

天香国色

Invitation to the Tianxiang Guose

2026海南国际茶咖文化博览会

2026 Hainan International Tea & Coffee Culture Expo

邀请函

INVITATION LETTER



HAIKOU HAINAN INTERNATIONAL
CONVENTION AND EXHIBITION CENTER, CHINA

2026 11.21-11.24

ADD 中国·海口 海南国际会展中心

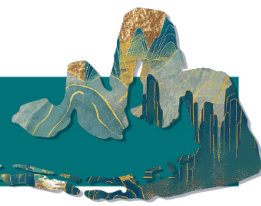
主办: 海南日报报业集团、中国收藏家协会

一叶一豆·香遇世界

ONE LEAF, ONE BEAN · A WORLD OF AROMA



天香国色展简介



“天香国色”是亚洲沉香黄花梨领域第一展。2026年,依托其12万+高净值观众基础,首次将茶与咖啡独立成展。我们相信:喝好茶、品咖啡的人群,正是香道与收藏的同一群人。

“Tianxiang Guose” is Asia’s No.1 event for agarwood and huanghuali. In 2026, leveraging its 120,000+ high-net-worth visitors, we launch the first independent Tea&Coffee Expo. Tea and coffee lovers are the same people who appreciate fragrance and collecting.



数据亮点

Data Highlights:



两届累计参展企业:1200+
1,200+exhibitors(two editions cumulative)



累计观展人次:12万+
120,000+visits



总成交额:13亿元
RMB 1.3B total transaction value



2026目标专业买家:3000+
3,000+professional buyers targeted for 2026



2026目标观众:60000+
60,000+professional visitors targeted

消费重叠性分析:

Overlap Analysis:



“沉香黄花梨”观众中 72%
有日常饮茶习惯
72% of agarwood/huanghuali visitors
drink tea daily

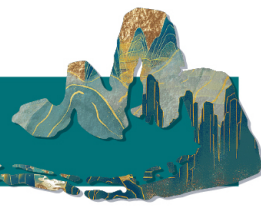


58% 为每周咖啡消费
3次以上人群
58% drink coffee ≥ 3 times/week



89% 认可“茶咖+香道”融合
价值, 愿意跨品类消费
89% agree that tea/coffee and fragrance
culture are naturally complementary

价值&红利



四大政策红利：

Four Policy Dividends:

加工增值免关税：

茶/咖深加工增值超30%，进入内地免征关税

Value-added Tariff Exemption:

Processed tea/coffee with $\geq 30\%$ local value-add enter mainland tariff-free



零关税清单：

进口茶叶、咖啡生豆等原料免征关税

Zero-tariff List:

Raw materials like tea leaves and green coffee beans are duty-free

86国免签：国际买家、参展商便捷往来

Visa-free Access:

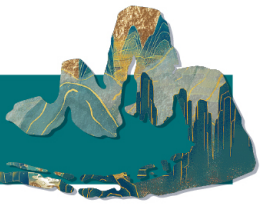
Citizens from 86 countries enjoy visa-free entry



免税联动：参展人员享10万元/年离岛免税额度

Duty-free Shopping: Exhibitors and visitors get RMB 100,000 annual offshore duty-free quota

参展范围



4馆:茶咖文化馆(单一主题,深度交易)

Hall 4: Tea & Coffee Pavilion (Single Hall, Deep Focus)

大类	细分范围
茶叶全品类 All Tea Types	六大茶类(绿红白乌青黑)、再加工茶、花草茶、袋泡茶 Six major tea families, scented tea, bagged tea
新式茶饮 New-style Tea Drinks	茶饮原料、奶基底、小料、创意调饮、连锁品牌 Tea base, milk base, toppings, creative mixes, tea chains
咖啡板块 Coffee	咖啡生豆、烘焙豆、挂耳、冻干粉、咖啡机具、连锁咖啡馆 Green beans, roasted beans, drip bags, freeze-dried, coffee machines, coffee shop chains
茶咖器具 Teaware & Coffeeware	茶壶、盖碗、手冲壶、虹吸壶、磨豆机、品鉴杯 Teapots, gaiwans, pour-over kettles, siphons, grinders, tasting cups
配套服务 Teaware & Coffeeware	包装设计、检测认证、仓储物流、跨境电商、出海服务 Packaging design, certification, logistics, cross-border e-commerce, go-global services



展位价格及参展安排



展位费用(仅限4馆)

Booth Rates (Hall 4 only)

类型 Type	规格 Size	价格 Price	备注 Remarks
标准展位 Standard Booth	3m×3m (9m ²) 3m×3m (9m ²)	3,500元/个 RMB 3,500	含基本配置(桌椅、楣板、插座、射灯) Basic furniture, fascia, socket, lights
光地展位 Raw Space	36m ² 起租 Min. 36m ²	350元/m ² RMB 350/m ²	自行搭建,需缴纳施工管理费 Self-build, subject to management fee



特装展位示意



标准展位示意

时间安排:

Schedule:

