



Metro Trans

# METROTRANS 2025

北京-青岛国际城市轨道交通展览会暨CAMET论坛

International Metro Transit Exhibition & CAMET Forum (Beijing-Qingdao)

第二届中国城市轨道交通高新技术成果交易会

The 2nd China Metro Transit Hi-Tech Fair

第二届中国城市轨道交通科普展示会

The 2nd China Urban Rail Transit Science Popularization Exhibition

9月18日-20日 中国·青岛

September 18-20, 2025 China Qingdao

## 服务指引

SERVICE GUIDANCE





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2025 北京 - 青岛国际城市轨道交通展览会暨 CAMET 论坛  
INTERNATIONAL METRO TRANSIT EXHIBITION & CAMET FORUM (BEIJING-QINGDAO)

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# ORGANIZATIONAL STRUCTURE 组织架构

## 指导单位 / ADVISED BY

工业和信息化部  
Ministry of Industry and Information Technology

## 主办单位 / HOST

中国城市轨道交通协会  
China Association of Metros

## 特邀协办 / Specially Co-Organized By

上海申通地铁集团有限公司  
Shanghai shentong Metro Group Co.,Ltd.

南京地铁集团有限公司  
Nanjing Metro Group Co., Ltd.

北京市基础设施投资有限公司  
Beijing Infrastructure investment Co.,Ltd.

广州地铁集团有限公司  
Guangzhou Metro Group Co.. Ltd.

重庆市轨道交通（集团）有限公司  
Chongqing Rail Transit (Group) Co. Ltd.

深圳市地铁集团有限公司  
Shenzhen Metro Group Co., Ltd.

青岛地铁集团有限公司  
Qingdao Metro Group Co., Ltd.

济南轨道交通集团有限公司  
Jinan Rail Transit Group Co.,Ltd.

中国中车股份有限公司  
CRRC Corporation Limited

中国中铁股份有限公司  
China Railway Group Limited CRRC Corporation Limited

## 支持单位 / SUPPORTED BY

国际公共交通联合会（UITP）  
The International Association of Public Transport(UITP)

德国轨道工业协会  
Verband der Bahnindustrie(VDB)

中国交通运输协会  
China Communications and Transportation Association

中国铁道学会  
China Railway Society

中国土木工程学会  
China Civil Engineering Society

中国施工企业管理协会  
China Association of Construction Enterprise Management

中国城市公共交通协会  
China Urban Public Transport Association

中国地方铁路协会  
China Local Railway Association

中国智能交通协会  
China Intelligent Transportation Systems Association

中国信息产业商会  
China Information Industry Trade Association

山东省科学技术协会  
Shandong Association for Science & Technology

青岛市科技协会  
QingDao Association for Science and Technology

青岛地铁产业协会  
Qingdao Metro Industry Association

青岛市低空经济联盟  
Qingdao Low-altitude Economy Alliance

北京低空经济产业发展联盟  
Beijing Low-altitude Economy Industry Development Alliance

中国城市轨道交通协会其他副会长单位  
Other Vice President Units of China Association of Metros

## 承办单位 / ORGANIZER

中国城市轨道交通协会各专委会  
Committees of China Association of Metros

北京中轨交通研究院有限公司  
Beijing China Rail Transit Research Institute Co., Ltd.

北京中城轨会展有限公司  
Beiiing Sino Urban Railway Expo Co., Ltd.

北京中城轨文化传播有限公司  
Beijing Sino Urban Railway Culture Media Co., Ltd.

青岛青铁商业发展有限公司  
Qingdao Qingtie Commercial Development Co., Ltd.

中铁会展有限公司  
China Railway Exhibition Co., Ltd.



## 媒体支持 / MEDIA SUPPORT

新华社  
Xinhua News Agency

人民网  
people.cn

经济日报  
Economic Daily

中国新闻网  
WWW.CHINANEWS.COM

中宏网  
www.zhonghongwang.com

中国交通报  
China Communications News

中国建设报  
China Construction News

中国经营报  
China Business Journal

中国网  
china.com.cn

中华网  
China.com

中国交通网  
China Transportation Network

中国交通新闻网  
www.zgjtzb.com

新浪网  
SINA

腾讯网  
Tencent

搜狐网  
SOHU

中国企业网  
zqcn.com.cn

环球财经  
jingjinews.com

人民城轨媒体矩阵  
People's Metro media matrix

人民城轨通讯员单位媒体矩阵  
People's Metro correspondent unit media matrix

青岛地铁媒体矩阵  
Qingdao Metro media matrix

济南地铁媒体矩阵  
Jinan Metro media matrix

《城市轨道交通》杂志  
China Metros

《都市快轨交通》杂志  
Urban Rapid Rail Transit

《城市轨道交通研究》杂志  
Urban Mass Transit

《现代城市轨道交通》杂志  
Modern Urban Transit

《轨道交通装备与技术》杂志  
Rail Transportation Equipment and Technology

《铁道车辆》杂志  
Rolling Stock

《机车电传动》杂志  
Electric Drive for Locomotives

《控制与信息技术》杂志  
Control and Information Technology

《数字通信世界》杂志  
Digital Communication World

世界轨道交通资讯网  
rail.ally.net.cn

RT 轨道交通  
RT Rail Transit

轨道世界  
Track World

轨道城市  
Rail City

e 车网  
www.ecrrc.com

轨道交通网  
www.rail-transit.com

城市轨道交通网 CCRM  
www.chinametro.net CCRM

蔚蓝轨迹 rail  
Weilanguiji rail

今日轨道交通  
Rail Transit Today

赛文交通网  
7its.com

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## ABOUT US 关于我们

### 北京 - 青岛轨道展 MetroTrans 2025

北京国际城市轨道交通展览会暨高峰论坛（MetroTrans）是由国家发展改革委、工信部、住建部、交通部等支持，中国城市轨道交通协会主办。经过 10 年 8 届的精心培育已成长为中国城市轨道交通领域规模最大、最具有影响力的品牌展会。2025 年 9 月 18 日至 20 日展会再次落户青岛，以全新的面貌举办 2025 北京 - 青岛国际城市轨道交通展览会暨 CAMET 论坛（简称北京 - 青岛轨道展 MetroTrans 2025），此次展会主题为“融合创新驱动高质量发展”，同期将举办第二届中国城市轨道交通高新技术成果交易会（简称城轨高交会）、第二届中国城市轨道交通科普展示会（简称城轨科普展）。

北京 - 青岛轨道展集成果展示、技术推广、高峰论坛、合作交流于一体，重点展示城市轨道交通领域先进的技术和产品创新成果和科研成就，致力于所有参与者创造展示交流机会，促进商机达成，力求成为行业贸易商务平台、新技术新产品展示发布平台、行业交流嘉年华、大众科普与互动的平台。

Beijing International Metro Transit Exhibition & Forum (MetroTrans), is supported by the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Housing and Urban-Rural Development and the Ministry of Transport, and hosted by China Association of Metros. Over one decade, the exhibition has been held for 8 sessions, making the event blossomed into the largest and most influential branded exhibition in the field of China's urban rail transit. During September 18th to 20th, 2025, the exhibition will once again be held in Qingdao, presenting a brand-new look for the 2025 International Metro Transit Exhibition & CAMET Forum (Beijing-Qingdao)(Hereinafter referred to as MetroTrans 2025). This exhibition will be held with the theme of "Driving High-Quality Development through Integrated Innovation". During the same period, the 2nd China Metro Transit Hi-Tech Fair (Hereinafter referred to as "MHTF").

Beijing-Qingdao MetroTrans is one that integrates achievement exhibition, technology promotion, summit forums, and cooperation & exchange, and its exhibition is focused on advanced technologies, innovative achievements of products, as well as scientific research accomplishments in the field of urban rail transit. Such event is held with the aim of offering exhibition and exchange opportunities for all participants, promoting business opportunities and building a platform that serves for industry trade and business, the presentation and release of new technologies & products, the industry exchange carnival as well as popular science and interaction.

### 中国城市轨道交通协会 China Association of Metros

中国城市轨道交通协会是在国家民政部登记注册的社团法人，是全国性、行业性、非营利性社会组织，是我国城市轨道交通行业国家一级协会，也是国家 4A 级协会。协会接受国家发展和改革委员会、住房和城乡建设部、交通运输部、工业和信息化部、科技部、人力资源和社会保障部、国家市场监督管理总局、国家统计局等相关政府部门的业务指导。

协会现有会员单位 1000 余家，涵盖城轨交通规划设计、建设施工、运营管理、装备制造和资源经营等各个领域的企事业单位和科研院校。

China Association of Metros (Hereinafter referred to as "CAMET") is a social legal person registered at the Ministry of Civil Affairs. It is a national, industrial, and non-profit social organization, a first-class industry association in China's rail transit, as well as a national grade 4A association. CAMET is subjected to the operational guidance of relevant government departments such as the National Development and Reform Commission, the Ministry of Housing and Urban-Rural Development, Department of Transportation and Ministry of Industry and Information Technology, the Ministry of Science and Technology, the Ministry of Human Resources and Social Security, the State Administration for Market Regulation, and the National Bureau of Statistics.

The Association currently has over 1,000 member units, covering enterprises, public institutions, scientific research institutes and universities in various fields such as urban rail transit planning and design, construction, operation management, equipment manufacturing and resource management.

