



Hi-Go CEEC Shopping Festival Opens in Ningbo with Days of Shopping and Fun

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The 2026 Hi-Go CEEC Shopping Festival will be open from July 17 to 30 at Ningbo International Convention & Exhibition Center, home to the permanent Central and Eastern European Countries (CEEC) Products Pavillion. Featuring a distinctive pink-themed design, the festival combines shopping, food, cultural experiences and interactive activities, offering visitors a vibrant summer destination while highlighting Ningbo's role as a gateway for China-CEEC economic and cultural exchange.

As China's largest one-stop distribution center for consumer products from Central and Eastern European countries, the permanent CEEC Products Pavillion covers more than 32,000 square meters, with 37 national exhibition pavilions and over 3,500 products from across the region. During the festival, all exhibition areas will be open to the public, allowing visitors to explore the unique cultures, craftsmanship and lifestyles of Central and Eastern European countries in one place.



Backed by government-issued consumer vouchers worth millions of yuan, the festival offers generous shopping discounts alongside a rich lineup of cultural performances, family-friendly activities and photo opportunities.

Visitors can try authentic specialties from across Central and East-

ern Europe, including Bulgarian yogurt, Serbian fruit juice, handmade Romanian lollipops, Slovak chocolate and Greek olive oil.

Ningbo's own culinary traditions will also be on display, with local time-honored brands including Zhao Dayou and Zhuangyuanlou, alongside popular summer snacks such as shaved ice and oyster omelets.

Beyond the national pavilions, visitors can also explore themed exhibition zones highlighting Ningbo's strengths in international trade and manufacturing.

The Smart Manufacturing Zone presents locally developed robots, drones, and many other products designed for CEEC markets. The Time-honored Brands Zone introduces well-known Ningbo food, tea and traditional Chinese medicine brands expanding overseas.

Decorated with soft pink installations inspired by both European

and China's Jiangnan aesthetics, the venue offers numerous photo-worthy attractions, including oversized bows, artistic straw-hat displays and immersive themed spaces.

Visitors can also enjoy a range of exclusive shopping promotions through UnionPay, with discounts ranging from RMB 15 off purchases of RMB 50 to as much as RMB 300 off purchases over RMB 1,000. Those who share photos from the festival and tag the official social media account will receive complimentary gifts, while Ningbo International Travel Service will offer special travel packages to Central and Eastern Europe.

Bringing together quality imports, local specialties, cultural experiences and attractive shopping offers, the festival promises days of discovery, entertainment and summer fun while further strengthening the growing ties between China and Central and Eastern European countries.

