



**2026 IRID
EXPO**

INTERNATION RURAL INNOVATION & DEVELOPMENT EXPO

TIME

04.09 — 2026 — **04.11**



Organizers: CCPIT Shanghai, Anhui International Chamber of Commerce

Committee: China Association for International Exchange of Urban and Rural Development
China Rural Revitalization Working Committee

Coordinating: Anhui Provincial Department of Agriculture and Rural Affairs, Reform Commission, Industry and Information Technology, Science and Technology, Ecology and Environment, Commerce, Culture and Tourism, Hefei Municipal People's Government

Undertaker: Shanghai Intex Exhibition Co., Ltd.

Legal Support: Duan & Duan Law Firm

International Partners: CIP Asia-Pacific Center, Asian Infrastructure Investment Bank, Consulate General of British/USA/Australia/Switzerland/Israel/Malta/Belarus in Shanghai

VENUE: Hefei Binhu International Convention and Exhibition Center



50,000m²+

Show Area



500+

Domestic and Foreign Brands



10,000m²+

Outdoor Dynamic Demonstration Area



30,000+

Professional Visitors



30%

CXO/
Decision-makers



40+

Events during the Expo

ABOUT IRID EXPO 2026

· The International Rural Innovation & Development Expo is the first national international expo focusing on the entire industrial chain of rural development at home and abroad, covering digital countryside, smart agriculture and breeding, agricultural product processing, rural infrastructure, cultural tourism, new energy, environmental governance and comprehensive resource recycling, etc. It highlights cutting-edge scientific and technological achievements, high-tech products and solutions for high-quality rural development, empowering industrial upgrading with technology and driving rural revitalization with innovation!

· Under the authoritative guidance and support of China's Ministry of Agriculture and Rural Affairs and more than 20 national governments and trade institutions, the expo deeply explores global core purchasers, features high-quality government/commercial project matching, gathers a large number of distributors/agents/traders and terminal large owner units in various industries, and comprehensively empowers effective supply-demand docking and interconnection of rural industries.

Audience Categories

Government Agencies

- Agricultural authorities at all levels
- Embassies, consulates and related institutions of various countries
- Agricultural, forestry, animal husbandry and fishery departments at all levels
- Plant protection institutions
- Environmental protection/energy/housing and urban-rural development departments and project implementation units, etc.

Buyers from Users

—Rural

- Modern agricultural industrial parks
- Science and technology/industrial parks
- Agricultural reclamation groups of various provinces and cities
- Supply and marketing cooperatives/agricultural cooperatives
- Farms/forest farms
- Planting bases and large planting households
- Planting/breeding enterprises, etc.

—Infrastructure/municipal and public utilities

- Garden horticulture
- Rural beautification/Greening units
- Water supply and Drainage Companies
- Water Affairs Groups
- Tap water/sewage treatment plants
- Solid waste/Garbage Treatment Plants
- Poverty alleviation workshops, etc.

—Industrial and Commercial Buyers and Users

- Food
- Textiles
- Clothing
- New energy/electricity/heat/gas plants
- Real estate
- Supermarkets
- Project Developers
- Travel Agencies
- Property
- Restaurants/Hotels/Guesthouses
- Schools
- Factories
- Hospitals and health care services, etc.

Service/Construction/ Engineering/Installation companies

- Agricultural service companies
- E-commerce platforms
- Supply chain/warehousing/cold chain logistics
- Finance: investment and financing/insurance
- Environmental technology and engineering contractors
- Construction/HVAC engineering companies
- Energy service and management companies, etc.

Traders/Dealers/Integrators

- Distribution agents/franchisees/traders
- Environment Protection & ESS etc.

