



高登科博会
Golden Tech Expo

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2027 第三届杭州国际
The 3rd Hangzhou International

人形机器人与机器人技术展览会

Humanoid Robot and Robotics Technology Exhibition 2027

2027.05.27-29

杭州大会展中心-浙江

Hangzhou Grand Convention and Exhibition Center-Zhejiang

批准单位 | Approved by

中华人民共和国商务部
Ministry of Commerce of the People's Republic of China

主办单位 | Hosted by

浙江省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

上海高登会展集团有限公司
Golden Conference & Exhibition Group

承办单位 | Organized by

杭州智源展览有限公司
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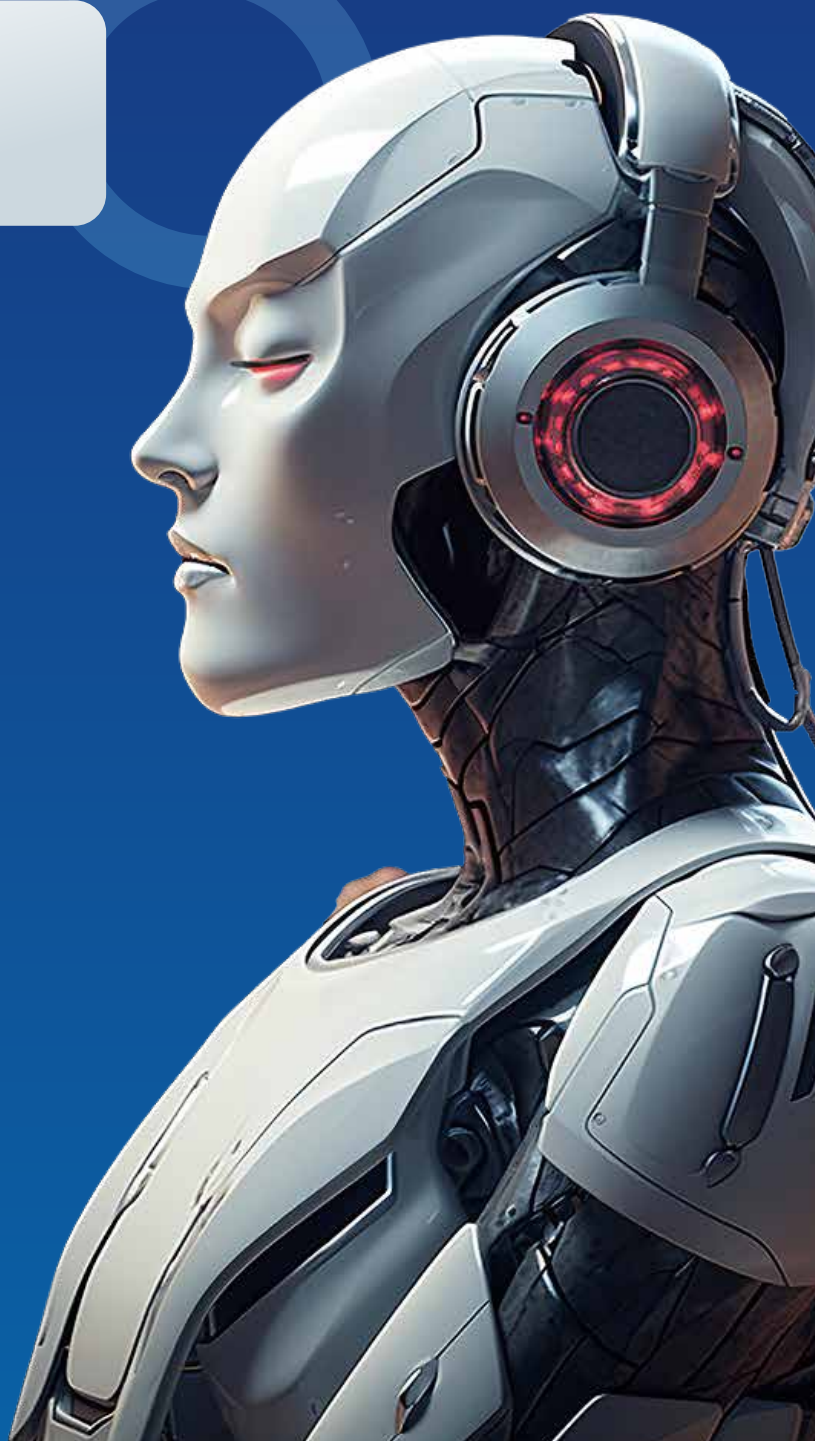
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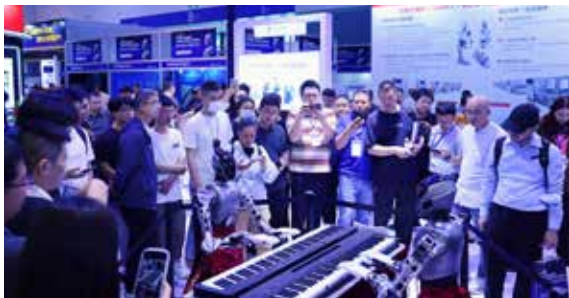
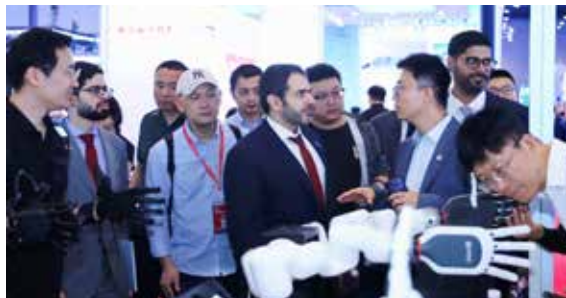