### 北京中城轨会展有限公司 Beijing Sino Urban Railway Expo Co., Ltd.

隶属于中国城市轨道交通协会，为城轨行业提供会展服务。

服务内容: 行业传播内容生产、宣传、展览、会议、考察、咨询、服务，为行业细分领域提供全案传播服务。

追求目标: 以传媒、会议、展览为平台开展专业化服务，助力行业高质量发展，用心服务行业和城市。

It is subordinate to China Association of Metros and provides exhibition services for urban rail industry.

Services: Industry communication content production, communication, exhibition, conference, investigation, consultation, service, full communication services for industry segments.

Goals: Provide professional services on the platform of media, conferences and exhibitions, enable high-quality development of the industry, serve the urban rail industry and cities.



## WHAT CAN METROTRANS DO FOR YOU? 能为您做什么？



## WHAT WILL METROTRANS 将给您带来..... BRING YOU



### 开放视野 捕获新知 Expand Horizons, Embrace New Insights

80000+m<sup>2</sup> 展览面积，500+ 参展企业，涵盖轨道交通全产业链，同时涉及大众关心的轨道科普、文创和出行文化。

Featuring 80,000+ square meters of exhibition space and 500+ exhibitors, MetroTrans comprehensively covers the entire rail transit industry chain while extending to public-focused domains such as rail science education, cultural innovations, and transportation culture.



### 高新技术 成果交易 Metro Transit Hi-tech Fair

展示城轨科技进步奖、国优奖获奖项目、产品、成果等，并开展线上线下交流、交易活动。

Exhibition of the urban rail technology achievement and national outstanding award projects, products and achievements winning the Science and Technology Progress Award, and implementation of online and offline exchange and trading activities.

以传媒、会议、展览为平台，展开专业化服务，助力行业高质量发展。

Provide professional communication service via media, conferences and exhibitions  
Assist for high-quality scientific development of the industry





### 大咖共论 洞见新知

#### New Insights from Discussion of Experts

行业专家制定议题，内容涵盖面广，与行业领军人物面对面交流，向全行业发声。  
Industry experts formulate topics covering a wide range of topics, communicate face-to-face with industry leaders, and speak out to the entire industry.

03



### 共享平台资源 抓住市场机遇

#### Share Platform Resources, Seize Market Opportunities

国家一级协会主办，青岛地铁、济南轨道、南京地铁、北京地铁、上海地铁、广州地铁、重庆轨道、深圳地铁等五十余家业主单位鼎力支持，千余家会员单位共襄盛举。政府、协会与各地城轨业主单位领导和院士、专家组团巡馆，还有多组专业参观团。

Concurrently held with China Summit of Metro Operators, hosted by the national first class association, supported by over 50 metro operators such as Qingdao Metro, Ji'nan Metro, Nanjing Metro, Beijing Subway, Shanghai Metro, Guangzhou Metro, Chongqing Rail Transit, and Shenzhen Metro, and participated in over 1,000 members. Leaders of governments, academicians, associations and local metro operator tour groups, and there are many professional tour groups of experts.

04



### 全面助力 中小企业

#### Offer Full Support for Small and Medium-sized Enterprises

给予会员中首次参展的中小企业最优政策。非会员的中小企业首次参展，可比照会员优惠政策执行。

Grant the best policies for small and medium-sized enterprises (SMEs) among the members participating in the exhibition for the first time. Non-member SMEs exhibiting for the first time shall enjoy preferential policies similar to those for members.

06



### 权威发布 预知趋势

#### Authoritative Publishing and Predictive Direction

行业数据，统计报告，行业标准等权威数据文件独家权威发布，助您了解行业现状，尽揽行业发展蓝图。

Industry data, statistical reports, industry standards and other authoritative data document are issued exclusively and authoritatively, so as to help you understand the current situation of the industry and draw up a blueprint for its development.

07



### 对接洽谈 深入合作

#### Negotiation and In-depth Cooperation

行业龙头企业参展并举办专题会议、现场交流会。多样化定制服务，精准对接供求双方。

Leading enterprises in the industry participated in the exhibition and held special conferences and on-site exchange meetings. Diversified customized services, accurate docking of supply and demand sides.

05



### 行业热点 媒体焦点

#### Industry Spots and Media Focus

100 + 家媒体现场报道，自有媒体平台实时报道，行业舆论风向标。

100+ medias live report, real-time report on MetroTrans media platforms, and industry public opinion guidance.

08



## HONORED GUEST 领导关怀

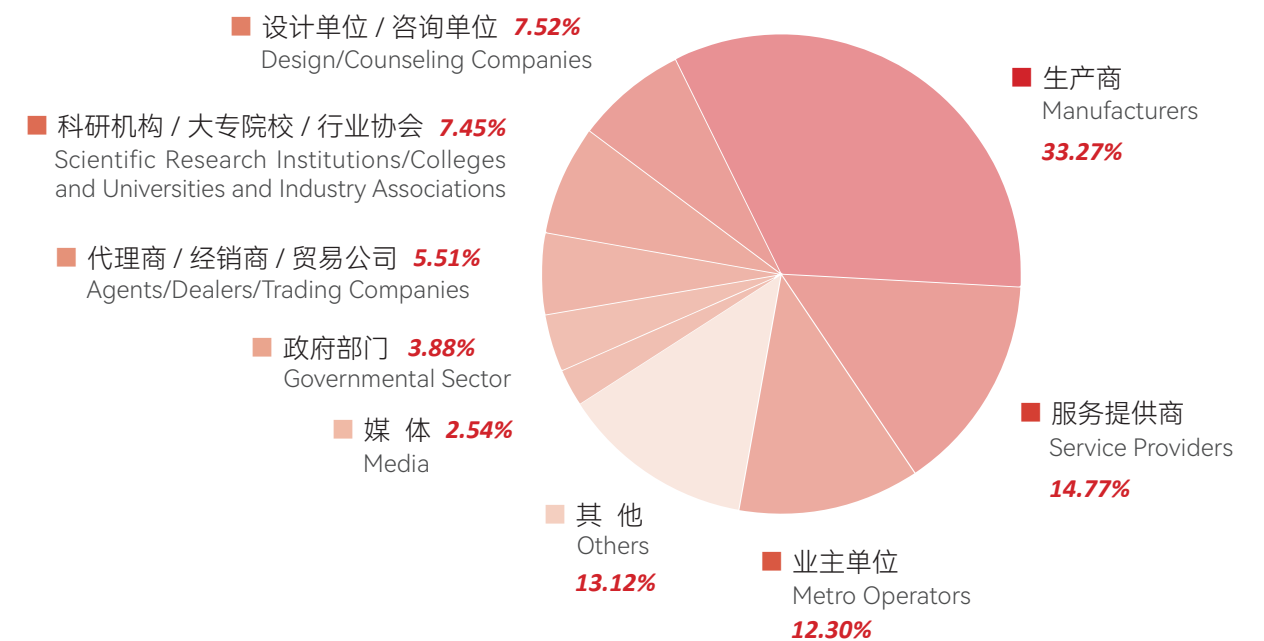
国家部委及相关司局领导多次莅临展会指导，各省市发改委（局）、规划委（局）、轨道办等城轨交通领域决策层领导及全国各地轨道交通业主单位、行业专家学者和厂商代表积极交流。

Leaders from national ministries and commissions as well as related departments and bureaus have visited the exhibition on multiple occasions to provide professional guidance. Concurrently, the leaders in the decision-making levels of urban rail transit field, namely those from the Development and Reform Commissions (Bureaus), Planning Commissions (Bureaus), and Urban Rail Transit Offices of different provinces and cities, as well as representatives of rail transit proprietors, industry experts, scholars and manufacturers from all over China, have been actively participating in extensive exchanges.

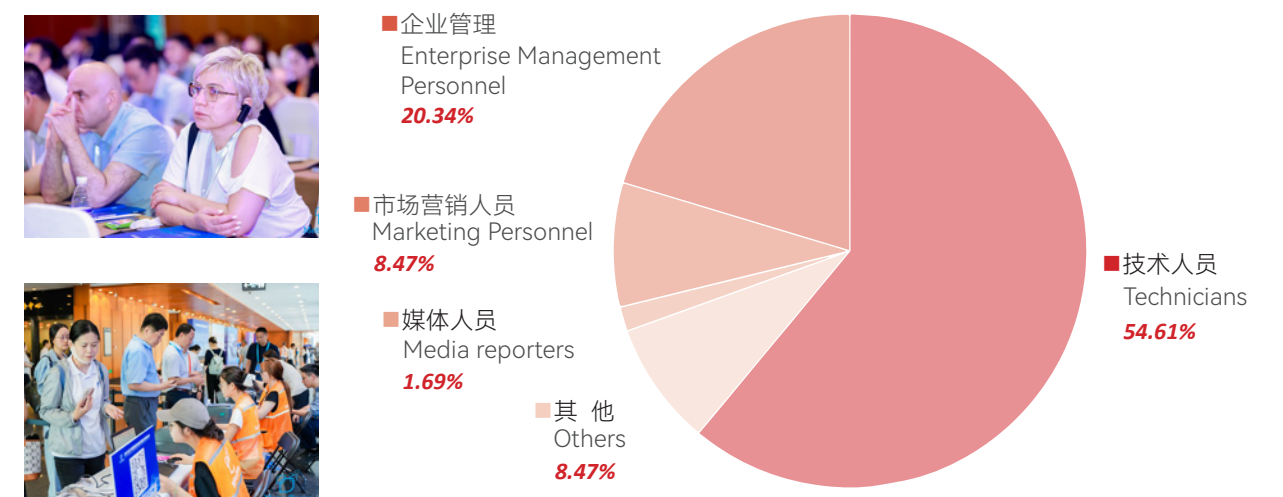


## METROTRANS 2024 2024 展览回顾 HIGHLIGHTS

### 观众单位构成 / Structure of visiting groups



### 参会嘉宾构成 / Structure of visitors





# METROTRANS 2025

## HIGHLIGHTS 亮点



11+ 分支机构 Branches	100+ 业主单位 metro operators	行业资源 Industry resources	1000+ 会员单位 Member Units	1000+ 行业专家 Industry Expert
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## 展 览 / Exhibition



