

2026 QIYANG ZHENGZHOU NEW RETAIL PRIVATE LABEL SUPPLY CHAIN EXPO

2026 LONGSHANG RETAIL PRODUCTS EXPO

CO-LOCATED
EVENTS

2026 ZHENGZHOU INTERNATIONAL PRIVATE LABEL EXPO、2026 HENAN GEOGRAPHICAL INDICATION PRODUCTS EXPO、
2026 FMCG INDUSTRY SUPPLY CHAIN TRACEABILITY CONFERENCE & CROSS-BORDER E-COMMERCE SUMMIT



MAY 8-10



ZHENGZHOU INTERNATIONAL CONVENTION & EXHIBITION CENTER
(NO. 1 CENTRAL PARK, BUSINESS INNER RING ROAD, ZHENGDONG NEW DISTRICT, JINSHUI DISTRICT)

ORGANIZER:  河南省连锁经营协会  河南省快消品行业协会  龙商网  超市周刊  企阳国际展览集团

SUPPORTING ORGANIZATIONS:

HENAN INTELLECTUAL PROPERTY PROTECTION ASSOCIATION

HENAN PROVINCE SPECIALIZATION, REFINEMENT, DIFFERENTIATION AND INNOVATION PROMOTION ASSOCIATION

 **30000+**
EXHIBITION AREA

 **800+**
EXHIBITORS

 **30000+**
PROFESSIONAL VISITORS

 **15+**
FORUMS & CONFERENCES

Exhibition Overview

The 2026 Longshang Retail Commodity Exhibition and the 2026 Qiyang Zhengzhou New Retail & Private Label Supply Chain Expo will be held from May 8 to 10, 2026, at the Zhengzhou International Convention and Exhibition Centre. Centering on industry trends and regional strengths, the expos aim to build a professional platform integrating product display, industry exchange, and business collaboration, fully driving innovation and development in the New Retail sector.

The Expo will gather high-quality suppliers, manufacturers, and brand owners from across the globe. The exhibits scope covers multiple core categories, including food & beverage, household goods, and personal care. They will provide a one-stop sourcing and procurement solution for buyers while offering an exceptional opportunity for suppliers and manufacturers to showcase their capabilities and expand their market reach.



WHY FOCUS ON PRIVATE LABELS?

- Private labels, offer a unique value proposition: providing consumers with high-quality products at competitive prices, creating differentiation and profit margins for retailers, and securing stable orders while enhancing capabilities for manufacturers. The Chinese private label market holds immense potential and is currently in a critical phase of accelerated development.
- Notably, China's market possesses vast potential for private label growth, currently in a pivotal stage of rapid emergence and vigorous expansion. For manufacturers, participating in private label development offers multiple benefits. It effectively expands and enhances OEM/ODM capabilities, injecting powerful momentum into long-term growth.
- Against this backdrop, this expo is strategically located in Zhengzhou—the core hub of the Central Plains Economic Zone—boasting unparalleled geographical advantages and strategic significance. The expo is dedicated to building an efficient platform for the entire industry chain, empowering enterprises to seize new consumption opportunities.