展会概况

Exhibition Background

杭州国际人形机器人与机器人技术展览会(简称:杭州人形机器人展)是国内首个聚焦人形机器人全产业链的专业采购盛会。展会以“重塑具身智能人形机器人产业链”为核心使命,立足2026人形机器人量产元年发展契机,现已成为国内人形机器人领域的标杆性年度盛会,进一步夯实了杭州作为亚洲人形机器人产业风向标的核心地位。展会创新采用“展览+论坛+对接+科普”四位一体办展模式,全面覆盖人形机器人全产业链,集中展示核心零部件、全品类人形机器人整机、智能控制系统及多场景落地应用方案,并配套举办40余场高端行业峰会、政企产业对接会、跨境商贸洽谈及科技科普展演等特色活动,构建起技术展示、思想交流、精准对接、大众科普的全链路产业服务平台。本届展会充分彰显了国产人形机器人产业链的突破性发展成果,有效加速核心零部件国产化替代进程,大幅提升产业自主研发与配套能力。行业正式告别概念研发阶段,迈入量产落地、全域商用的高速发展快车道,核心零部件国产替代、具身智能算法迭代升级、多场景规模化落地成为产业核心发展趋势。

Hangzhou International Humanoid Robot and Robot Technology Exhibition (referred to as the HRTE HANGZHOU) has become China's first professional sourcing event focused on the entire industry chain of humanoid robots. With the core mission of "reshaping the embodied intelligence humanoid robot industry chain" and seizing the opportunity of 2026 as the inaugural year of mass production for humanoid robots, the expo has established as a benchmark annual event in China's humanoid robot industry, further solidifying Hangzhou's position as a key bellwether for the humanoid robot industry in Asia. Combined with exhibition, forum, matchmaking and science popularization, the expo comprehensively covers the entire humanoid robot industry chain, showcasing core components, full-category humanoid robot complete units, intelligent control systems, and multi-scenario deployment solutions. It also features over 40 high-end industry summits, government-enterprise industry matchmaking sessions, cross-border trade negotiations, and technology & science popularization demonstrations, creating a full-link industry service platform that integrates technology display, idea exchange, precise matchmaking, and public education. The exhibition highlights the latest breakthroughs across China's domestic humanoid robotics supply chain, accelerating the localization of key components and strengthening independent innovation and supporting industrial capabilities. As the industry moves beyond the conceptual development stage into an era of mass production and large-scale commercialization, key trends are emerging, including domestic substitution of core components, continuous advancement of embodied AI algorithms, and large-scale deployment across multiple application scenarios.