» 80000m<sup>2</sup>+ 展示空间  
80000m<sup>2</sup>+ Exhibition Space



» N 个专区  
N Specialized Zones

» 500+ 展商  
500+ Exhibitions

» 20 余项配套活动  
Over 20 Supporting Activities

» 40000+ 专业观众  
40000+ Professional Visitors

## 论 坛 / Forum



» 主论坛 / 国际学术论坛  
Main Forum / International Academic Forum

» 分论坛 / 专题论坛  
Sub-forum / Thematic Forum



» 主题沙龙 / 商务演讲角  
Theme Salon / Business Speech Corner

» 16+ 论坛会议  
16+ Forum Conferences

» 300+ 演讲嘉宾  
300+ Guest Speakers

» 6000+ 参会代表  
6000+ Participants

## 传 播 / Propagation



» 1000000+ 线上观众浏览  
1000000+ Online Viewer



» 100+ 篇微信公众号原创推送  
100+ Original Push via WeChat Public Account



» 人民城轨传媒矩阵持续跟踪专题报道  
Continuous Follow-up Thematic Reports by the People's Metro Media Matrix

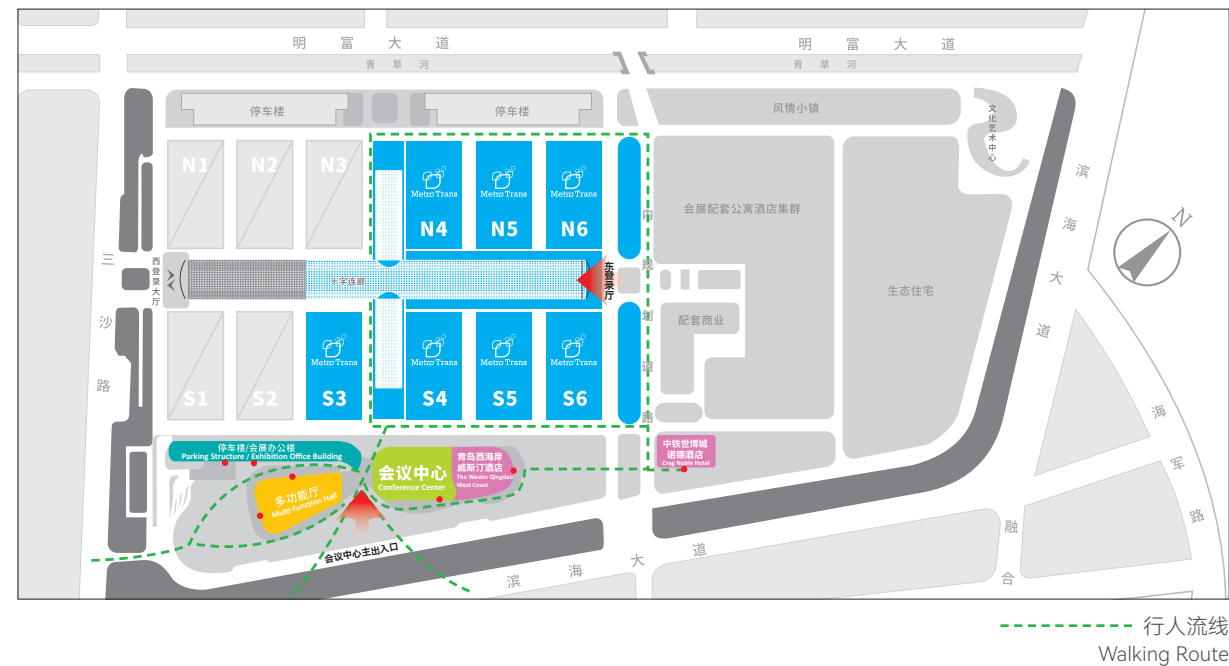


» 中央媒体、地方媒体、行业媒体及自媒体全面报道矩阵传播  
Central media, local media, industry media and we-media full coverage for matrix propagation



# METROTRANS 2025 EXHIBITION LAYOUT 展览布局

中铁青岛世界博览城 Qingdao Cosmopolitan Exposition

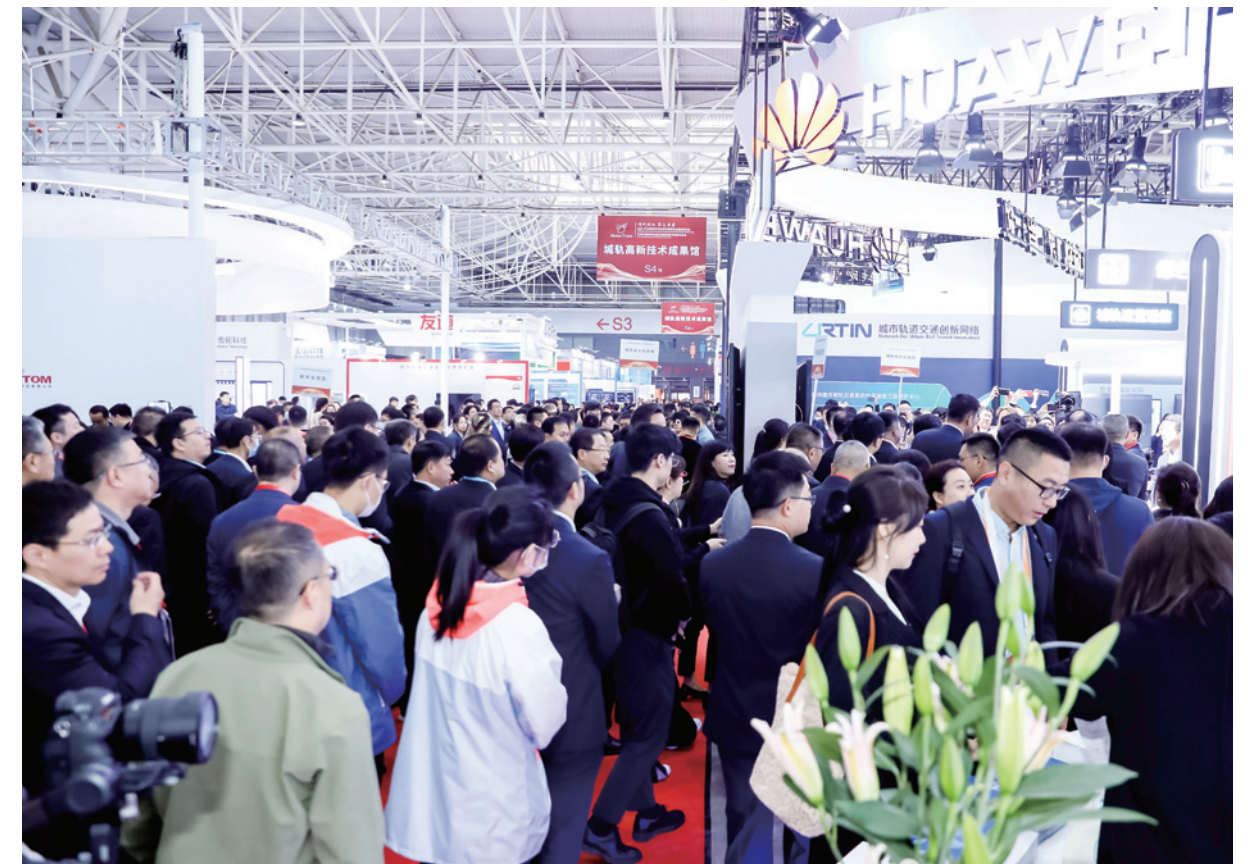


## 7 个展区 / 7 Exhibition Areas

- |   |   |
|---|---|
| <p>车辆系统及供应链展区<br/>Exhibition Zone for Vehicle Systems and Supply Chain</p> <p>基础设施及工程建设展区<br/>Exhibition Zone for Infrastructure and Engineering Construction</p> <p>低空经济与城轨融合展区<br/>Exhibition Zone for the Integration of Low-altitude Economy and Urban Rail Transit</p> | <p>信号、通信系统、IT 技术与人工智能展区<br/>Exhibition Zone for Signals, Communication Systems, IT Technology, and Artificial Intelligence</p> <p>运营及经营服务展区<br/>Exhibition Zone for Operation and Business Services</p> <p>文化教育与人才展区<br/>Exhibition Zone for Culture, Education and Talents</p> <p>科普展区<br/>Popular Science Exhibition Zone</p> |
|---|---|

## 3 大主题馆 / 3 Theme Pavilions

- |   |   |
|---|---|
| <p>高新技术成果馆<br/>Metro Transit Hi-Tech Pavilion</p> <p>中国中铁馆<br/>China Railway Pavilion</p> | <p>青岛轨道交通建设成就主题馆<br/>Theme Pavilion of Qingdao Rail Transit Construction Achievements</p> |
|---|---|