SCHEDULE

May 8-10, 2026

Set up: May 6-7, 2026

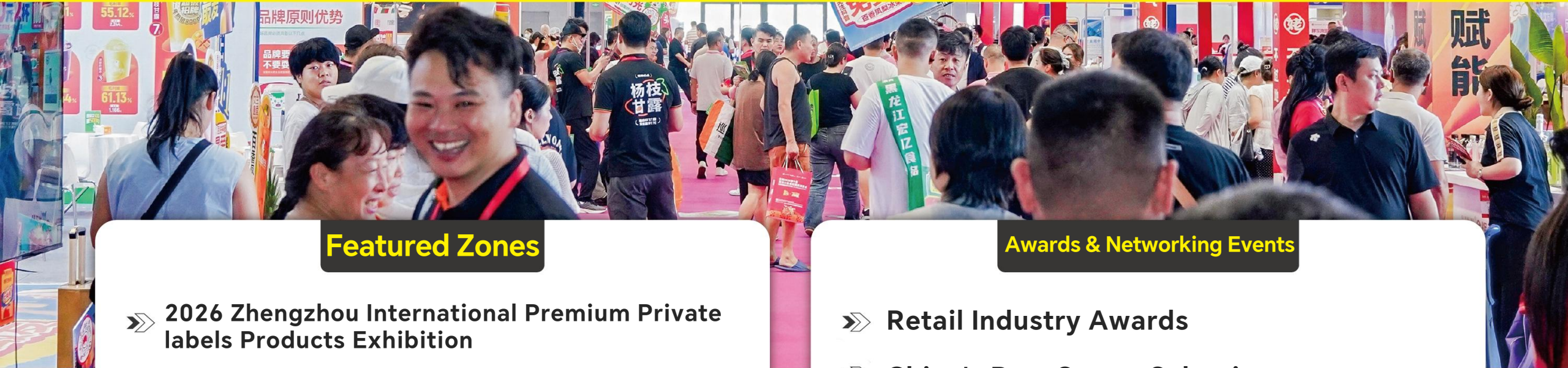
Exhibition: May 8-10, 2026

Dismantling: May 10, 2026

During the exhibition, a series of meticulously curated concurrent events will offer in-depth engagement opportunities for all exhibitors and attendees.



SPECIAL EVENTS



Featured Zones

- » 2026 Zhengzhou International Premium Private Labels Products Exhibition
- » Henan Provincial Geographical Indication Products Zone
- » Gansu Province “Ganwei Chulong” Specialty Zone
- » Longshang Network & Supermarket Weekly Special Zone

Awards & Networking Events

- » Retail Industry Awards
- » China's Best Stores Selection
- » Elite Store Manager Awards
- » Conference Supplier-Retailer Matchmaking
- » Exhibitor Product Promotion Sessions

*More exciting events coming soon



EXHIBITS



Food

Snacks, Grains & Oils, Prepared Foods, Beverages, Confectionery & Bakery, Frozen Ingredients, Ready-to-Eat/Cook, Dried Goods (North & South China), Seasonings & Sauces, Instant Products, Health & Wellness, Intangible Cultural Heritage Foods



Non-Food

Household Goods, Home Cleaning, Personal Care, Beauty & Personal Care, Pet Supplies, Apparel & Accessories, Home Decor, Home Textiles & Apparel, Outdoor Gear, Adult Products, Maternity & Baby Products, Food Toys, Office Supplies, Sporting Goods, Gifts & Crafts, First Aid & Labor Protection Supplies



Services

Packaging Materials & Consumables, Logistics & Warehousing, Equipment & Consumables, Quality Management, Shelf Maintenance & Operations, Packaging Design, Space Design, Frozen Preservation, Inventory Management, Lighting & Cold Chain, Skills Training, Supply & Marketing Platforms, Industry Associations

Professional Visitors

➤➤ Precise Profiling & Efficient Matchmaking

30000+ Professional Visitors

- 65% Supermarket/Convenience Store/Community Fresh Market Purchasing Managers & Above
- 23% Regional Chain Founders/General Managers
- 12% E-commerce, Group Buying, Wholesalers