新的机遇

New Opportunities

为深耕具身智能产业赛道,搭建人形机器人领域国际化交流合作与供需对接平台。基于展会两届成功召开的基础上,经中华人民共和国商务部批准,由浙江机器人产业发展协会、浙江大学机器人研究院与高登会展集团共同主办的2027第三届杭州国际人形机器人与机器人技术展览会,将于2027年5月27日-29日在杭州大会展中心举办。本届杭州人形机器人展作为中国地区首个专注人形机器人全产业链的专业采购盛会,展会专注技术创新与场景落地,依托深厚产业积淀与国际化服务体系,是海内外企业深耕中国市场、对接供应链资源、开展跨境研发与商贸合作的重要平台。

To further advance the embodied intelligence industry and provide an international platform for exchange, cooperation, and supply-demand matchmaking within the humanoid robotics sector, the 3rd Hangzhou International Humanoid Robot and Robotics Technology Exhibition 2027 (hereafter referred to as HRTE HANGZHOU) will be grandly held at the Hangzhou Grand Convention and Exhibition Center from May 27 to 29, 2027. Based on the success of its previous two editions, the event has been officially approved by the Ministry of Commerce of the People's Republic of China and is jointly organized by the Zhejiang Robot Industry Association, Zhejiang University Robotics Institute and Golden Group. As China's first professional procurement event dedicated to the entire humanoid robotics industry chain, HRTE HANGZHOU focuses on technological innovation and real-world application deployment. Supported by a strong industrial ecosystem and a comprehensive international service network, the exhibition strives to serve as an important window for domestic and foreign enterprises to expand the Chinese market, connect with supply chain resources, and explore cross-border research, development, trade, and business cooperation opportunities.

历届回顾

Past Editions Review

历经两届杭州人形机器人展已取得丰硕成果,展览面积累计超4.5万平方米,汇聚近700家海内外领军企业参展,全面覆盖人形机器人整机、系统集成、核心零部件及全场景应用。展会创新推行需求前置匹配、一对一闭门洽谈模式,有效破除跨国合作壁垒。展会累计接待专业观众119738名、海外采购商5436名,累计达成合作意向337项、落地重大签约项目66项,意向总额达413亿元,涵盖零部件配套、整机定制、场景共建、跨国联研等多个领域。展会同期配套举办人形机器人产业大会、中日韩、中欧等40余场高端跨国论坛与精准对接活动,形成集技术研讨、资源对接、项目落地、商贸成交于一体的全球化产业生态平台。

The previous two editions of the Hangzhou International Humanoid Robot and Robot Technology Exhibition achieved remarkable results. With a cumulative exhibition area exceeding 45,000 square meters, the event attracted nearly 700 leading enterprises from China and abroad, covering the entire humanoid robotics value chain, including complete humanoid robots, system integration, core components, and full-scenario applications. The expo pioneered an innovative model featuring demand-driven matchmaking and one-on-one closed-door business meetings, effectively breaking down barriers to cross-border collaboration. In total, the event welcomed 119,738 professional visitors and 5,436 overseas buyers. It facilitated 337 cooperation agreements and resulted in 66 major signed projects, with a total intended investment value of RMB 41.3 billion. These collaborations covered a wide range of areas, including component supply and integration, customized robot manufacturing, scenario-based application development, and international joint research and development initiatives. During the exhibition, a series of supporting events were held, including the Humanoid Robot Industry Conference and more than 40 high-level international forums and targeted matchmaking sessions involving China, Japan, South Korea, Europe, and other regions, aiming to provide a global industrial ecosystem platform integrating technology exchange, resource matchmaking, project implementation, and commercial transactions.



