

2026中國數字創意博覽會

2026 CHINA DIGITAL CREATIVITY EXPO

亞洲國際博覽館·香港

5, 7, 9, 11號館

AsiaWorld-Expo, Hong Kong

Hall 5, 7, 9, 11

指導單位



紫荆文化集團
BAUHINIA CULTURE GROUP



協辦單位



海南省國際文化交流中心
Hainan International Culture Exchange Center



萬里茶道國際交流中心
The Tea Road Cooperative



雲峰畫苑
WANFUNG ART GALLERY



大中華非洲商會
African General Chamber of Commerce (Greater China)



亞洲國際基金會 亞洲文化藝術基金會
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亞洲藝術中心



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辽宁省创意产业协会
LIAONING ASSOCIATION OF CREATIVE INDUSTRIES



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創意創業會 Innovative Entrepreneur Association

主辦單位

CAEG 中国对外文化集团有限公司
China Arts and Entertainment Group Ltd.

PC 訊通展覽公司
Paper Communication Exhibition Services

SDCA
深圳市数字创意产业协会

ICIF
深圳國際文化產業博覽交易會有限公司
Shenzhen International Cultural Industry Fair Co., Ltd.

特別支持單位

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香港藝術發展局

HONG KONG TOURISM BOARD
香港旅遊發展局

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香港三維打印協會
HONG KONG 3D PRINTING ASSOCIATION



Association of Artists of Hong Kong
藝術家協會



Association of Music and Sound Engineers of Hong Kong
香港音樂及錄音工程師協會



高科院
The Education Institute of Hong Kong
香港高等教育科技學院



Ministry of Culture and Cultural Heritage of Korea
韓國文化遺產部



Korea Culture Contents Learning Association
韓國文化內容學習協會



INTELLECTUAL PROPERTY OFFICE
創意創業會



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2026中國數字創意博覽會

2026年5月15 - 18日

2026 China Digital Creativity Expo

亞洲國際博覽館·香港 5, 7, 9, 11號館

展會概覽

2026中國數字創意博覽會(2026 China Digital Creativity Expo)是數字創意產業盛會,致力於構建“文化 + 科技 + 產業”三位一體的全體數字文創合作平臺。博覽會以數字技術賦能傳統文化、培育新型文化業態為使命,集中展示數字文化產業前沿成果,促進產業鏈上下游深度融合。涵蓋數字內容生產、傳播、消費全產業鏈,旨在推動中國數字創意產業高品質發展,賦能實體經濟。

香港國際文化創意博覽會(香港文博會),已正式列為2025年“千帆出海”重點活動(項目)。商務部等6部門(中國商務部、中央宣傳部、文化和旅部、廣電總局、中國外文局、中國貿促會)辦公廳(室)於2025年8月11日正式發文,成為國家級文化出海標杆項目。廣東省商務廳12月15日發佈香港文博會入選2025年“服貿全球”重點展會項目。

展會亮點

- 國家級平臺** : 依託國家文化產業發展戰略,匯聚政策、產業、學術多方資源。
- 全產業鏈覆蓋** : 涵蓋內容生產、技術支援、硬體設備、傳播管道、IP授權等完整生態鏈。
- 前沿科技首發** : 聚焦元宇宙、AIGC、區塊鏈、虛擬實境(VR/AR)、全息投影等最新應用。
- 國際化視野** : 邀請國際頂尖數字文化機構、企業和專家參展參會,促進國際交流與合作。
- 精準商務對接** : 組織多場B2B商務配對會,為展商與採購商搭建高效溝通橋樑。

為何參展

- 搶佔萬億級市場先機**
中國數字創意產業規模已突破5萬億元,年增長率超過15%,是國家戰略性新興產業。博覽會彙聚全產業鏈優質資源,助您把握政策紅利與市場機遇。
- 一站式全球品牌曝光**
新華社、人民日報、CCTV、鳳凰衛視等200餘家主流媒體深度報導,微博、抖音、B站等平臺話題傳播量預估破億。
- 高效精準的商務對接**
組委會定向邀請國內外文旅集團、影視公司、遊戲發行商、MCN機構、投資基金等核心買家。
- 洞悉行業前沿風向**
與院士、頭部企業創始人同台交流,掌握AIGC、Web3.0、超高清視頻、數字孿生等最新技術應用趨勢,獲取權威產業資料包。
- 政策與資本雙重賦能**
展會期間設“產業政策解讀專區”,邀請工信部、文旅部等相關局領導現場答疑。
- 國際化拓展平臺**
特設“國際館”及“一帶一路”沿線國家展團與採購團,助力企業出海。