INVITED PROCUREMENT ENTERPRISES

National Retail Enterprises

Chongqing Yongli Department Store

Yunnan Dali Sifang Street

Hebei Xiangbai Hualian

Hainan Sanya Wanghao

Sichuan Ya'an Tailai

Jiangsu Huai'an Shanglian

Sichuan Dazhou Shijilong

Heilongjiang Biyouite

Shaanxi Yulin Lianfeng

Jiangxi Jiajiajie Industrial

Shaanxi Yan'an Kailin

Jingdezhen Huada Industrial

Hubei Yichang Yasi

Guizhou Xingyi Xingkelong

Anhui Lixin Xingkelong

Gansu Dongfang Baijia

Jiangsu Jimailong

Guangxi Jincheng Group

Zhejiang Yijia Xiangyang

Guangzhou Lejia Supermarket

Zhejiang Pujiang Zhonglian

Guizhou Binlong Investment

Zhejiang Ninghai Odelong

Hangzhou Jiyue Supermarket

Yunnan Zhaotong Jikelong

Fujian Pupu Supermarket

Henan Regional Retail Enterprises

Henan Luoyang Dazhang

Huayu Baijia

Henan Puyang Baxian

Henan Zhoukou Wanguoyuan

Henan Anyang Shengjun

Henan Xinxiang Wandelong

Henan Yuelai Yuexi

Zhengzhou Dennis

Henan Meiyijia

Henan Yonghui Supermarket

Henan Jiayuan Convenience

Henan Xianfeng Life

Henan Nanyang Wandelong

* Partial list only



**Longshang Network
Member Enterprises**

Over 1500 different types of retail enterprises nationwide



Trillion-yuan procurement power

Annual procurement volume of member enterprises exceeds one trillion yuan, offering vast market opportunities for suppliers

SOME EXHIBITORS FOR 2025



HIGHLIGHTS FROM THE 2025 ZHENGZHOU EXHIBITION



» Exhibition Venue: Buzzing with Activity

- July 17-20, 2025: The 2025 Zhengzhou International Private Labels Products Expo successfully concluded at Zhengzhou Zhongyuan International Convention & Exhibition Center (Aviation Port Area)!
- Over four days, innovative products and cutting-edge technologies showcased by multiple enterprises sparked high-frequency interactions among professional buyers and industry professionals, fostering a vibrant atmosphere for exchanges and negotiations. Visitors navigated the exhibition halls with great enthusiasm, engaging in in-depth discussions about cooperation opportunities.



**Exhibitors
Recruited**

300 +



**Professional
Visitors**

5000 +



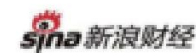
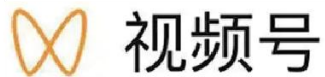
**Concurrent
Events**

