



2026 China Brand Fair (Central and Eastern Europe)

Hungary·Budapest·June 18-20th 2026

2026 June 18-20th

China Brand Fair (Central and Eastern Europe)

Basic Information

Event Name: 2026 China Brand Fair (Central and Eastern Europe)

Date: June 18-20th 2026

Venue: Hungary, Budapest, Hungexpo

Host: Trade Development Bureau of the Ministry of Commerce, PRC (TDB)

Organizer: Central European Trade and Logistics Cooperation Zone (CECZ)

Total Exhibition Area
10000m²

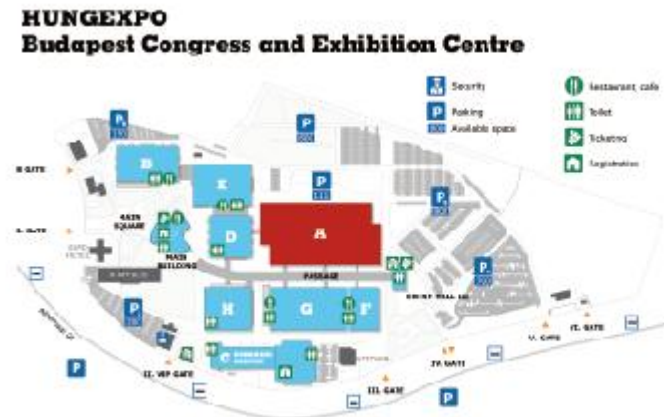
Exhibitors
400

Professional Buyers
9000+



Hungexpo

Founded in 1967, Hungexpo is the leading venue for exhibitions, trade fairs, and conferences in Central and Eastern Europe. It has hosted major industry events, including MACH-TECH (Machinery Manufacturing Expo), INDUSTRY DAYS (International Industrial Trade Fair), and AMTS (Automotive Manufacturing Technology & Equipment Exhibition).



Exhibits Profile

Mechanical/ Electrical Products

Automotive & Motorcycle
Parts & Components
Electric Vehicle Parts
Machinery Equipment
Garden Equipment
Communication Equipment
Electronic Components
Electrical Equipment &
Materials

Building & Decorative Materials

Ceramics & Sanitary Ware
Household Appliances &
Materials
Kitchenware & Utensils
Home Furniture, Building &
Decoration Materials
Lighting Products
Industrial Coatings
Door, Window & Frame
Materials

Smart Manufacturing

New Energy & Equipment

PV Modules
Batteries & Energy Storage
Equipment

Others

Hardware & Tools
Personal Protective Equipment
Sports & Fitness Equipment
Pet Supplies
Agricultural and Sideline Products

Exhibitor Profile

- Approximately 400 exhibitors will participate, representing nearly 20 provinces and municipalities across China, including Shandong, Zhejiang, Liaoning, Guangdong, Sichuan, and more.