## N 个专区 / N Topic Zones

- |   |  |
|---|--|
| <p>专精特新专区<br/>Specialized and Innovative Enterprises</p> <p>供应链专区<br/>Supply Chain</p> <p>绿智专区<br/>Green and Intelligent</p> <p>工程建设专区<br/>Engineering Construction</p> <p>人工智能专区<br/>Artificial Intelligence</p> <p>安全创新专区<br/>Safety Innovation</p> | <p>城际与市域轨道交通专区<br/>Intercity and Urban Rail Transit</p> <p>中低运能系统专区<br/>Medium-and-Low Capacity Transportation Systems</p> <p>设计咨询专区<br/>Design and Consultation</p> <p>轨道产业园专区<br/>Rail Transit Industrial Park</p> <p>资源循环利用专区<br/>Resource Recycling and Utilization</p> <p>维保专区<br/>Maintenance and Repair</p> |
|---|--|



## 配套活动目 Supporting activities

为更好地服务展商、观众，同时促进行业交流，丰富现场内容，提升参展、观展效果和体验，展会还将策划开展轨道交通青岛主题日、展会路演及展商培训等活动，共 7 大类、20 余项配套活动。

In order to deliver better services to exhibitors and visitors, promote industry exchanges, enrich on-site offerings, and enhance the overall exhibition and visiting experiences, the exhibition will also plan and execute activities such as the Qingdao Theme Day for Rail Transit, exhibition roadshows and exhibitor training programs. Altogether, there will be over 20 supporting activities grouped into 7 major categories.

### 高新技术成果交易系列活动 Series of Activities for High-tech Achievements Transaction

01

#### 项目招商政策宣讲

##### Publicity of project investment promotion policies

各地方政府、城轨业主、重点企业、产业园区代表宣讲招商引资优惠政策，并为申报企业提供指导。

Representatives from local governments, urban rail owners, key enterprises, and industrial parks publicize the preferential policies on investment promotion, and provide guidance for declaration enterprises.

#### 第二届中国城市轨道交通高新技术成果交易会 The 2nd China Metro Transit Hi-Tech Fair



面向行业征集城轨交通最新 / 创新技术成果发布，战略合作协议、产业项目、“两新”订单的交易签约。组委会提供便利条件，组织发布、交易签约仪式。

This Fair aims to solicit from within the industry the release of the latest/innovative technological achievements in urban rail transit. It also focuses on facilitating the signing of strategic agreements, industrial projects, and transactions related to orders of "Two New" elements. The Organizing Committee will offer favorable conditions, organize the release, and signing ceremonies for transactions.

#### 展商路演与技术交流活动

##### Exhibition roadshow and technical exchange event



组委会在展览现场设置展商专属交流区，供有需求的展商开展路演及技术交流活动。

The Organizing Committee sets up exclusive exhibitor communication zone at the exhibition scene, in order to facilitate exhibitors with demands to carry out roadshows and technical exchanges.

#### 轨道交通产业供需对接会

##### Supply and Demand Matching Conference for the Rail Transit Industry



组委会在展览现场围绕可持续发展，聚焦轨道交通车辆及零部件、智能基础设施、数字城轨、城轨与低空经济融合、城轨技术创新，设置供需对接交流会，搭建供需交流平台。

With the goal of sustainable development at its core, the Committee will focus on rail transit vehicles and components, intelligent infrastructure, digital urban rail, the integration of urban rail and low-altitude economy, and urban rail technological innovation at the exhibition site. For this purpose, it will arrange supply and demand matching exchange meetings and build a platform for facilitating communication between suppliers and demanders.

### 开幕式、巡馆参观系列活动

#### Series of Activities for the Opening Ceremony and Exhibition Tour

02

#### 开幕式

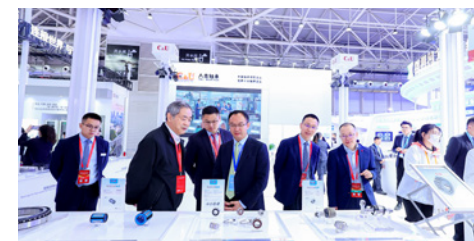
##### Opening Ceremony

展会第一天上午举办开幕式。

The opening ceremony will be launched on the morning of the first day of the exhibition.

#### 领导及专家巡馆

##### Leadership and Expert Exhibition Tour

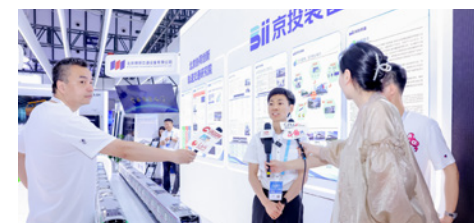


开幕式后，组委会将分批次组织安排行政领导、业主领导、院士、专家、劳模等分组进行巡馆参观交流。

After the opening ceremony, the organizing committee will arrange, in batches, administrative leaders, representatives of proprietors, academicians, experts, model workers, etc. to visit the exhibition halls in groups for exchanges and communication.

#### 媒体巡馆

##### Media Exhibition Tour



组委会将在开幕式后分批次组织媒体对各大主题展馆、发布新产品或新技术的展商、重要展商进行寻访交流。

Following the opening ceremony, the Organizing Committee will organize the media, in batches, to visit and communicate with major theme pavilions, exhibitors launching new products or technologies, as well as key exhibitors.



## 专业参观团

### Professional Visiting Group



由展会组委会面向各业主单位及相关单位发出“组团参观征集令”，分批次由专人带团参观，针对团体需求，提供不同团体规模不同主题的定制参观安排、参观福利（提前与意向展商对接、大团专属讲解员、论坛免费名额赠送、限量礼包），为各地城轨业主单位提供了解新技术、新产品的一站式参观服务，增强业主单位与供应商的黏性。

同时组织业主单位及行业机构参观青岛驻地企业、项目。

The Exhibition Organizing Committee will issue a "Call for Group Visits" to all proprietor units and related units. Professional guides will lead groups to visit the exhibition in batches. Customized visit schedules and exclusive benefits (such as preemptive liaisons with prospective exhibitors, dedicated docents for large groups, complimentary passes to forums, and limited-edition gift packs) will be dispensed in accordance with the specific requirements and size of different groups, offering one-stop visit services for urban rail proprietor units nationwide. This initiative is designed to grant them a good opportunity to acquaint themselves with the latest technologies and products, enhancing the cohesion between proprietor units and suppliers. Simultaneously, the Organizing Committee will also arrange the proprietor units and industry institutions to pay a visit to local enterprises and projects based in Qingdao.

## 研学科普系列活动

### Research and science popularization series events

03

## 院校研学团

### College Research Group



组织全国院校，特别是重点组织山东范围内青岛、济南当地院校轨交专业老师和学生，展会期间观摩与专业相关的展区、专区，参加人才培养论坛，参与青岛地铁“乘着地铁去研学”主题实践活动包含的车辆基地、青岛地铁展览馆（山东省内首家地铁展览馆）、劳模工作室、车辆检修库等区域的 22 个研学点，参观考察当地典型企业及相关产

业链企业，与行业企业形成良性互动，学习行业创新引领成果。

Moreover, the Committee will take the initiative to organize educational institutions nationwide, especially the faculty and students in rail transit majors from local colleges and universities in Qingdao and Jinan of Shandong Province to participate in the exhibition. For specific, they will be guided to visit exhibition zones and special zones that closely are related to their fields of study; and take part in talent cultivation forums and get involved in the theme practical activity "Study Tour by Metro" organized by Qingdao Metro. During the tour, they will visit 22 research and learning sites in vehicle base, Qingdao Metro Exhibition Hall (the first metro exhibition hall in Shandong Province), model worker studio, vehicle depots, etc. Additionally, they will pay visits to and conduct surveys on local exemplary enterprises and those within the related industrial chain, fostering beneficial interactions with industry enterprises and learning about the achievements of the industry innovative leadership.

## “车迷有约”活动

### “Date with Car Fans” activity



组织广大车迷、专业观众参与现场实车互动，走进青岛地铁 6 号线示范线，走进中车四方股份公司、中车青岛四方车辆研究所有限公司（“八一号”广场、时速 600 公里磁悬浮研究中心、高铁 3D 打印）等考察调研，了解最新前沿城轨科技、高铁诞生及发展历程故事。

Simultaneously, it will organize the vast number of train enthusiasts and professional visitors to participate in interactions with on-site real vehicles. They will have the opportunity to explore the Qingdao Metro Line 6 demonstration line and visit CRRC Sifang Co., Ltd. and CRRC Qingdao Sifang Rolling Stock Research Institute Co., Ltd. (including "Bayi" Steam Locomotive Cultural Plaza, 600 km/h maglev research center, and the high-speed rail 3D printing facility) for in-depth research. Through this tour, they will surely gain insights into the latest frontline urban rail technologies and the stories behind the birth and development of high-speed rails.