展出大类

Major Exhibits

• 具身机器人与产业链:

各类人形机器人、情感交互机器人、外骨骼机器人、仿宠物机器人、关键零部件(包括伺服系统、传感器、减速器、控制器、关节模组、机器视觉系统、电池与电源管理系统、通信模块以及计算平台与操作系统等)、系统集成等产业链与应用服务。

• Embodied Robots and Industry Chains:

Humanoid robots, affective interactive robots, exoskeleton robots, pet-like robots; key components (including servo systems, sensors, reducers, controllers, joint modules, machine vision systems, batteries & power management systems, communication modules, etc.), system integration and related supply chains and application services.



重塑具身智能人形机器人产业链

Reshaping the Industrial Chain of Embodied Intelligent Humanoid Robots

2027.05.27-29

杭州大会展中心-浙江

Hangzhou Grand Convention and Exhibition Center-Zhejiang



• 机器人技术与应用:

各类机器人整机(商业服务、生活服务、低空经济、医疗、教育、娱乐、工业及特种机器人等)、AI终端、核心零部件、上下游供应链及场景应用等。

• Robotics Technology and Applications:

Robots (including commercial service, domestic service, low-altitude economy, medical, educational, entertainment, industrial, and special-purpose robots, etc.), AI terminals, core components, upstream and downstream supply chains, and scenario applications.





参展费用

Participation Fees

• 标准展位:

A: 国内企业 16800.00/展期(RMB) 3m×3m

B: 国外企业 4800.00/展期(USD) 3m×3m

每个标准展位包括 (包括:三面白色壁板、中(英)文楣牌制作、铝合金洽谈桌一张、折椅二张、地毯满铺、展位照明、220V/5A 电源插座一个、废纸篓一个。

• 室内光地:

A: 国内企业 1600(RMB)/平方米/展期

B: 国外企业 480(USD)/平方米/展期

注:(最少36平方米起租)“光地”只提供参展空间,不包括展架、展具、地毯、电源等。

• International Standard Booth:

For domestic enterprises: RMB 16800/Expo, 3m*3m

For overseas enterprise: USD 4800/Expo, 3m*3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket .

• Indoor Raw Space:

For domestic enterprises: RMB 1600/Sq.m.

For overseas enterprises: USD 480/sq.m.

Note: The raw space(minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.



赞助方案

Sponsorship Proposal

01

赞助条例 Sponsorship Packages

赞助项目	金额(万元)	规格/权益说明	限量
展会协办冠名	60	展会协办单位	独家
展会支持单位	40	展会支持单位	限3家
钻石·独家总冠名赞助	168	享有XX品牌之夜	独家
黄金·战略合作赞助	138	享有晚宴VIP独立餐桌与现场展示位	限3家
白银·战略合作赞助	98	享有晚宴标准席位与官方荣誉证书	限6家
指定品类·专项赞助	38	享有晚宴品类独家冠名	独家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Exhibition Co-organizer Title	60	Exhibition Co-organizer	Exclusive
Exhibition Support Partner	40	Exhibition Supporter	Limited to 3
Diamond - Exclusive Title Sponsor	168	Includes "[Brand Name] Night"	Exclusive
Gold - Strategic Partner	138	VIP dinner table + on-site display booth	Limited to 3
Silver - Strategic Partner	98	Standard dinner seat + official certificate	Limited to 6
Designated Category Sponsor	38	Exclusive category naming rights at dinner	Exclusive