6 +

HIGHLIGHTS OF THE 2025 ZHENGZHOU EXHIBITION



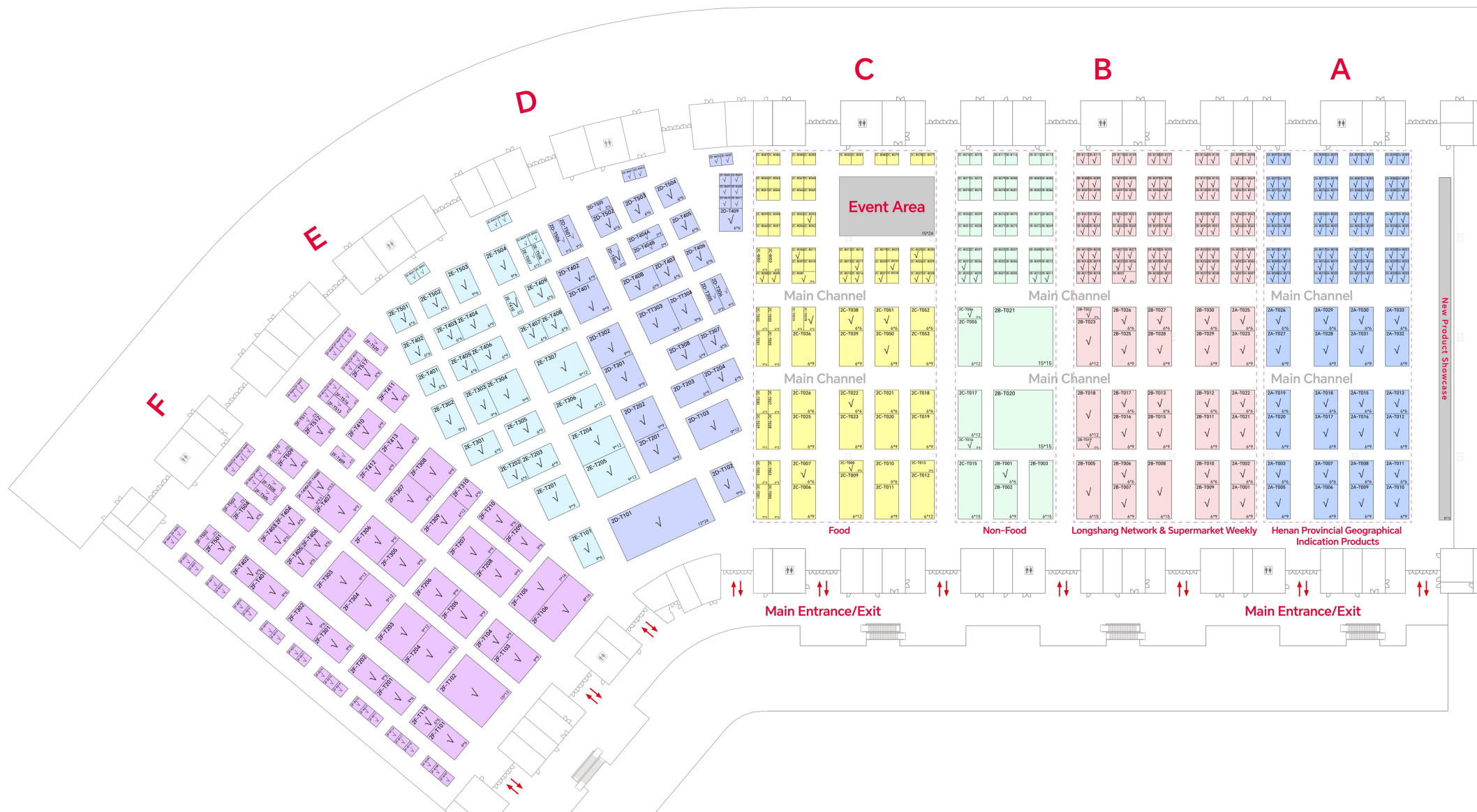
MEDIA PARTNERS (IN NO PARTICULAR ORDER)



2026 Longshang Retail Products Expo 2026 Qiyang Zhengzhou New Retail & Private Brand Supply Chain Expo

May 8-10

Zhengzhou International Convention & Exhibition Center



HOW TO BECOME AN EXHIBITOR

01

Complete the “Exhibition Application Form” and mail or email it to the organizing unit. Booth allocation follows the principle of “first come, first served based on application and payment.”

02

Within 3 business days after applying for a booth, remit the full exhibition fee to the organizing unit's designated account. After remitting all fees, exhibitors must forward the bank remittance slip to the exhibition organizing unit.

03

Submit your company profile in both Chinese and English, along with an electronic version, to the organizing unit 30 days prior to the exhibition opening.

04

Arrange all exhibition-related matters according to the Exhibitor Manual (hotel reservations, exhibit transportation, booth decoration, equipment rental, on-site translation services, etc.).

EXHIBITION ADVANTAGES



- Brand Exposure and Market Expansion: Participating in trade shows allows companies to showcase their brands directly to target markets, enhancing brand awareness and visibility. This is particularly crucial for new brands or those seeking market expansion.
- New Product Launches and Market Testing: Trade shows provide an ideal platform for unveiling new products. Companies can showcase their latest offerings, gather market feedback, and conduct preliminary market testing.
- Gaining Deep Insights into Customer Needs: Direct engagement with target customer groups helps companies understand their demands and preferences, enabling better product strategy adjustments to meet evolving market needs.
- Identifying Potential Partners: At trade shows, companies encounter cross-industry prospects including suppliers, distributors, and OEM/ODM partners. Suppliers expand sales channels and discover new clients, while distributors access premium product resources to diversify offerings. Efficient matchmaking fosters robust business relationships, laying foundations for future collaborations.
- Industry Exchange and Learning: Expos bring together numerous companies from both the same and different industries, offering exceptional networking opportunities. Businesses can gain insights into industry dynamics, market trends, and cutting-edge technologies through communication with peers, upstream/downstream enterprises, and potential partners.
- Establishing Industry Authority: Participating in expos and showcasing corporate strength helps elevate a company's authority and standing within the industry, building reputation and influence for long-term development.