Past Exhibition Review

2016



2017



Past Exhibition Review

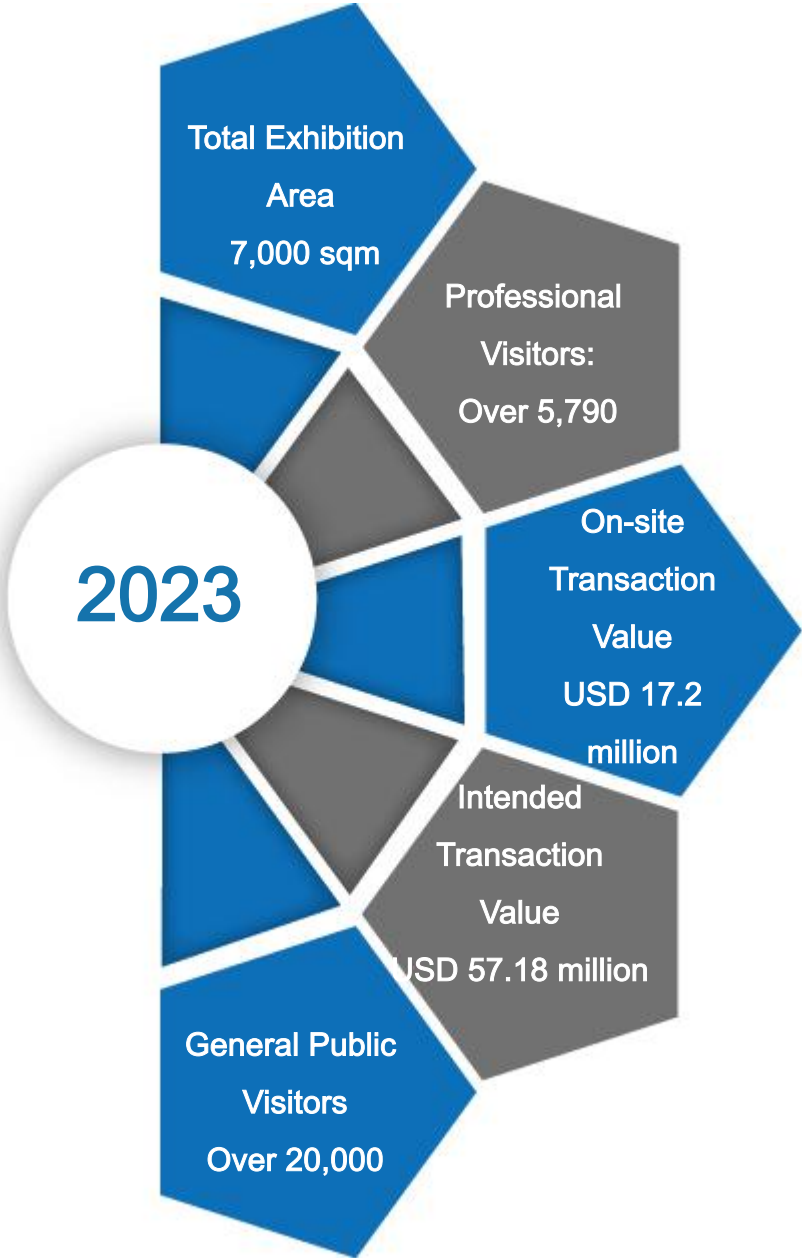
2018



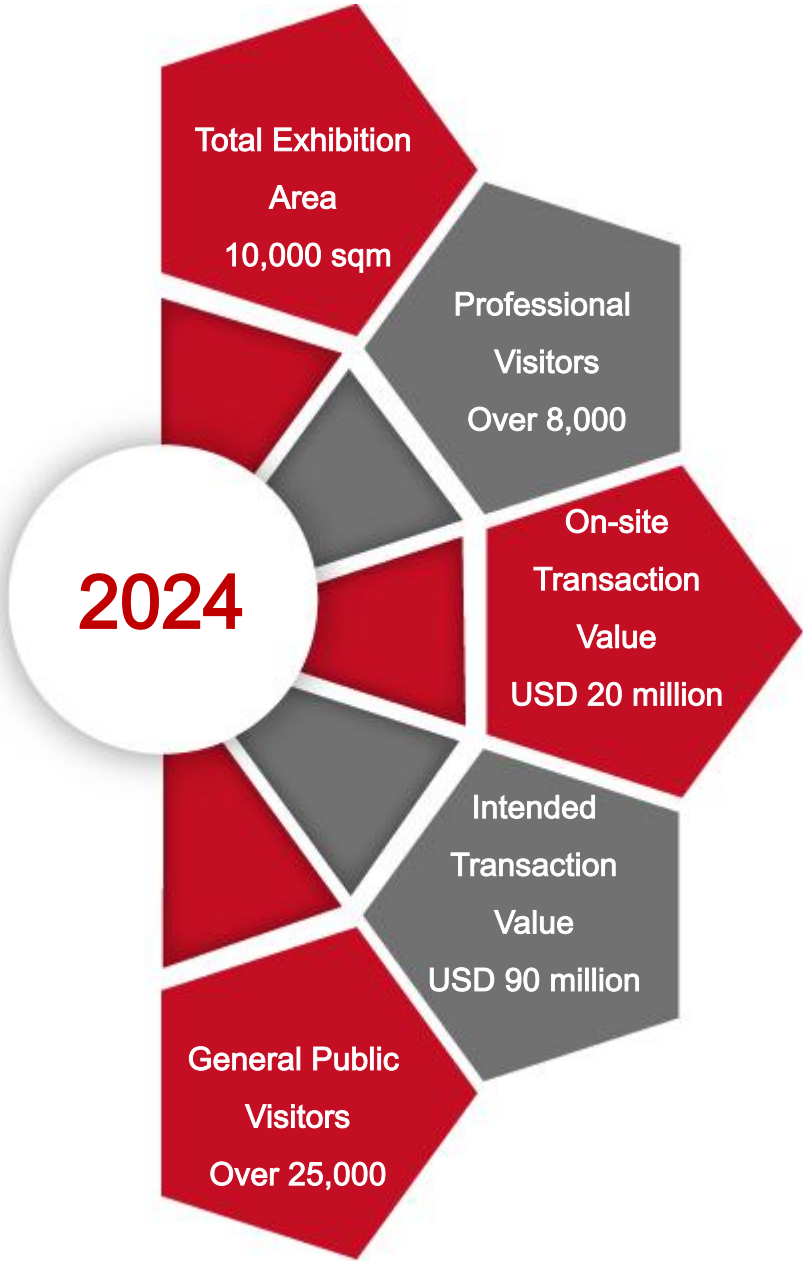
2019



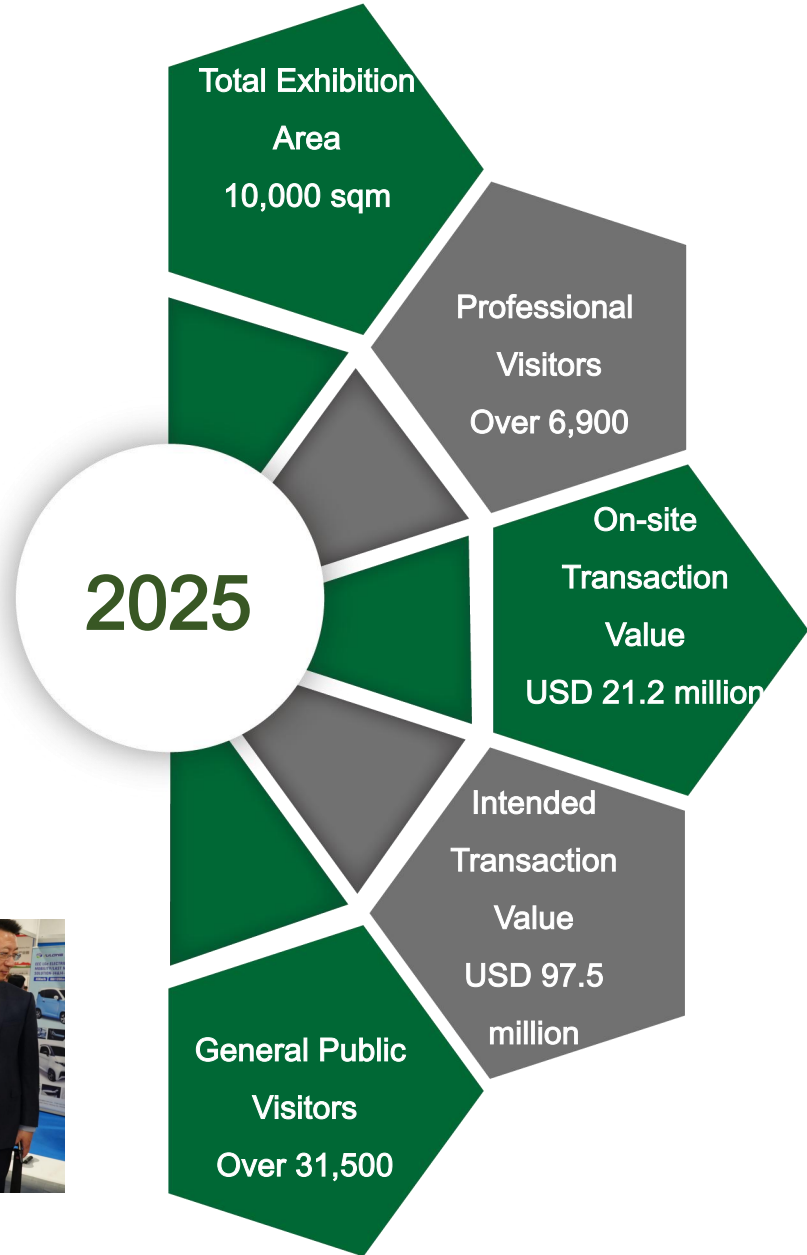
Past Exhibition Review



Past Exhibition Review



Past Exhibition Review



Trade Development Bureau of the Ministry of Commerce, PRC

Founded in 2003, Policy implementation and foreign trade promotion institution directly under the MOFCOM

Organize Exhibitions of the MOFCOM

- Undertake the implementation of large-scale domestic institutional exhibitions hosted (or co-hosted) by the MOFCOM.
- Responsible for overseas exhibitions held in the name of the MOFCOM.

Main Duties

Implement Policies Related to Commercial Priorities

- Provide specialized training
- Promote import-export growth
- Support cross-border e-commerce

Trade Development Bureau of the Ministry of Commerce, PRC

Build Global Platforms to Explore International Market

- Organize major economic and trade exchanges during state leaders' overseas visits and foreign dignitaries' visits to China.
- Establish overseas exhibition platforms and foster market-driven high-quality exhibitions.

Main Duties

Provide Import-Export Promotion Public Services

- Manage daily operations of the Overseas Business Service Center for Chinese Enterprises of the Ministry of Commerce.
- Establish public service platforms for green trade development.

Contacts

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Ministry of Commerce, PRC

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