02

外墙广告 Exterior Wall Ads

赞助项目	金额(万元)	规格/权益说明	限量
东登录厅广场广告	80	25.3m×6m入口上方玻璃贴纸	独家
东登录厅广场两侧桁架广告	10	5m×3m两侧桁架	限6家
东登录厅广场左右两侧广告	30	18.1m×15m墙贴	限2家
东登录厅内左右两侧广告	20	18.3m×6m墙贴	限2家
东登录厅正面二层广告	60	13.66m×3.5m墙贴	独家
东/中登录厅展厅通道入口广告	30	20.2m×6m玻璃贴	限2家
中登录厅左右两侧墙面广告	20	55Lm×3.5Hm	限2家
商业通道一层吊旗广告	15	5m×1.5m吊旗	限4家
商业通道一层方形包柱广告	5	1.6×3m方形包柱	限10家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
East Hall Plaza Billboard	80	25.3mx6m entrance glass sticker	Exclusive
East Hall Plaza Truss Ads (both sides)	10	5mx3m truss on both sides	Limited to 6
East Hall Plaza Left & Right Wall Ads	30	18.1mx15m wall sticker	Limited to 2
East Hall Interior Left & Right Wall Ads	20	18.3mx6m wall sticker	Limited to 2
East Hall 2nd Floor Front Wall Ad	60	13.66mx3.5m wall sticker	Exclusive
East/Central Hall Corridor Entrance Ad	30	20.2mx6m glass sticker	Limited to 2
Central Hall Left & Right Wall Ads	20	55Lmx3.5Hm	Limited to 2
Commercial Corridor 1F Hanging Flag Ads	15	5mx1.5m hanging flag	Limited to 4
Commercial Corridor 1F Square Pillar Ads	5	1.6mx3m square pillar	Limited to 10

赞助方案

Sponsorship Proposal

03

馆内外广告

Indoor/Outdoor Hall Ads



赞助项目	金额(万元)	规格/权益说明	限量
8号展厅入口吊旗广告	12	4m×1.5m 6个吊旗	独家
8号展厅入口两侧桁架广告	6	5m×3m桁架	限2家
8号展厅入口门口广告	10	3L×3Hm/5L×3H	独家
8号展厅内部出入口横幅广告	20	17.6m×2.1m墙贴	独家
8号展厅内部出入口包柱广告	12	3m×6m 6个柱子	独家
8号展厅入口右边拐墙贴广告	15	12.2m×10.7m墙贴	独家
8号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
7号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
6号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
6号、7号馆馆间墙贴广告	20	40m×3.1m墙贴广告	独家
5号展厅入口吊旗广告	12	4 m×1.5m 6个吊旗	独家
5号展厅入口两侧桁架广告	6	5m×3m桁架	限2家
5号展厅入口门口广告	10	4.1L×3H/2.5L×3mH门口+26L×1.5mH门头	独家
5号展厅内部出入口横幅广告	20	17.6m×2.1m墙贴	独家
5号展厅内部出入口包柱广告	12	3m×6m 6个柱子	独家
5号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
5号展厅入口右边拐墙贴广告	15	12.2m×10.7m墙贴	独家
外广场道旗	12	6杆, 树立品牌第一印象	限2家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Hall 8 Entrance Hanging Flag Ads	12	4mx1.5m (6 flags)	Exclusive
Hall 8 Entrance Truss Ads (both sides)	6	5mx3m truss	Limited to 2
Hall 8 Entrance Door Ad	10	3Lx3Hm/5Lx3Hm	Exclusive
Hall 8 Interior Entrance Banner Ad	20	17.6mx2.1m wall sticker	Exclusive
Hall 8 Interior Entrance Pillar Ads	12	3mx6m (6 pillars)	Exclusive
Hall 8 Entrance Right Corner Wall Ad	15	12.2mx10.7m wall sticker	Exclusive
Hall 8 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 7 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 6 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 6-7 Connecting Wall Ad	20	40mx3.1m wall sticker	Exclusive
Hall 5 Entrance Hanging Flag Ads	12	4mx1.5m (6 flags)	Exclusive
Hall 5 Entrance Truss Ads (both sides)	6	5mx3m truss	Limited to 2
Hall 5 Entrance Door Ad	10	4.1Lx3H/2.5Lx3H door + 26Lx1.5Hmheader	Exclusive
Hall 5 Interior Entrance Banner Ad	20	17.6mx2.1m wall sticker	Exclusive
Hall 5 Interior Entrance Pillar Ads	12	3mx6m (6 pillars)	Exclusive
Hall 5 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 5 Entrance Right Corner Wall Ad	15	12.2mx10.7m wall sticker	Exclusive
Outdoor Plaza Flag Poles	12	6 poles, strong brand impression	Limited to 2