同期舉辦

- 首屆香港國際AI電影節高峰論壇
- 2026中國數字創意博覽會主論壇
- “AI 時代與藝術創造—香港文博會世界藝術研究院成立大會”論壇暨麗水蓮都區文旅企業推介會
- 數字創意空間
- 「文韻中外·智旅全球」文旅品牌國際論壇
- AI產品出海主題分享
- 全息之境,AI知你—XOLOme 品牌全球首發

參展範圍

- 數字內容生產區**
網路文學、動漫、遊戲、影視、音樂、短視頻的原創內容與版權交易。
數字出版、數字圖書館、數字博物館內容提供。
- 數字技術與裝備區**
元宇宙技術 : 區塊鏈、NFT數字藏品、數字孿生、人機交互技術。
人工智慧 : AIGC內容生成工具、AI輔助設計、智慧編輯。
沉浸式體驗 : VR/AR/MR/XR硬體設備、全息投影、環幕/球幕影院、沉浸式藝術裝置。
數字展示 : LED顯示幕、拼接屏、互動投影、雷射燈光設備。
- 數字文創與IP授權區**
IP形象及品牌授權(卡通形象、藝術作品、博物館文創、非遺文創)。
文創產品設計、工藝美術創新產品、數字文創衍生品。
潮玩、手辦、模型、盲盒。
- 數字文化旅遊區**
智慧文旅解決方案、景區數字化升級、沉浸式旅遊演藝。
虛擬旅遊體驗、數字導覽系統、文旅大資料平臺。
- 電競與體育數字化區**
電競賽事、電競俱樂部、電競設備(鍵盤、滑鼠、顯示器)。
體育賽事轉播技術、數字體育訓練設備、智慧體育裝備。
- 數字傳播與管道區**
網路視聽平臺、直播平臺、社交媒體、MCN機構。
數字行銷、短視頻製作與運營、大資料精準投放。

2026 China Digital Creativity Expo

2026 中國數字創意博覽會

AsiaWorld-Expo, Hong Kong

Hall 5, 7, 9, 11

15 - 18/5/2026

Exhibition Overview

The 2026 China Digital Creativity Expo is a grand event for the digital creative industry, dedicated to building a global digital cultural and creative cooperation platform integrating "culture + technology + industry." The Expo's mission is to empower traditional culture with digital technology and cultivate new cultural business models, showcasing cutting-edge achievements in the digital cultural industry and promoting deep integration of upstream and downstream industries. It covers the entire digital content production, dissemination, and consumption industry chain, aiming to promote the high-quality development of China's digital creative industry and empower the real economy.

The Art Hong Kong Expo has been officially listed as a key activity (project) of the 2025 "Sailing Overseas" initiative. On August 11, 2025, the General Offices of six departments including the Ministry of Commerce, the Publicity Department of the Central Committee of the Communist Party of China, the Ministry of Culture and Tourism, the State Administration of Radio and Television, the China Foreign Languages Publishing Administration, and the China Council for the Promotion of International Trade officially issued a document designating it as a national-level benchmark project for cultural export. On December 15, the Guangdong Provincial Department of Commerce announced that the Art Hong Kong Expo had been selected as a key exhibition project of the 2025 "Global Trade in Services" initiative.

Exhibition Highlights

National-Level Platform : Leveraging the national cultural industry development strategy, gathering resources from policy, industry, and academia.

Full Industry Chain Coverage : Covering the complete ecosystem including content production, technical support, hardware equipment, dissemination channels, and IP licensing.

Cutting-Edge Technology Debut's : Focusing on the latest applications such as metaverse, AIGC, blockchain, virtual reality (VR/AR), and holographic projection.

International Vision : Inviting top international digital culture institutions, enterprises, and experts to participate in the exhibition and conference, promoting international exchange and cooperation.

Precise Business Matching : Organizing multiple B2B business matching sessions to build an efficient communication bridge between exhibitors and buyers.