布展:2026.11.19-20 9:00-18:00

Move-in: Nov.19-20,2026, 9:00-18:00

展览:2026.11.21-23 9:00-17:00;11.24 9:00-16:00

Exhibition: Nov.21-23 9:00-17:00; Nov.24 9:00-16:00

撤展:2026.11.24 16:00-24:00

Move-out: Nov.24,2026, 16:00-24:00

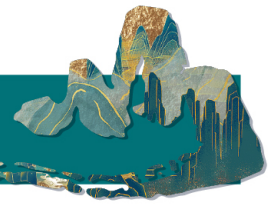
参展流程:

Participation Procedure:

填写申请表 → 选位确认 → 签约付款 → 展位分配 → 布展参展

Submit application → Booth selection → Contract & payment → Booth assignment → Build-up & exhibit

买家邀约



抖音官方合作•流量核爆

Douyin Official Partnership•Traffic Explosion

与抖音文玩/茶艺板块深度合作, 200+ 头部带货主播现场选品直播

Deep cooperation with Douyin's antique & tea sectors; 200+ top livestream hosts

设立官方直播间, 为优质展商提供免费带货时段

Official livestream room with free selling slots for quality exhibitors

提前一个月举办主播选品会, 优先入选官方选品库

Pre-expo selection meeting; priority entry into Douyin's official product pool

数据: 茶/香类直播转化率是传统电商的3倍

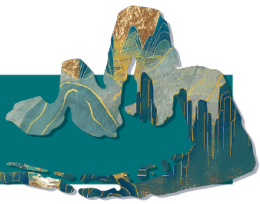
Data: Tea/fragrance livestream conversion rate is 3x of traditional e-commerce

八大核心买家(精准锁定)

Eight Core Buyer Groups

类别 Category	邀约渠道 Invitation Channel
MCN/主播 MCN/Hosts	抖音/快手官方合作, 直播选品 Douyin/Kuaishou official cooperation
寺庙禅修 Temples & Monasteries	1对1登门拜访寺庙法物流通处 One-on-one door-to-door visits to temple Dharma goods distribution centers.
商协会 Industry Associations	30+行业协会发文组织采购团 30+associations sending purchasing delegations
实体门店 Physical Stores	海南本地3,000+茶馆、香店、文玩店地推 3,000+tea houses, incense shops, antique stores
连锁咖啡/茶饮 Coffee/Tea Chains	品牌采购负责人直邀 Direct invitation to procurement heads
大型商超 Supermarkets	采购经理一对一拜访 One-on-one visits with purchasing managers
国际买家 International Buyers	驻外使领馆、海外商会推荐 Embassies, overseas chambers of commerce
免税/高端酒店 Duty-free & Hotels	海南免税集团、奢华酒店采购 Hainan Duty Free Group, luxury hotels

展会赋能和同期活动



文化赋能·大师背书

Cultural Empowerment·Master Endorsement

邀请国家级/省级非遗传承人,专业制茶师/咖啡师现场炒茶、手冲咖啡、宋代点茶

National/intangible cultural heritage inheritors,professional tea maker/barista performing tea roasting, pour-over coffee, Song Dynasty tea ceremony

颁发“大师推荐信”,品牌溢价平均提升45%

“Master’s Recommendation Letter”-brand premium increases by 45% on average

茶道×香道 联合沉浸式体验展演

Combined tea ceremony&incense ceremony immersive show

顺丰国际战略合作:提供海外仓、跨境物流、出口资质代办

Go-Global Empowerment·Fast Track for Liubao Tea&Organic Tea SF International strategic partnership:overseas warehouses, cross-border logistics,export license assistance

两大论坛:电商行业交流会、海南茶咖国际市场拓展研讨会

Two major forums:E-commerce summit, Hainan tea & coffee international market seminar

国际买家对接会:定向邀约中东、欧盟、日韩、东盟300+采购商

International buyer matching:300+ buyers from Middle East, EU, Japan, Korea, ASEAN

标准赋能:有机茶出口标准解读、六堡茶地理标志国际推广

Standard empowerment:Organic tea export standards, international promotion of Liubao tea GI

同期活动(拟)

Concurrent Events (plan to)

日期 Date	活动 Event
11.21 Nov.21	开幕式暨自贸港茶咖出海论坛、国际采购对接会 Opening Ceremony & FTP Tea-Coffee Global Forum, Int’l Sourcing Meeting
11.22 Nov.22	国际咖啡杯测大赛、茶艺师表演赛、非遗工坊(手冲体验/制茶) Int’l Coffee Cupping Competition, Tea Art Master Contest, Intangible Heritage Workshop
11.23 Nov.23	有机茶出口标准发布会、品牌路演、精品拍卖会 Organic Tea Export Standards Release, Brand Roadshow, Premium Auction
11.24 Nov.24	斗茶大会、颁奖典礼、直播节收官盛典 Tea Championship, Award Ceremony, Livestream Festival Finale



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ONE LINER: AT 18° NORTH LATITUDE, LET'S
DEFINE THE NEXT STOP OF EASTERN TEA & COFFEE CULTURE.

一句话: 在北纬18°, 我们一起定义东方茶咖的下一站。



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