赞助方案

Sponsorship Proposal

04

登录大厅广告 Lobby Ads

赞助项目	金额(万元)	规格/权益说明	限量
东登录大厅入口LED屏	40	24.96m×1.28m, 人流最密集处	独家
中登录大厅入口LED屏	30	24.96m×1.6m, 第一视觉冲击	独家
展厅主通道喷绘广告	15	4m×7m, 主通道核心位置	限8家
展厅外门口两侧喷绘广告	10	3m×5m, 入口处两边位置	限8家
展厅之间通道喷绘广告	10	3m×6m, 通道两边位置	限24家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
East Lobby Entrance LED Screen	40	24.96mx1.28m, highest foot traffic	Exclusive
Central Lobby Entrance LED Screen	30	24.96mx1.6m, first visual impact	Exclusive
Main Hallway Banner Ad	15	4mx7m, core location	Limited to 8
Hall Entrance Side Banner Ads	10	3mx5m, both sides of entrance	Limited to 8
Hall-to-Hall Corridor Banner Ads	10	3mx6m, both sides of corridor	Limited to 24

05

会议广告 Conference Ads

赞助项目	金额(万元)	规格/权益说明	限量
论坛大屏两侧广告	40	3.5m×2m, 入口处两边位置	限2家
论坛外侧单面广告	15	2m×2m, 入口处两边位置	限10家
论坛椅背套广告位	10	论坛3天参会嘉宾宣传推广	独家
平行论坛	15	分论坛冠名	独家
专场发布会(1.5小时)	6	提供场地、设备及宣传组织	多家
海外买家对接会	0.35	与海外买家精准对接	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Forum Main Stage Side Ads	40	3.5mx2m, entrance sides	Limited to 2
Forum External Single-sided Ad	15	2mx2m, entrance sides	Limited to 10
Forum Chair Back Cover Ad	10	3-day promotion to attendees	Exclusive
Parallel Forum	15	Sub-forum naming rights	Exclusive
Exclusive Press Conference (1.5h)	6	Venue, equipment, promotion	Multiple
Overseas Buyer Matchmaking	0.35	Direct engagement with overseas buyers	Multiple

06

视频广告 Video Ads

赞助项目	金额(万元)	规格/权益说明	限量
深度专访	1.2	3分钟剪辑成片+官媒宣发	多家
展商推荐	6	45秒剪辑成片+官媒宣发	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
In-depth Interview	1.2	3-min edited video + official media release	Multiple
Exhibitor Feature	6	45-sec edited video + official media release	Multiple

赞助方案

Sponsorship Proposal

07

印刷广告 Print Ads

赞助项目	金额(万元)	规格/权益说明	限量
参观指南封面广告	15	最高级别印刷品曝光	独家
参观指南封底广告	10	次高级别印刷品曝光	独家
参观指南内页广告	5	精准投放至所有观众	限8家
展商/VIP证赞助	15	单面, 品牌伴随全程	独家