## 城轨科普与文创市集

### Urban Rail Transit Science Popularization Fair



组织参展展商，设置地铁 logo 墙打卡、地铁涂鸦、主题列车 / 车站创意空间展示、文创制作展示与售卖等轻松有趣活动；设置科普宣讲角，优秀视频展播及颁奖、科普情景剧演绎、发明创造分享、科普示范单位分享交流；参与即可获得解锁“跟着地铁去旅游”地图集、馆内互动设备体验地图。

During the exhibition, exhibitors will also be organized to carry out relaxing and entertaining activities such as a check-in at an area with a metro logo wall, metro graffiti, display of creative spaces for themed trains/stations, and exhibition and sale of cultural and creative products. Additionally, a science popularization lecture corner will be arranged, featuring excellent video exhibitions and award ceremonies, performances of science popularization sitcoms, sharing of inventions and creations, and exchanges among science popularization demonstration units. During the activities, the participants will gain exclusive access to an unlocked "Travel with the Metro" atlas and an experience map for the in-house interactive devices.

## 城轨小记者团

### Young urban rail reporter group



大众观众日，邀请青岛当地报社或中小學生形成小记者团，通过到展会现场研学，介绍和解说各类轨道展品，采访重点展商或主办方等相关领导，给予孩子们实践体验机会。

On the Public Audience Day, local newspapers in Qingdao will be enlisted or a team of young reporters from primary and secondary schools will be recruited to start an educational

research and learning journey at the exhibition site. During the journey, they will be tasked with introducing and explaining a variety of rail exhibits, as well as conducting interviews with relevant leaders of key exhibitors and organizer. This initiative will offer a good chance for the children to engage in practical experience.



## 媒体传播系列活动

Media communication series events

04

## 1、举办媒体发布会

Hold a media press conference

## 2、开展每季度的媒体见面会

Organize quarterly media meetings

## 3、开设“直击展会”专栏

Initiate a "Direct to the Exhibition" column

## 4、策划人民城轨“走近”栏目

Plan "People's Metro: A Closer Look" column

## 5、打造“线上展”

Launch an "Online Exhibition"

## 6、组织媒体巡馆活动

Organize Media Exhibition Tour

## 7、开展全媒体直播活动：

Carry out all-media live streaming activities:

(1) 视频 + 图文直播

(2) 实车直播

(3) 重点企业展台直播

(1) Video + Graphic Live Streaming

(2) Live Streaming of Real Vehicles

(3) Live Streaming at Key Enterprise Booths

## 8、开设人民城轨直播间

Set up "People's Metro" live streaming room

## 9、打造多元化短视频栏目：

Create diversified short video columns:

(1) 大咖邀约、展商邀约

(2) 城轨科普

(1) Invitations to Big Shots and Exhibitors

(2) Urban Rail Transit Science Popularization

## 10、邀请网红达人宣传展会

Invite Internet Celebrities and Influencers to Promote the Exhibition



## 商务餐叙座谈会

Business Luncheon and Symposium

05

为展商提供商务社交、信息交流服务，在展会开展前一晚举办。

Offer business socializing and information exchange services for exhibitors, which is held on the night before the exhibition.

## 轨道交通青岛主题日活动

Qingdao Theme Day Activity for Rail Transit

06

规划一系列具有山东，尤其是有青岛城市文化特色的主题活动，如青岛啤酒节走进城轨，具体由属地业主单位具体规划。

Plan a series of themed activities featuring the cultural characteristics of Shandong, especially Qingdao. For example, bring the Qingdao Beer Festival into the urban rail transit. The details of the activity will be planned by the local proprietor unit.



## 展会路演、展商培训活动

Exhibition Roadshows and Exhibitor Training

07

借鉴 2024 年的参展培训活动，继续规划展会培训路演活动，增强与各地业主、企业的互动。

Based on the exhibitor training activities in 2024, the event will continue to plan exhibition training roadshows to enhance interaction with proprietors and enterprises from different places.

注：展会当天活动以现场实际为准。

Note: The event is subject to the actual situation on site.

## PARTNERS

## 历届部分合作伙伴





## CAMET FORUM 论坛规划



本届 CAMET 论坛分为：主论坛、国际学术论坛、分论坛、专题论坛、主题沙龙、商务演讲角等形式。具体议题根据城轨行业发展的痛点、难点问题，同时结合企业需求、行业工作重点进行规划。

This year's CAMET Forum is organized in multiple formats, namely the main forum, sub-forums, special topic forums, theme salons, and speaking corners. The specific topics will be planned with a focus on the pain points and difficulties in the development of the urban rail transit industry, while combining the needs of enterprises and the key work of the industry.

### 主论坛、国际学术论坛 / Main Forum / International Academic Forum

主办单位为中国城市轨道交通协会，由协会专家和学术委员会、传媒会展中心承办。

The event is sponsored by China Association of Metros, and undertaken by Experts & Academic Committee of the Association.

### 分论坛 / Sub-Forum

主办为中国城市轨道交通协会，承办为协会的分支机构、科研院校以及国际组织等。由组委会专家组根据申办规则审议和确定当年度分论坛议题及承办单位。

It is sponsored by the China Association of Metros, and the undertaken by Association's branches, scientific research institutions, universities, and international organizations, etc. The expert group of the Organizing Committee will deliberate and determine the topics and hosting units of the sub-forums for the current year according to the application rules.

### 专题论坛 / Theme Forum

系商业化论坛，由企业申报，经组委会审核确定。

This is a commercial forum. Enterprises can submit applications, and their participation will be determined by the Organizing Committee after review.

### 主题沙龙 / Themed Salon

根据行业需求和热点话题选定，可定制。

The topics are selected according to industry needs and hot issues, which are customizable.

### 商务演讲角 / Business Speech Corner

供企业申报使用，演讲内容由参展企业自行决定。为支持中小企业的发展，特别在演讲角中安排中小企业专场。

Enterprises can apply to use the speech corner, and the content of the speeches will be determined by the exhibiting enterprises themselves. In order to support the development of small-and medium-sized enterprises, special sessions for small-and medium-sized enterprises will be arranged at the speech corner.





SERVICE CATALOG 服务刊例

光地展位 / Space Only

注：36m² 起订  
Note: 36m² at the minimum

类 别 Category	区 域 Area	价格 ( 人民币 ) Price (RMB)
S 区 Zone S	主通道两侧 Both sides of the main passage	2180 / m² 2180 / m²
A 区 Zone A	辅通道 Sub-aisle	1980 / m² 1980 / m²

标摊展位 / Standard package booth

注：① 9 平米 / 个；②特殊用电请事先说明，另行收费。  
Note: ① 9m² each; ② Special electrical usage shall be pre-approved and subject to additional charges.

类 别 Category	区 域 Area	价格 ( 人民币 ) Price (RMB)
三面开口 Three-sided open	S4-S6 / N4-N6 号馆 Hall S4 - S6 /N4 - N6	21800 / 个 21800 / each
两面开口 Two-sided open	S4-S6 / N4-N6 号馆 Hall S4 - S6 /N4 - N6	20000 / 个 20000 / each
单面开口 Single-sided open	S4-S6 / N4-N6 号馆 Hall S4 - S6 /N4 - N6	18800 / 个 18800 / each

包括 3 米 ×3 米的展架及围板，中英文参展商名称楣板，加高楣板、展毯、1 张咨询桌、4 把白胶椅、1 张圆桌、2 盏长臂射灯、1 个 5A/220V 插座、1 个垃圾纸篓。

The package includes a 3m \* 3m exhibition frame and partitions, exhibitor nameplate in Chinese and English, raised header board, exhibition carpet, 1 consultation table, 4 white plastic chairs, 1 round table, 2 long-arm spotlights, 1 electrical socket of 5A/220V, and 1 waste paper basket.

实车展示区	Vehicle Display Area	500 / m²
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注：以现场实际为准，具体请咨询组委会。  
Note: Subject to the actual situation on site, please consult the organizing committee for details.

FORUM SPONSORSHIP 论坛合作

合作商权益 Partners interests	钻石合作商 Diamond partner	铂金合作商 Platinum partner	黄金合作商 Gold partnerr	白银合作商 Silver partner
CAMET 主题论坛冠名 Title Sponsorship of CAMET Theme Forum	√	-	-	-
CAMET 主题论坛协办 Co-sponsorship of CAMET Theme Forum	√	√	√	√
品牌形象展示机会，会场背景板、展板、会议资料、相关文件、公共宣传中体现企业名称 / 企业标识 Have opportunity to show the brand image by using the enterprise name/logo on venue background board, display panel, conference materials, relevant documents and public publicity	√	√	√	√
企业宣传片在论坛开场前及茶歇时间播放 Play the enterprise promo before the opening of the forum and during the tea break	5 分钟 5 minutes	3 分钟 3 minutes	1 分钟 1 minutes	-
协助资源对接及交流（会期） Assist in resource docking and exchange (duration)	2 个名额 2 quotas	1 个名额 1 quotas	-	-
展览户外广告位 Outdoor advertising space	2 块 2 pieces	1 块 1 pieces	-	-
企业宣传资料 Enterprise promo materials	1 册 1 booklet	1 册 1 booklet	单页 Single page	单页 Single page
企业形象单独现场展示 Display enterprise image separately on site	√	√	-	-
论坛 VIP 就座 Forum VIP seat	2 位 / seats	2 位 / seats	-	-
论坛相关资料获取 Access to relevant information of the forum	5 个	3 个	1 个	1 个
免费参会名额 Free Attendance Quotas	10 人 / persons	8 人 / persons	5 人 / persons	2 人 / persons
欢迎餐叙 Welcome Business Luncheon	2 位	1 位	1 位	-
展览现场技术交流区（免费使用 / 小时） Technical Exchange Area at the Exhibition Venue (Free to use per hour)	3 小时 3 hours	2 小时 2 hours	1 小时 1 hours	0.5 小时 0.5 hour
考察活动参观名额 Visit number for investigation activity	4 位	2 位	1 位	-
城轨讲堂学习平台会员黑卡 Urban Rail Classroom Learning Platform Black Member Card	5	4	3	2
价 格 / Price	RMB 800000	RMB 600000	RMB 400000	RMB 200000

注：以上权益仅供参考，以现场实际为准。  
Note: The above rights and interests are for reference only, subject to the actual situation.





