sales Services Intellectual Property & Legal Risk Management Investment, Financing & M&A Roundtable
16:30-17:30 新品全球首发与签约仪式	Global Product Launches & Signing Ceremony
17:30-18:30 自由对接	Open Networking & Business Meetings

5月29日	May 29, 2027 | Saturday
09:30-11:30 一对一洽谈第三轮 / 补场	One–on–One Matchmaking — Round 3 & Follow–Up Meetings
11:30-12:00 成果发布	Business Outcomes Announcement
13:30-16:00 杭州产业园区 / 重点企业考察（可选）	Optional Visits to Hangzhou Industrial Parks & Leading Companies

Buyer recruitment & matchmaking | 买家邀约与匹配机制

邀约渠道： HRTE2027海外买家数据库、海外行业协会、使领馆经商处、国际展会合作、跨境电商平台、定向EDM、LinkedIn等。

买家群体： 消费电子连锁零售、电商平台、分销商、服务机器人系统集成商，以及酒店、餐饮、医疗、物流、物业等场景方和投资机构。

匹配流程： 买家需求表→供应商画像→AI初筛+人工复核→提前30天预约→签证邀请→现场洽谈→30天跟踪。

接待安排： 签证邀请函、酒店推荐、接驳、翻译、洽谈桌、展会参观动线。

供应商门槛： 有出口意愿和资质、具备产品认证、英文资料、样品或演示能力；展商优先。

Buyer Recruitment Channels: International buyers will be recruited through the HRTE 2027 buyer network, overseas trade associations, embassy and consulate commercial offices, international exhibition partnerships, cross-border e-commerce platforms, targeted email campaigns, and LinkedIn outreach.

Target Buyer Profiles: Consumer Electronics Retail Chains、E-Commerce Platforms & Distributors、Service Robotics System Integrators、Hospitality & Foodservice Operators、Healthcare & Medical Service Providers、Logistics & Warehousing Companies、Property & Facility Management Companies、Investment Firms.

Matchmaking Process: Buyer Requirements → Supplier Profiling → AI-Assisted Screening & Manual Verification → Pre-Scheduled Meetings → Visa Invitation Support → On-Site Matchmaking → 30-Day Follow-Up, Meetings will be scheduled up to 30 days in advance, based on buyers' sourcing needs and suppliers' capabilities.

Buyer Support Services: Visa Invitation Letters、Hotel Recommendations、Shuttle Services、Interpretation Assistance、Dedicated Meeting Facilities、Guided Exhibition Tours.

Supplier Eligibility: Participating suppliers should demonstrate export readiness, relevant product certifications, English-language business materials, and the ability to provide product samples or demonstrations.
Priority will be given to HRTE 2027 exhibitors.

Post-event Deliverables | 成果输出

- 海外买家采购需求清单；
- 国内供应商短名单；
- 一对一洽谈记录与跟踪表；
- 签约项目与意向合作金额；
- 中国企业出海服务包；
- 对接会成果报告和新闻稿；
- HRTE2027海外买家团组导流数据。

The event will provide:

- International Buyer Sourcing Requirements
- Qualified Chinese Supplier Shortlists
- B2B Meeting Records & Follow-Up Reports
- Signed Project Agreements & Potential Deal Values
- International Market Entry Support Resources
- Event Outcome Report & Press Release
- International Buyer Delegation & Exhibition Engagement Data

联系我们 | Contact Us

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