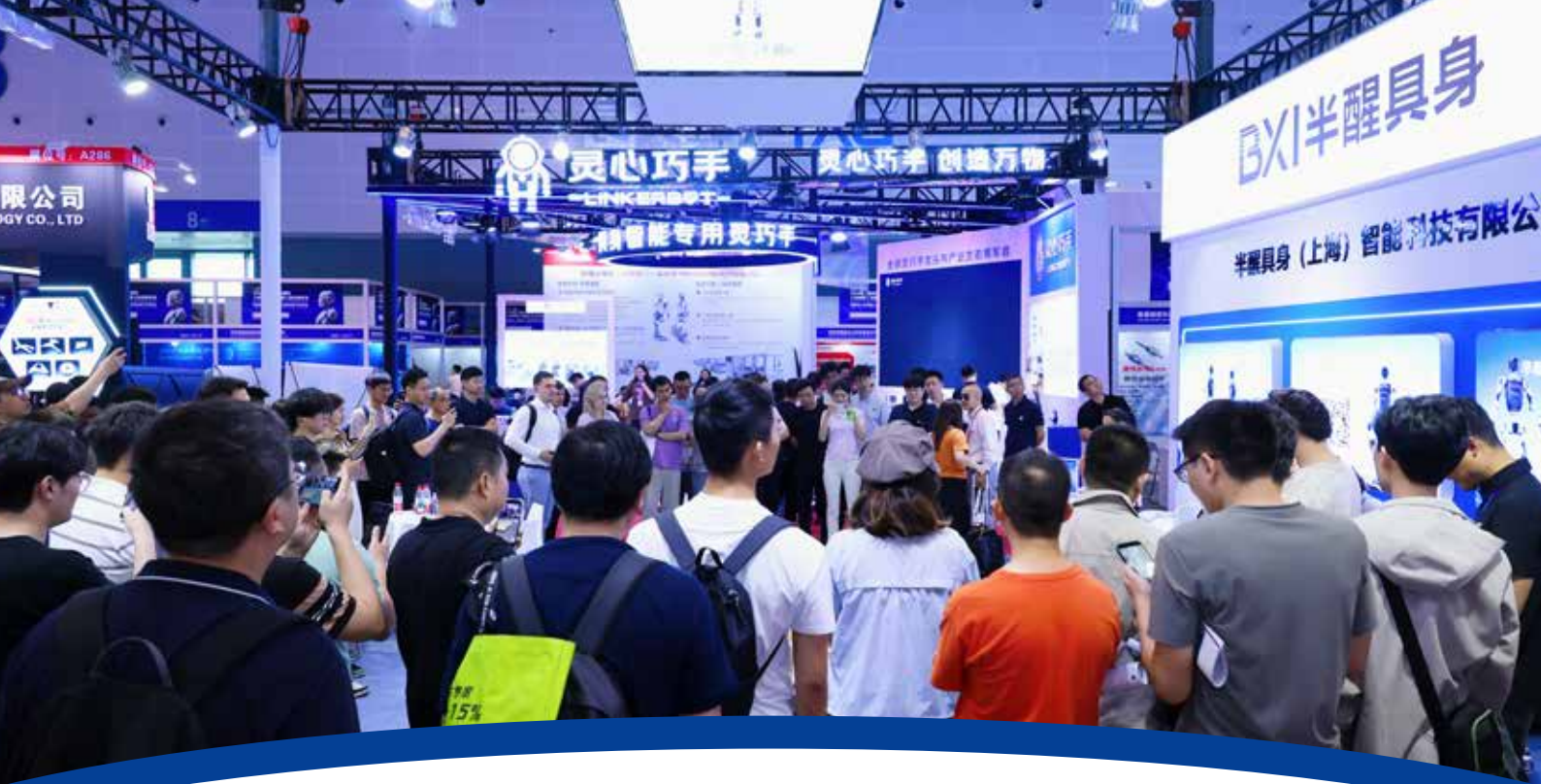
Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Visitor Guide Cover Ad	15	Top-tier print exposure	Exclusive
Visitor Guide Back Cover Ad	10	Second-tier print exposure	Exclusive
Visitor Guide Inside Page Ad	5	Targeted reach to all attendees	Limited to 8
Exhibitor/VIP Badge Sponsor	15	Single side, brand visibility throughout	Exclusive