会员单位权益 / Rights and Interests of Members

具体内容 / Specific Contents
免费享有 1 次展前预热宣传 / Entitled to 1 Free Pre-exhibition Warm-up Promotion
现场与协会领导巡馆交流 / On-site Exchange during Association Leaders' Exhibition Hall Tour

商务演讲角 / Business Speech Corner

项目 / Item	明细 / Details
时长 Duration	30 分钟 / 单元 30 minutes per unit
配置 Configuration	舞台、LED 屏幕、灯光 / 音响、剧院式座位 Stage, LED screen, lighting/sound system, theater-style seating
申请规则 Application Rules	仅限参展企业，可独立申请（限 30 分钟）或联合申请（限 60 分钟） Only exhibitor enterprises are eligible. They can apply independently (limited to 30 minutes) or jointly (limited to 60 minutes)
权益 Privileges	演讲、企业资料发放 Opportunity for speech and distribution of enterprise promotional materials
申请费用 Application Fee	10000 元 / 单元 RMB 10,000 / unit

注：以上项目仅供参考，以现场实际为准。  
Note: The above items are for reference only, and the actual situation on site shall prevail.


PROMOTION  
推广服务 SERVICE

论坛会场广告 / Rights and Interests of Members


形 式 / Form	内 容 / Content	尺 寸 / Dimensions	价 格 (人民币) Price (RMB)
论坛广告位 (会场外) Forum Advertising Spaces (Outside the Venue)	可供企业现场展示技术、成果、产品等宣传 Available for enterprises to showcase technology, achievements, products and other publicity on site	高 3.0mx 宽 6.0m Height 3.0 m x width 6.0 m	50000 / 展期 50000 / exhibition period
论坛展板 (会场内) Forum Display Boards (Inside the Venue)	可供企业现场展示技术、成果、产品等宣传 Available for enterprises to showcase technology, achievements, products and other publicity on site	高 1.8mx 宽 0.8m 1.8m height x 0.8m width	10000 / 半天 16000 / 全天 10000 / half a day 16000 / full day
座椅定制广告 Customized Seat Advertising	主论坛，企业 logo，限 3 家 Main Forum, Enterprise Logo (Limited to 3 Enterprises)	布艺椅套 Cloth Chair Covers	80000 / 会期 / 家 80,000 / session / enterprise
	分论坛，企业 logo，限 3 家 Sub-forum, Enterprise Logos (Limited to 3 Enterprises)	布艺椅套 Cloth Chair Covers	50000 / 会期 / 家 50,000 / session / enterprise

物料广告 / Material Advertising


位 置 / Locatlon	权益内容 / Interests and Contents		价 格 (人民币) Price (RMB)	备注 Notes
手提袋广告 Handbag advertisement	展览 + 论坛资料袋，数量 10000+ Exhibition + forum information pack; Quantity: 10,000+		160000	独家 Exclusive
入场证件 (胸卡) ertisiAdmission certificates (Chest cards)	包括嘉宾证、参展商证、媒体证、专业观众证、大众观众证、论坛嘉宾证、论坛参会证、工作证，数量 20000+ Including guest pass, exhibitor card, media card, professional visitor badges, public visitor card, forum guest pass, forum participation card, and employee's card, 20,000+		250000	独家 Exclusive
入场证件 (吊绳) Admission certificates (Sling)	包括嘉宾证、参展商证、媒体证、专业观众证、大众观众证、论坛嘉宾证、论坛参会证、工作证，数量 15000+ Including guest pass, exhibitor card, media card, professional visitor badges, public visitor card, forum guest pass, forum participation card, and employee's card, 15,000+		150000	独家 Exclusive
地贴标识 Floor sticker	室内外企业地贴广告 Indoor and outdoor advertising of companies	1500x500mm (尺寸仅供参考，以现场实际为准) 1500x500mm (the size is for reference only, subject to the actual site situations)	500/ 个 500/ piece	限 100 个 limited to 100 pieces




手提袋广告  
Handbag advertisement



入场证件 (胸卡)  
Handbag advertisementertisiAdmission  
certificates (Chest cards)



入场证件 (吊绳)  
Admission certificates  
(Sling)



地贴标识  
Floor sticker

注：涉及到画面内容，需企业自行设计，尺寸仅供参考，以现场实际为准，如有其他需求，可详询会务组。  
Note: The content shown in the screen needs to be designed by the company itself. The size is for reference only, subjected to the actual situations of the site. For any other requirements, the conference affairs team may be consulted.



展馆广告 / Exhibition Hall Advertising

位 置 Location	数 量 Quantity	价 格 / 人民币 Price / (RMB)
登录厅主形象 Main image of entrance hall	4 块 / pieces	130000 / 块 piece
看台广告（高空） Stand advertising (overhead)	4 块 / pieces	30000 / 块 piece
	2 块 / pieces	50000 / 块 piece
十字展廊广告 Cross gallery advertising	8 块 / pieces	50000 / 块 piece
	2 块 / pieces	50000 / 块 piece
	12 块 / pieces	45000 / 块 piece
	6 块 / pieces	30000 / 块 piece
展馆入口处墙壁 Hall entrance wall	12 块 / pieces	3500 / 块 piece
	6 块 / pieces	4500 / 块 piece
	6 块 / pieces	6000 / 块 piece
登录厅通道广告 Entrance hall channel advertising	2 块 / pieces	78000 / 块 piece
十字展廊连廊桥处（高空） Advertising at the cross gallery and connecting corridor (overhead)	4 块 / pieces	150000 / 块 piece
外墙广告（高空） Exterior wall advertising (overhead)	12 块 / pieces	58000 / 块 piece
展馆门前广告 Advertising in front of the exhibition hall	6 块 / pieces	8000 / 块 piece
外墙高空广告（高空角墙广告） Exterior wall overhead advertising (corner wall overhead advertising)	6 块 / pieces	130000 / 块 piece
	6 块 / pieces	130000 / 块 piece
	2 块 / pieces	80000 / 块 piece
角墙广告 Corner wall advertising	6 块 / pieces	45000 / 块 piece
廊内墙壁 Gallery wall	6 块 / pieces	45000 / 块 piece
	8 块 / pieces	40000 / 块 piece
	10 块 / pieces	40000 / 块 piece
廊间墙面 Corridor wall	22 块 / pieces	40000 / 块 piece
草坪广告 Lawn advertising	8 块 / pieces	45000 / 块 piece
展廊南立墙广告 Advertising on the south wall of the gallery	8 块 / pieces	10000 / 块 piece
廊间吊旗 Corridor hanging flag	200 块 / pieces	600 / 双面 double-side
墙面广告 Wall advertising	2 块 / pieces	40000 / 块 piece
	2 块 / pieces	50000 / 块 piece
	2 块 / pieces	45000 / 块 piece
东登录厅栏杆广告 East entrance hall railing advertising	2 块 / pieces	60000 / 块 piece

展会专业媒体 / Professional Exhibition Media

推 广 平 台 / Promotion platform	权益及内容 / Interests and Contents	价格 ( 人民币 ) Price (RMB)
北京国际城市轨道交通展览会微信公众号 WeChat public account of MetroTrans Beijing	北京展特别报道（展期、非头条） Special Report on the Beijing Exhibition (During the exhibition period, non-headline)	20000 / 次 20000 / time
	非展期头条 Headlines of non-exhibition period	10000 / 次 10000 / time
	非展期次头条 Headlines of non-exhibition period	8000 / 次 8000 / time
展期人物专访 Exclusive interviews with people during the exhibition	官方媒体采访提供宣发平台（3 分钟以内） Official media interviews offers a publicity platform for (within 3 minutes)	50000 / 次 50000 / time
邮件推广 Mail promotion	行业客户数据库，精准投放（发送量 100000+） Official media interviews offers a publicity platform for (within 3 minutes)	10000 / 期 10000 / issue
企业名称或 LOGO 特别标注广告 Advertisement with enterprise name or logo	各展馆导引展板、参观指南展位图及展商名录、小程序展位图，每个展馆不超过 3 个企业标注。 Guide display panels, visitor guide booth layout and exhibitor list, and mini-program booth layout of each exhibition hall. No more than 3 company logos are allowed at each exhibition hall.	20000 / 企业 20,000 / perenterprise
北京展官网首页广告位 Advertising space on the home page of Beijing Exhibition website	精准客户浏览 Accurate customer browsing	10000 / 月 10000 / month
展览会刊 Exhibition magazine	封 二 ( 宽 210mm× 高 285mm) Inside front cover (width 210mm× height 285mm)	30000
	封 三 ( 宽 210mm× 高 285mm) Inside back cover (width 210mm× height 285mm)	18000
	封 底 ( 宽 210mm× 高 285mm) Back cover (width 210mm× height 285mm)	20000
	彩色内页 ( 宽 210mm× 高 285mm) Color interior (width 210mm× height 285mm)	10000
参观指南 Visit guide	封 二 ( 宽 145mm× 高 210mm) Inside front cover (width 145mm× height 210mm)	30000
	封 三 ( 宽 145mm× 高 210mm) Inside back cover (width 145mm× height 210mm)	18000
	封 底 ( 宽 145mm× 高 210mm) Back cover (width 145mm× height 210mm)	20000
	插页广告（限量）( 宽 145mm× 高 210mm) Interstitial ads (limited) (width 145mm× height 210mm)	10000

注：以现场实际为准，如有其他需求，可详询会务组。  
Note: It shall be subjected to the actual situation on site. In case of any other requirements, please consult the conference affairs team for details.