Other Audiences

- Scientific research institutions
- Related industry associations
- Universities
- Media and other related institutions

Exhibition Categories

Digital Countryside

- 1) Information and communication infrastructure
- 2) Data intelligence and decision-making hubs
- 3) Digitalization of rural governance and services
- 4) Digitalization of rural industries

Smart Agriculture

- 1) **Digital agriculture equipment:** intelligent power machinery, farmland construction machinery, soil tillage machinery, fertilization machinery, etc.
- 2) **Precision agriculture:** GIS, visual recognition, future farm & smart breeding, agricultural AI technology, etc.
- 3) **Modern seeding industry:** intelligent seed selection/seedling equipment, biological breeding technology, seed production, etc.
- 4) **Agricultural sustainable technologies:** intelligent plant protection, circular agricultural technology, water and fertilizer saving systems, carbon footprint monitoring platforms, etc.
- 5) **Facility agriculture and vertical farms:** intelligent greenhouse control systems, plant factory equipment, aquaponic systems, etc.

Green Agricultural Products and Food (Including Processing)

- 1) **Health food and beverages:** big health food, dairy, tea, coffee and baking, leisure food and beverages, alcohol, etc.
- 2) **Food deep processing and manufacturing technology:** condiments, prepared dishes, freeze-drying technology, edible fungi, etc.
- 3) **Food safety and low-carbon supply chain:** rapid detection technology, traceability and anti-counterfeiting systems, degradable packaging and materials, cold chain logistics solutions, etc.
- 4) **Agricultural products:** landmark products, functional products, green certified products, etc.
- 5) **Primary processing equipment:** intelligent cotton ginning/oil pressing equipment, automatic slaughtering production lines, processing industry chain-related technologies and equipment, packaging and storage technology, etc.

Smart Animal Husbandry and Fisheries

- 1) **Smart breeding:** intelligent breeding platforms, performance testing systems, factory-scale breeding equipment, etc.
- 2) **Intelligent breeding equipment systems:** automatic feeding systems, intelligent environmental control, spray cooling, cleaning, environmental control, delivery systems and other intelligent breeding overall solutions, etc.
- 3) **Sideline production equipment systems:** automatic sericulture equipment, intelligent beekeeping equipment, factory equipment for edible fungus cultivation, etc.
- 4) **Smart aquaculture:** intelligent feeding systems, aquatic environment monitoring platforms, circulating water treatment equipment, underwater robots and other fishery machinery.
- 5) **Digital breeding management platforms:** digital twin systems, epidemic early warning and prevention platforms, feed formula optimization tools, industrial chain traceability management systems, etc.

Rural Cultural Tourism

- 1) **Cultural tourism spaces and carriers:** rural home-stay clusters, pastoral planning cases, intangible cultural heritage workshop, campground/RV base facilities, etc.
- 2) **Smart cultural tourism systems:** visitor flow monitoring and early warning platforms, guided tour equipment, smart ticketing management systems, etc.
- 3) **Infrastructure and services:** ecological trails/identification systems, rural stations, barrier-free facilities for the elderly, emergency rescue systems, native plant landscape design, etc.
- 4) **Cultural experiences:** intangible cultural heritage activation exhibitions, agricultural experience projects etc.
- 5) **Creative products and marketing:** rural cultural and creative products, short video live broadcast base equipment, rural MCN, cultural tourism IP, etc.

Rural Support Services

Human resources and social security, industrial skills training, rural financial services, financial services for grain production and important agricultural product supply, etc.

Why Participate in the Exhibition



Official Support, Direct Access to the Hundred-Billion-Level Rural Development Procurement Market

With **159.3 billion yuan** of national key support for rural revitalization funds and unprecedented policy opportunities, the expo builds a platform, helping enterprises seize the industrial era dividends of rural development. It covers **more than 1,000** county and city rural revitalization bureaus, agriculture and rural affairs bureaus, supply and marketing cooperatives, agricultural reclamation groups, etc., and releases hundred-billion-level government procurement orders for digital rural infrastructure, green agricultural machinery purchases, etc.



Gather Professional B2B Buyers and Face Procurement Decision-Makers Directly

The organizer will precisely invite **more than 30,000** professional purchasers from **more than 30** industries in agriculture, municipal administration, industry and civil fields to interact and communicate, helping enterprises establish extensive business contacts and make effective orders come true.