08

品类广告 Category Ads

赞助项目	金额(万元)	规格/权益说明	限量
服装赞助	15	工作人员服装	独家
礼品袋赞助	30	约2万个移动的广告	独家
礼品赞助	20	约2万个展会赠品	独家
伴手礼赞助	30	约1000个嘉宾赠送	独家
咖啡/饮品赞助	10	VIP与海外买家见面会休息区	独家
饮用水赞助	10	瓶身贴标, 品牌触达高频	限2家
奖杯/奖牌/证书赞助	10	优秀展商与合作伙伴授牌	独家
官方指定用车	6	嘉宾接送	独家
合作银行	10	提供相关金融服务	独家
合作航空	20	提供日韩等国航空服务	独家
官方推文合作	5	官方公众号头条发布	多家
官方推文合作	3	官方公众号普通发布	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Apparel Sponsor	15	Staff uniforms	Exclusive
Gift Bag Sponsor	30	~20,000 mobile ads	Exclusive
Giveaway Sponsor	20	~20,000 expo giveaways	Exclusive
Souvenir Sponsor	30	~1,000 gifts for VIPs	Exclusive
Coffee/Beverage Sponsor	10	VIP & overseas buyer lounge	Exclusive
Drinking Water Sponsor	10	Bottle labels, high-frequency brand exposure	Limited to 2
Trophy/Medal/Certificate Sponsor	10	Awards for outstanding exhibitors & partners	Exclusive
Official Designated Vehicle	6	VIP shuttle service	Exclusive
Partner Bank	10	Financial services	Exclusive
Partner Airline	20	Air travel services for Japan, South Korea, etc.	Exclusive
Official WeChat Post Partnership	5	Headline post on official public account	Multiple
Official WeChat Post Partnership	3	Standard post on official public account	Multiple



杭州优势

Advantages

1 产业优势：杭州在机器人减速器、伺服驱动、智能感知、控制系统等核心部件研制环节，拥有新剑机电、环动科技、海康机器人、华睿科技等一批代表性企业。在机器人“大脑”领域，拥有阿里云、有鹿机器人等一批具身智能先发企业。

Industrial advantages: In terms of the development of core components such as robotic reducers, servo drives, intelligent perception and control systems, there are a number of representative companies such as Seenpin, Fine-Motion Tech, HIKROBOT, and iRAYPLE in Hangzhou. Hangzhou is home to numerous intelligence pioneers such as Alibaba Cloud and Udeer AI in the field of robot "brains".

2 研发优势：杭州有浙江大学、西湖大学、北航杭州创新研究院、国科大杭州高等研究院、浙江机器人及智能装备创新中心、阿里达摩院等创新平台，集聚了一批科研团队。其中，浙江大学成立机器人研究院和石虎山机器人创新基地，已成功研发多款高性能双足人形机器人。西湖大学在柔性机器人、人机交互等领域拥有一系列世界级科研成果。

R&D advantages: Hangzhou provides innovative platforms such as Zhejiang University, Westlake University, Hangzhou Innovation Institute of Beihang University, Hangzhou Institute for Advanced Study, UCAS, Zhejiang Innovation institute of Robotics, and Damo Academy, which have gathered a number of scientific research teams. Zhejiang University has established the Robotics Institute and Shihushan Robot Innovation Base, and has successfully developed numerous high-performance bipedal android. Meanwhile, Westlake University has a series of world-class scientific research results in the fields of flexible robots and human-computer interaction.

3 平台优势：为提升产学研协同创新能力和成果转化能力，杭州着力推进‘一中心一联盟五平台’高能级产业创新平台建设。“一中心”即人形机器人创新中心、“一联盟”即人形机器人产业联盟、“五平台”即服务全产业链的关键技术攻关平台、公共技术服务平台、训练检验中试平台、场景供需对接平台、产业金融服务平台。

Platform advantages: To enhance the capability for collaborative innovation between industry, academia, and research, as well as the ability to transform achievements into practical applications, Hangzhou is committing to actively promoting the construction of a high-energy industrial innovation platform with the "One Center, One Alliance, and Five Platforms." "One Center" refers to the Android Innovation Center, "One Alliance" refers to the Android Industry Alliance, and "Five Platforms" cover the entire industry chain, including the key technology research platform, public technology service platform, training and inspection pilot platform, scene supply and demand docking platform, and industrial financial service platform.



参会人员

Target Audience

来自政府、国际组织、知名院士、行业专家、机器人领域的领军企业创始人、高管以及产业链上下游的相关企业、应用领域(包括医疗、教育、救灾救援、公共安全、生产制造、家庭陪护等多个领域)代表及媒体等。

Government, international organizations, well-known academicians, industry experts, founders and executives of leading companies in the field of robotics, as well as related companies in the upstream and downstream of the industry chain, representatives of application fields (including medical care, education, disaster relief, public safety, manufacturing, family care, etc.) and the media.



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