城轨讲堂 Urban rail classroom	权益及内容 Interests and Contents	价 格 (人民币) Price (RMB)
会议支持单位权益 Rights and interests of meeting support unit	作为城轨讲堂云演讲支持单位，在相关物料及形象上露出 As the cloud speech support unit of Urban Rail Classroom, it is showed in related materials and images	10000
演讲权益 Speech right	深度参与城轨讲堂云演讲，安排演讲嘉宾根据大会主题设置进行演讲 15-20 分钟 Deeply participate in the cloud speech in the Urban Rail Classroom, and arrange speakers to give speeches for 15-20 minutes according to the theme of the conference	30000
展位直播权益 Booth live broadcast right	参与城轨讲堂平台直播，享有在城轨讲堂平台直播或录播展位讲解视频，10-15 分钟 Participate in the Live Streaming on the Urban Rail Transit Lecture Hall Platform and have the right to broadcast or record the booth explanation video on the Urban Rail Transit Lecture Hall Platform for a duration of 10-15 minutes.	30000
宣传服务 Publicity service	1、享有媒体专题宣传资源，城轨讲堂微信平台，宣传报道一篇 1. Gain access to exclusive media promotion resources. A dedicated promotional report will be published on the WeChat platform of the Urban Rail Transit Lecture Hall.  2、享有城轨讲堂平台线上企业宣传，根据宣传需求，提供在城轨讲堂平台展前 / 展后演讲 (45 分钟)，会后持续在城轨讲堂平台回放 2. Entitled to online enterprise publicity on the Urban Rail Transit Lecture Hall Platform. Based on your promotional requirements, you'll be provided with an opportunity to deliver a 45-minute speech either before or after the exhibition. After the event, the speech will be continuously available for replay on the Urban Rail Transit Lecture Hall Platform.	20000

打包价格：60000 元  Package Price: RMB 60,000

注：宣发内容需投放方提供内容素材，涉及到画面内容，需企业自行设计，尺寸仅供参考，以现场实际为准，如有其他需求，可详询会务组。  
Note: The content materials for publicity shall be provided by the advertiser. In the case of visual content, the enterprise shall provide its own design. The dimensions indicated are for reference only, and the actual dimensions are subject to the actual situation on site. For any questions, please contact the conference affairs team.

展会专业媒体矩阵 / Professional Exhibition Media Matrix

2025 北京 - 青岛轨道展延续线上视频直播形式，借力人民城轨传媒矩阵实现线上线下互动，给未到现场参展的行业人士送上动态化、全方位的线上展会，足不出户亦可了解中国城轨交通的强劲发展脉搏。人民城轨传媒矩阵专业用户粉丝 300000+，私域社群用户 100000+，多个线上产品播放量破百万。

MetroTrans2025 will continue the online video live streaming format. By leveraging the media matrix of People's Metro, it aims to achieve online and offline interactions, presenting dynamic and all-round online exhibition to industry insiders who are unable to attend the event in person. In this way, they can stay informed about the robust development of China's urban rail transit without going out. The media matrix of People's Metro has embraced over 300,000 professional followers and more than 100,000 users in private social communities. Noticeably, the view counts of multiple online products has exceeded one million.

宗 旨：传播优质内容，传媒赋能品牌。  
Objective: to distribute high-quality content and empower the brand with media.

优 势：紧密围绕全展期、全平台、多形态传播理念，优化传媒资源配置，达成行业内外高效优质传播。  
Advantages: focus on the whole-exhibition, total-platform, and multi-form communication concept to optimize the allocation of media resources, achieve high-efficiency and high-quality communication inside and outside the industry, and support exhibitors in improving market awareness and reputation.



人民城轨 视频号 / 公众号  
People's Metro Video Account / WeChat Official Account

人民城轨隶属于中国城市轨道交通协会，秉持着专业、前沿、实用的理念，已形成视频号、公众号、App、视频产品等多平台的城轨行业品牌传播矩阵。

People's Metro is affiliated with China Association of Metros. Adhering to the principles of professionalism, cutting-edge and practicality, it has established a brand communication matrix for the urban rail industry across multiple platforms, including video channels, WeChat official accounts, mobile Apps and video products.

视频栏目：《中国城轨口述历史》《城轨人物》《人民城轨走近》《城轨科普》《人民城轨对话》  
Video Columns: "Oral History of China's Urban Rail Transit", "Urban Rail Transit Figures", "People's Metro: A Closer Look", "Urban Rail Transit Science Popularization", "Dialogues on People's Metro"



人民城轨视频号



人民城轨公众号



## 人民城轨 APP

People's Metro Video Account / WeChat Official Account



人民城轨 APP 是由中国城市轨道交通协会开发的行业信息平台，致力于汇聚行业力量，连接关注城市轨道交通的人，共创共享优质丰富的信息，让信息为行业赋能。

People's Metro APP is an industry information platform developed by the China Association of Metros. It is committed to gathering industry forces, connecting people who care about urban rail transit, creating and sharing high-quality and rich information, and empowering the industry with information.

## 中国城市轨道交通协会公众号

WeChat Official Account of China Association of Metros

协会公众号是协会官方宣传平台，推送内容包括协会要闻、国家政策、行业热点等，提供更加方便、快捷的信息服务。订阅量超 160000 人。平均头条阅读量为 3000。

The official WeChat official account acts as its official publicity platform of the association. It regularly disseminates important news of the association, national policies, industry hotspots, etc. Thus, it offers subscribers rapid and convenient access to the latest and most relevant information. Subscription volume exceeds 160,000 subscribers. The average headline reading is 3000.



协会公众号

## 中国城市轨道交通协会官网

Official Website of China Association of Metros

[www.camet.org.cn](http://www.camet.org.cn)

协会官网协会发布信息和直观展示会员企业形象促进会员企业与协会间沟通交流以及树立协会的形象，充分展现协会的服务和在企业之间的作用。

The official website of the Association will release information and visually display the image of member enterprises, promote the communication between member enterprises and the Association and establish the image of the Association, fully demonstrating the service and role of the Association among enterprises.

## 《城市轨道交通》杂志

"Urban Rail Transit" Magazine

中国城市轨道交通协会主管、主办。创刊于 2013 年，国内统一刊号 CN10-1145/U，国际标准刊号 ISSN2095-6320，公开发行业合法刊物，综合性月刊。

It is supervised and sponsored by China Association of Metros. Founded in 2013, it holds the domestic unified serial number CN10 - 1145/U and the international standard serial number ISSN2095 - 6320. It is a legally publicly issued comprehensive monthly magazine.

人民城轨采访问基于北京轨道展、城轨业主领导人峰会、协会理事会、柏林展等系列线下活动，邀请行业企业负责人，立足行业现状，分析行业未来发展趋势。搭建桥梁和纽带，邀请业内专家作为主持人，同城轨业主、企业就当下技术、热点话题深入探讨；积极传递中青年力量，体现交通强国、城轨担当。

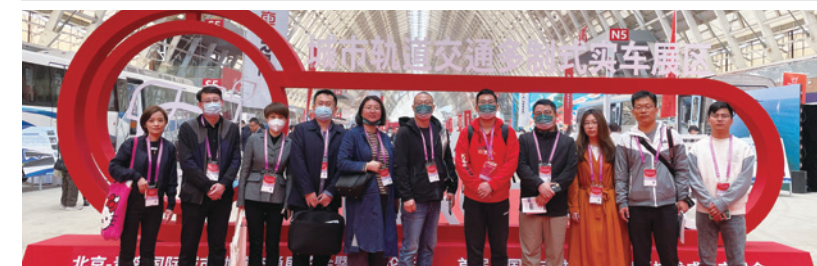
The People's Metro Interview Room mainly invited the heads of industry enterprises for a series of offline activities such as the Beijing Metro Transit Exhibition, the China Urban Rail Transit Owners Leaders Summit, the Association Council, the InnoTrans, analyzing the future development trend of the industry based on the current situation of the industry. It builds bridges and ties, and invites industry experts as moderators to conduct in-depth discussions with urban rail owners and enterprises on current technologies and hot topics; Actively transmit the strength of young and middle-aged people, reflecting the transportation power and urban rail responsibility.