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May 8-10

Zhengzhou International Convention & Exhibition Center

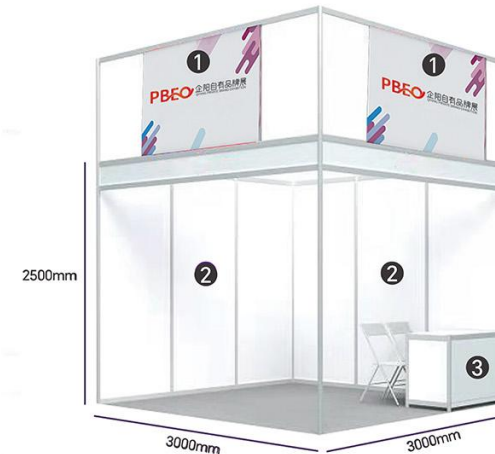
Booth Configuration and Fees



Raw Space Booth: €240 per square meter

Minimum rental area: 18 square meters. Exhibitors are responsible for designing and constructing their booths, which must be submitted to the organizing committee for review and approval. The organizer provides only the exhibition space; no additional exhibition facilities are included.

Booth Configuration and Fees



Standard Booth: €2,400 per unit

Area: 9 square meters (3m x 3m), equipped with:
1-meter elevated booth header, 1 table and 2 chairs,
2 spotlights, Company fascia board, 1 x 5A/220V
power outlet, Carpeted floor

About Us

Qiyang International Exhibition Group



Beijing Qiyang International Exhibition Group Co., Ltd. is an exhibition company with 20 years of industry experience, headquartered in Zhengzhou. Committed to strengthening international technical exchanges and promoting enterprise development, the company provides comprehensive, high-standard professional services to domestic and international clients.

Over the years, Beijing Qiyang International Exhibition Group has successfully organized numerous exhibitions in cities including Beijing, Shanghai, Zhengzhou, Chengdu, Tianjin, Hangzhou, Inner Mongolia, Guangzhou, Nanjing, Xi'an, and Changsha. These events encompassed food exhibitions, hot pot ingredient fairs, catering ingredient expos, food supply chain shows, private label exhibitions, tea culture displays, crafts exhibitions, rosewood furniture exhibitions, apparel exhibitions, sand and gravel exhibitions, medical equipment exhibitions, senior rehabilitation exhibitions, beauty and wellness exhibitions, and jewelry exhibitions. These events have yielded significant social and economic benefits.



RETAIL-SUPPLY WORKSHOP

USE RETAIL-SUPPLY WORKSHOP MINI PROGRAM
MAKE RETAIL-SUPPLY MATCHING TOO EASY

NO MORE HEADACHES FINDING
PRODUCTS OR CUSTOMERS



JOIN RETAIL-SUPPLY WORKSHOP—WHERE EVERY NEED
WILL BE SEEN AND EVERY CONTACT WILL BE ANSWERED

《《《 EXPERIENCE IT NOW



✓ POST PURCHASE
REQUESTS

✓ PRODUCTS
SHOWCASE

✓ PRECISION
SEARCH

✓ COMPANY
LOOKUP

✓ INSTANT
COMMUNICATION

✓ DIRECT ACCESS TO
THE TRADE SHOWS

PARTNERING WITH THOUSANDS OF DISTRIBUTION AND RETAIL ENTERPRISES TO HOST A NEVER-ENDING INDUSTRY EXHIBITION



Organizing Committee Liaison Department:

Qiyang International Exhibition Group

Address:

7th Floor, Suoke Enterprise Center, Zhongyuan District, Zhengzhou City

Official Website:

privatelabel-expo.com/