Business Matching + Brand Building, Creating a Productive and Effective Exhibition Experience

More than 1 million professional owner units/brand users in the database, deeply explores procurement needs, and organizes **more than 500** international/domestic business demand matching meetings on site in conjunction with **more than 200** industry associations.



Deeply Rooted in the Jianghuai Region, Radiating the Global Market

As a major Chinese economic, population, food and energy province, the expo based in Anhui will accurately position the core audience group. Relying on the global network resources of the CPIT Shanghai, it forms a "Jianghuai demand + international orders" dual-engine drive to build a super trade hub from the field to the global market.



Expand Network Resources and Keep Up with Industry Development Trends

During the expo, **more than 20** high-specification industry events will be held, including policy sharing, technology seminars, demand docking meetings, etc., attracting nearly a thousand leading representatives to build an information exchange platform leading industry development.

Gathering the key buyers all over the world



10,000m² Outdoor dynamic demonstration area



· The expo will set up a **10,000m²** outdoor dynamic demonstration area with the theme of **"Innovation-Driven · Smart Agriculture"**, focusing on displaying smart agricultural equipment such as agricultural drones, intelligent fruit and vegetable picking robots, Beidou intelligent monitoring systems, and multi-functional precision water and fertilizer integrated machines, creating a display stage that integrates technology, interaction and effectiveness.

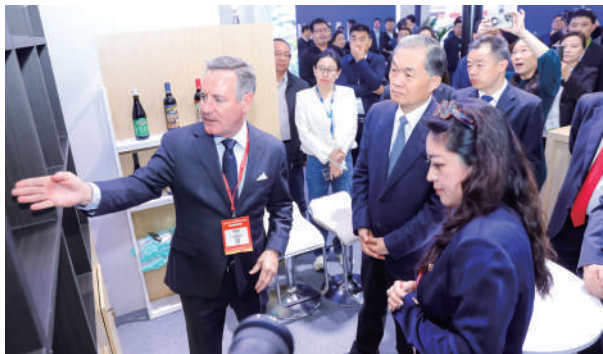
· During the demonstration, the organizer will organize professional audiences to visit the show area, including relevant government departments, distributors, cooperative heads, large grain growers, terminal large owners, etc., driving precise docking through immersive experience.



Over 15 events during the Expo

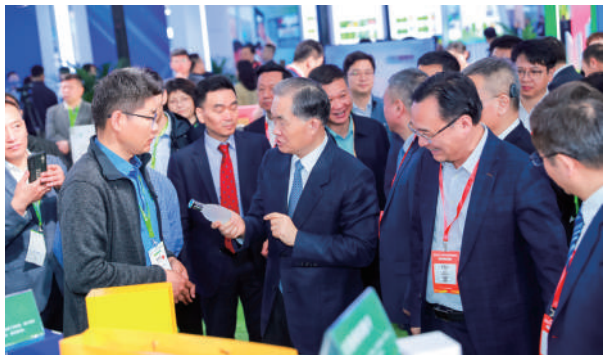
Global Trade and Technology Exchange Precision Docking:

Building the "Ji Yu Pavilion" procurement and distribution docking hub, 1-on-1 meetings with buyers with massive procurement needs such as agricultural and rural bureaus, domestic and foreign industrial parks/farms, large distributors/agents/traders, etc., and setting up multiple theme-specific rural technology tour routes at the show to guide audiences to choose their interested routes and bring more precise buyers to the exhibitors on the routes.



New characteristic show areas:

IRID 2026 will set "Innovation-Driven · Smart Agriculture" outdoor dynamic demonstration area, future rural scene innovation experience area, etc., and jointly building a university agricultural scientific research achievement show area with university representatives to help enterprises explore innovative solutions with potential commercial opportunities.