部分嘉宾做客直播间

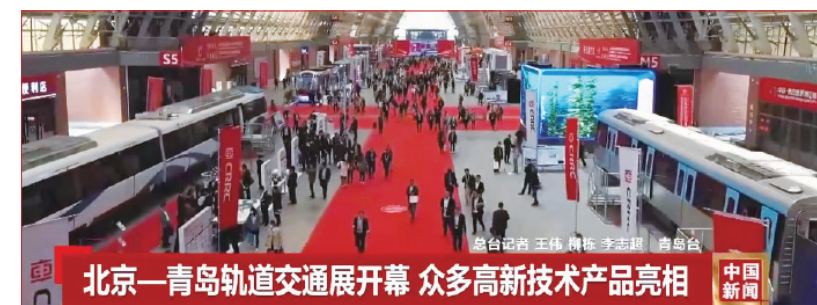


直播探展



媒体巡馆团部分记者合影

## 部分报道概览 / Professional Exhibition Media



中央电视台



人民交通网



人民网



科技日报



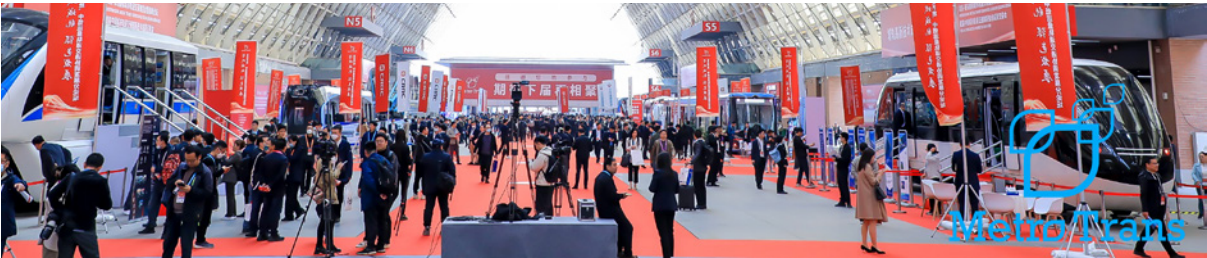
中国日报



央广网



PROMOTION  
“传播+”服务 SERVICE



MetroTrans2025“传媒+”服务包 / MetroTrans 2025 "Media+" Service Package

服务内容 Service content	数量 Quantity	价格 Price
展会报道 3 篇（供稿：图文或视频） 投放平台：人民城轨传媒矩阵 Exhibition reports: 3 (Content provided: graphics, text or videos); Release platform: People's Metro Media Matrix.	3 篇	30000
展台采访（拍摄、制作、人民城轨传媒矩阵宣发） Booth Interview (Shooting, production, and publicity and distribution through the People's Metro Media Matrix)	3-5 分钟 / 场 3-5 minutes per session	20000
人民城轨直播间专题对话（邀约、拍摄、剪辑、人民城轨传媒矩阵宣发） Special Dialogues in the People's Metro Live Streaming Room (Including invitations, shooting, editing, and distribution through the People's Metro Media Matrix)	10 分钟 / 场 10 minutes per session	50000
展台 60s 快剪视频拍摄制作（策划、拍摄、剪辑、人民城轨传媒矩阵宣发） 60s Fast-Editing Video Production for Exhibition Booths (Including planning, shooting, editing, and distribution through the People's Metro Media Matrix)	1 支 / piece	8000
展台活动直播（1h 以内，人民城轨视频号推流直播） Live Streaming of Booth Activities (Within 1 hour, with live streaming pushed via the People's Metro Video Channel)	1 场 / session	15000
外部媒体投放（涵盖 100 家媒体。其中 20 家行业媒体，网络媒体 30 家，综合拓展媒体 50 家） External Media Placement (Covering 100 media outlets, including 20 industry-specific media, 30 online media and 50 comprehensive expansion media)	1 项 / item	待议 To be discussed further
媒体发布会 / 媒体推介会策划及组织 Planning and Organization of Media Press Conferences / Media Promotion Meetings	1 场 / session	待议 To be discussed further
定制服务 Customized services		待议 To be discussed further

注：宣发内容需投放方提供内容素材，涉及到画面内容，需企业自行设计，尺寸仅供参考，以现场实际为准，如有其他需求，可详询：贺飞 13641226399。

Note: The content to be publicized needs to be provided by the advertiser. When it comes to the content of the picture, it needs to be designed by the enterprise itself. The dimensions are for reference only and subject to the actual situation on site. If there are other requirements, please consult He Fei (13641226399) for details.



人民交通网



央广网



新华网



新华财经



中国工业新闻网



中新社



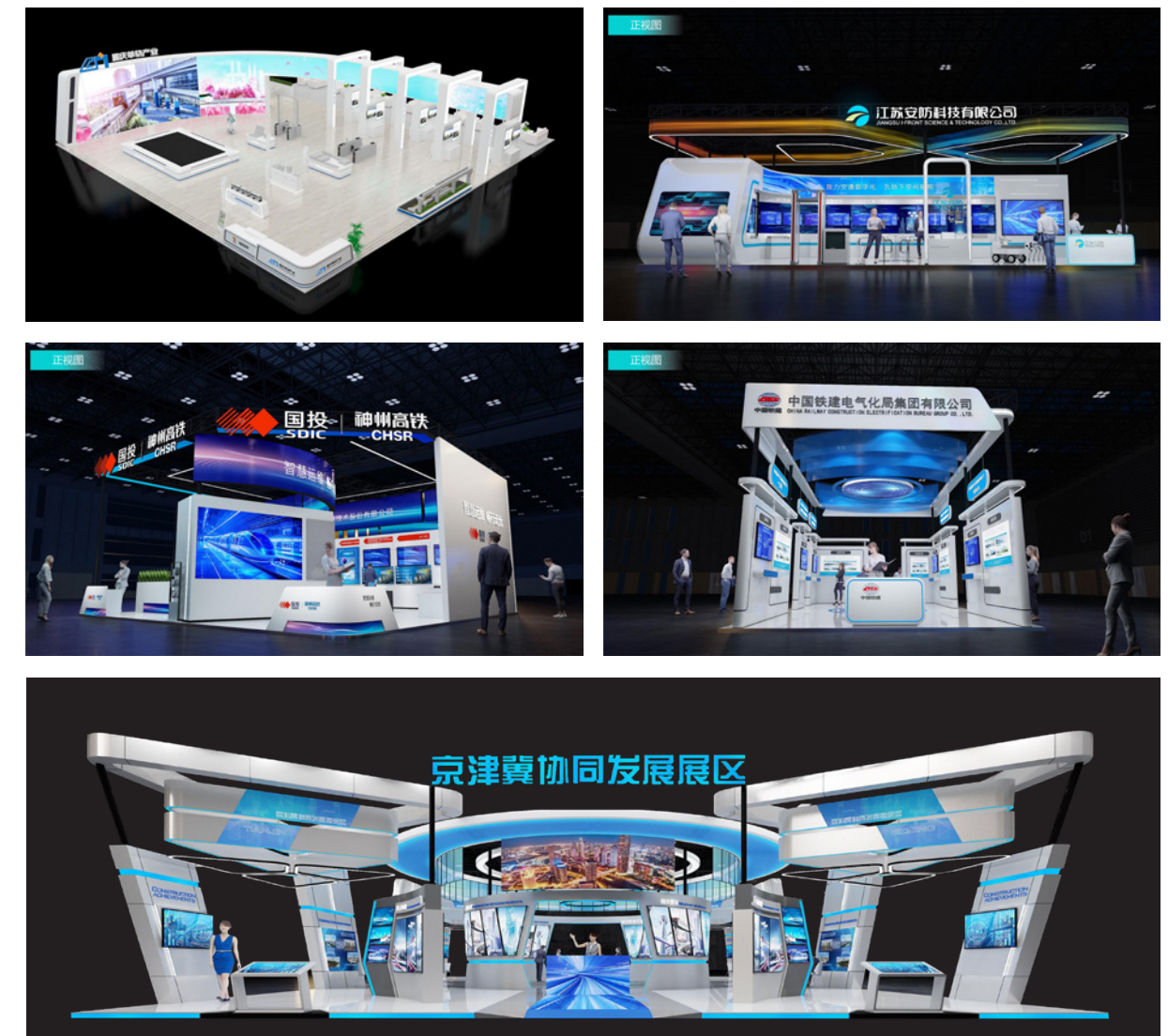
## 部分合作媒体名录 Selected Media Partners


## STAND DESIGN & CONSTRUCTION SERVICES 设计搭建服务

为参展企业提供专业的策划、设计、运营、承建等一体化综合展示的解决方案,让参展企业享受一站式的参展新体验,降低参展沟通成本和经济成本,提高客户参展效益。

We provide professional planning, design, operation, construction and other integrated exhibition solutions for exhibitors, so that exhibitors can enjoy a "one-stop" exhibition experience, reduce communication costs and economic costs, and improve customer participation efficiency.

### 展台案例 / Booth construction Cases



联系人: 温兴林 010-83935721 18910839630 邮箱 wenxinglin@railvision.cn



MetroTrans  
微信公众号



MetroTrans  
视频号



线上展小程序



人民城轨  
微信公众号



人民城轨  
视频号



人民城轨APP



中国城市轨道交通协会  
微信公众号



中国城市轨道交通协会  
企业微信



城轨讲堂

## 详情请洽 / Contact

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### 展览咨询 / Exhibition

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 丁 桥: 15011422050 dingqiao@railvision.cn  
 雷 玲: 18601022132 leiling@railvision.cn  
 景 晶: 18610167002 jingjing@railvision.cn

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 陈 岩: 13717655325 chenyan@railvision.cn

### 活动咨询 / Event

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### 媒体服务 / Press

潘奕婷: 18210449056 panyiting@metromedia.vip  
 贺 飞: 13641226399 hefei@metromedia.vip

### 展台搭建 / Stand Construction

温兴林: 18910839630 wenxinglin@railvision.cn

<https://www.metrotrans.com.cn/>