Concurrent Events:

- The 1st Hong Kong International AI Film Festival
- The 2026 China Digital Creative Expo Main Forum
- "AI Era and Artistic Creation - Inaugural Meeting of the World Art Research Institute of the Hong Kong Cultural Industries Fair" Forum and Lishui Liandu District Cultural Tourism Enterprise Promotion Conference
- Digital Creative Space
- "Cultural Charm Between China and the World, Smart Travel Globally" International Forum on Cultural Tourism Brands
- AI Product Going Global Theme Sharing
- Holographic Realm, AI Knows You - Global Launch of XOLOme Brand

Why Exhibit?

1. Seize the Trillion-Yuan Market Opportunity

China's digital creative industry has exceeded 5 trillion yuan in scale, with an annual growth rate of over 15%, making it a national strategic emerging industry. The Expo gathers high-quality resources from the entire industry chain, helping you seize policy dividends and market opportunities.

2. One-Stop Global Brand Exposure

In-depth coverage by over 200 mainstream media outlets including Xinhua News Agency, People's Daily, CCTV, and Phoenix TV; estimated dissemination of topics on platforms such as Weibo, Douyin, and Bilibili exceeding 100 million views.

3. Efficient and Precise Business Matching

The organizing committee has specifically invited key buyers from domestic and international cultural tourism groups, film and television companies, game publishers, MCN agencies, and investment funds.

4. Gain Insight into Cutting-Edge Industry Trends

Exchange ideas with academicians and founders of leading companies, grasp the latest technological application trends in AIGC, Web3.0, ultra-high-definition video, and digital twins, and obtain authoritative industry data reports.

5. Dual Empowerment from Policy and Capital

A "Special Zone for Industry Policy Interpretation" will be set up during the exhibition, with leaders from relevant departments of the Ministry of Industry and Information Technology and the Ministry of Culture and Tourism answering questions on-site.

6. International Expansion Platform:

A special "International Pavilion" and exhibition and purchasing delegations from countries along the "Belt and Road" will be set up to help companies expand overseas.

Exhibition Scope:

1. Digital Content Production Area

Original content and copyright transactions in online literature, animation, games, film and television, music, and short videos.

Content provision for digital publishing, digital libraries, and digital museums.

2. Digital Technology and Equipment Zone

Metaverse Technology: Blockchain, NFT digital collectibles, digital twins, human-computer interaction technology.

Artificial Intelligence: AIGC content generation tools, AI-assisted design, intelligent editing.

Immersive Experience: VR/AR/MR/XR hardware, holographic projection, panoramic / dome theaters, immersive art installations.

Digital Display: LED displays, video walls, interactive projection, laser lighting equipment.

3. Digital Cultural and Creative Products and IP Licensing Zone

IP character and brand licensing (cartoon characters, artworks, museum cultural and creative products, intangible cultural heritage cultural and creative products).

Cultural and creative product design, innovative arts and crafts products, digital cultural and creative derivatives.

Trendy toys, figurines, models, blind boxes.

4. Digital Cultural Tourism Zone

Intelligent cultural tourism solutions, scenic area digital upgrades, immersive tourism performances.

Virtual tourism experiences, digital guide systems, cultural tourism big data platforms.

5. Esports and Sports Digitalization Zone

Esports events, esports clubs, esports equipment (keyboards, mice, monitors).

Sports broadcasting technology, digital sports training equipment, smart sports gear.

6. Digital Communication and Channels Zone

Online audiovisual platforms, live streaming platforms, social media, MCN agencies.

Digital marketing, short video production and operation, big data-driven precision targeting.