Wonderful industry awards:

Launching the authoritative industry award "Qian Mo Star" Rural Revitalization Leader Award, forming a jury together with outstanding representatives from global agricultural, energy, economic and technological fields and government and enterprise forces, and setting up an excellent award display area in the show area and holding award ceremonies during the expo to show brand value and expand high-end human network resources.

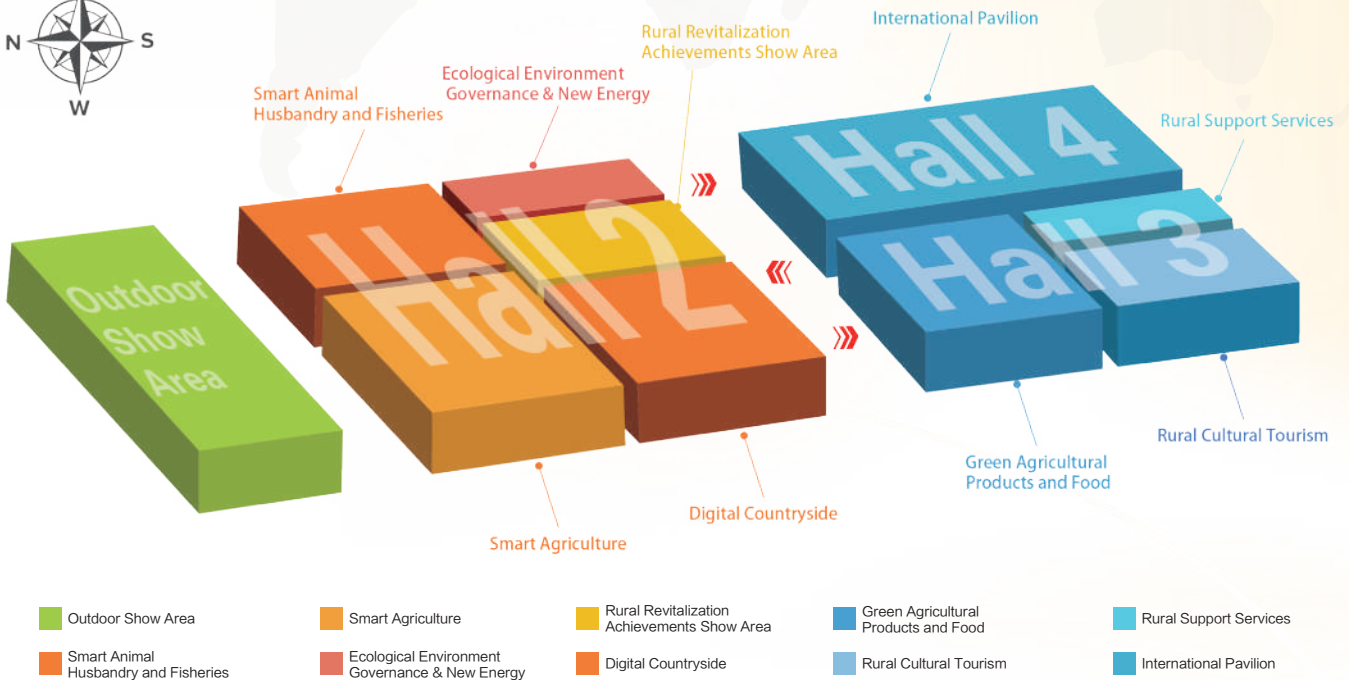


- **Digital Farmland 2030: Global Summit for Smart Agriculture Leaders**
- **Rural Industry Leadership Forum: Breaking Growth Barriers from Soil to Blue Ocean**
- **Village Voyage: Global Conference on Rural E-commerce Ecosystem**
- **New Wave of Animal Husbandry: Global Summit for Sustainable Livestock Leaders**
- **Oriental Odyssey: International Forum on Rural Cultural Tourism Innovation**
- **Zero-Carbon Revolution: Global Dialogue on Rural Green Energy**
- **Food Tech 4.0: Innovation Workshop on Agri-Processing**

IRID 2025 Spotlights



Layout



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