目標觀眾

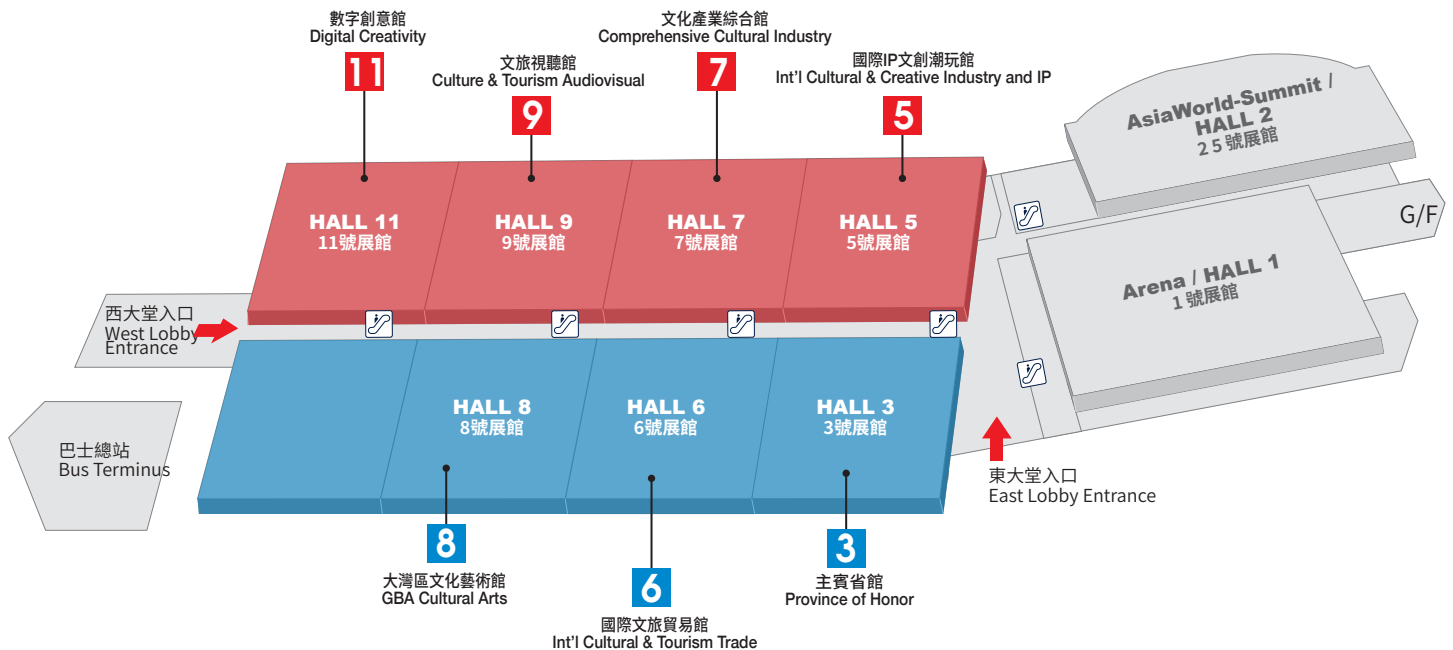
- 政府及行業機構：中央及地方政府文化、旅遊、廣電、出版主管部門代表，行業協會、專家學者、研究機構人員。
- 內容生產商與版權方：影視公司、動漫公司、遊戲公司、網路文學平臺、出版集團、MCN機構。
- 技術與設備供應商：軟體發展商、硬體製造商、系統集成商、人工智慧企業、元宇宙基礎設施提供商。
- 投資機構：風險投資、私募股權、文化產業基金、關注數字文創領域的投資人。
- 文旅與商業地產：主題公園、景區、商業綜合體、文旅集團的運營與採購負責人。
- IP衍生品開發商與管道商：製造商、授權代理商、零售商、電商平臺、潮玩店採購。
- 媒體：國內外主流媒體、科技媒體、文化媒體、自媒體大V、網路紅人。

Target Audience

- **Government and Industry Organizations** : Representatives from central and local government departments in charge of culture, tourism, radio and television, and publishing; industry associations; experts, scholars, and research institution personnel.
- **Content Producers and Copyright Holders** : Film and television companies, animation companies, game companies, online literature platforms, publishing groups, and MCN agencies.
- **Technology and Equipment Suppliers** : Software developers, hardware manufacturers, system integrators, artificial intelligence companies, and metaverse infrastructure providers.
- **Investment Institutions** : Venture capital firms, private equity firms, cultural industry funds, and investors focusing on the digital cultural and creative industry.
- **Cultural Tourism and Commercial Real Estate** : Operations and procurement managers for theme parks, scenic spots, commercial complexes, and cultural tourism groups.
- **IP Derivatives Developers and Distributors** : Procurement personnel for manufacturers, authorized agents, retailers, e-commerce platforms, and trendy toy stores.
- **Media** : Mainstream domestic and international media, technology media, cultural media, influential self-media figures, and online celebrities.

第四屆香港文博會平面圖

Floor Plan of the 4th Art Hong Kong Expo



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