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鸿威展 通全球

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世界花园生活博览会专题展览——

Special Exhibition of World Garden Living Expo

2027亚洲户外厨房 与烧烤烹饪装备展

Asia Outdoor Kitchen & Barbecue Equipment Expo 2027

2027/5/15-17

15 - 17 May 2027

广州·广交会展馆

CHINA IMPORT & EXPORT FAIR COMPLEX, GUANGZHOU



WWW.ASIABBQEXPO.COM

组织架构 (拟) ORGANISATION

主办单位 Organiser

广东鸿威国际会展集团有限公司
Guangdong Grandeur International Exhibition Group Co., Ltd.

支持单位 Supporters

日本烧烤协会

美国SCA协会

北美烧烤协会

欧洲户外生活协会

Japan BBQ Association

SCA (USA)

North American BBQ Association

European Outdoor Living Association

欧洲烧烤协会 (EBA)

美国烧烤协会 (IBA)

美国壁炉、露台和烧烤协会 (HPBA)

European BBQ Association (EBA)

IBA (USA)

HPBA (USA)

合作媒体 Media partners

Patio & Hearth Products Report

Casual News Now

The BBQ Magazine

Barbecue News Magazine

FIRE & FOOD Magazine

EU Gardens

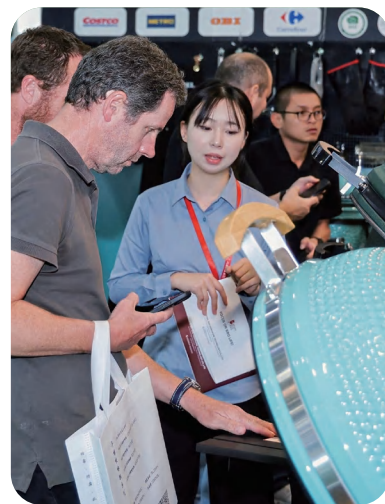


全球户外烹饪市场规模预计到 2033年 将增长至 527.5亿美元，年复合增长率为9.1%。亚太地区凭借购买力和生活水平的持续提升，户外烹饪行业预计从2026年到2033年将以 10.7% 的复合年增长率增长，增速领跑全球。庞大的消费人口基数与日益成熟的户外烹饪消费理念，令亚太户外厨房及烧烤市场机遇不断涌现。

The global outdoor cooking market is projected to reach USD 52.75 billion by 2033, with a CAGR of 9.1%. Driven by rising purchasing power and living standards, the Asia-Pacific outdoor cooking market is expected to grow at a 10.7% CAGR from 2026 to 2033, leading global growth. A huge consumer base and growing outdoor cooking culture continue to create strong opportunities across the Asia-Pacific outdoor kitchen & BBQ market.

2027亚洲户外厨房及烧烤装备展览会将于**2027年5月15—17日**在**广州·中国进出口商品交易会展馆**盛大举办。展会将紧抓“户外休闲 + 庭院经济 + 品牌出海”三大主线，致力于打造亚太地区最具影响力的户外厨房与烧烤装备一站式产业链整合及国际贸易平台，实现从“展示 → 对接 → 落地”全链路快速打通，最优化提升参展企业的资源对接效率与商业合作价值，赋能亚洲户外烹饪产业高效布局全球市场。

The 2027 Asia Outdoor Kitchen & Barbecue Equipment Expo (AOBE 2027) will be held on 15–17 May 2027 at the China Import and Export Fair Complex, Guangzhou, focusing on “outdoor leisure, garden economy and global expansion” and aiming to create Asia-Pacific’s leading one-stop trade and sourcing platform for outdoor kitchens and barbecue equipment, connecting display, matchmaking and business implementation to optimize exhibitors’ networking efficiency and commercial value, empowering the Asian outdoor cooking industry to expand efficiently into global markets.

**30000+**

展览面积 | Exhibition Area

**300+**

参展商 | Exhibitors

**25000+**

专业观众 | Trade Visitors

**15000+**前沿技术及产品
| Innovative Products**AOBE 2027**

**亚太领先的户外厨房与烧烤装备垂直展**

聚焦“户外休闲+庭院经济”，覆盖从核心装备到场景融合的全产业链，300+企业同台，15000+前沿产品亮相。

Asia-Pacific's leading fair for outdoor kitchens and barbecue equipment

AOBE 2027 focused on “outdoor leisure + garden economy”, covering the full supply chain from core equipment to lifestyle applications, with 300+ exhibitors and 15,000+ innovative products on display.

**紧抓品牌出海红利，链接全球买家**

来自近50个国家及地区的海内外采购商（美国、加拿大、日本、韩国、澳大利亚、德国、英国、中东、东南亚等）到场选品，B端商贸需求强劲。

Connecting brands with global buyers

Buyers from nearly 50 countries and regions, including the US, Canada, Japan, South Korea, Australia, Germany, the UK, the Middle East and Southeast Asia, attended the expo, driving strong B2B sourcing demand.

**百万级精准买家数据库，多国采购团定向邀约**

广东鸿威国际会展集团沉淀百万级专业买家数据库，定向邀约全球连锁零售商、跨境电商头部卖家、酒店民宿采购方等。

Million-level buyer database with targeted invitations

Grandeur has built a database of over a million professional buyers, enabling targeted invitations to global retail chains, leading cross-border e-commerce sellers, and hotel and resort buyers.





权威国际烧烤及户外协会鼎力支持

日本烧烤协会、美国SCA、北美烧烤协会、欧洲烧烤协会等权威机构提供资源导入与海外推广背书。

Strong support from leading international barbecue and outdoor associations

Authoritative Organisations such as the Japan Barbecue Association, SCA USA, North American Barbecue Association and European Barbecue Association provided resource support and overseas promotion endorsement.



全产业链一站式采购

设四大展区：核心装备制造、上游材料与技术、跨界场景融合、配套消费区，海外采购商可实现“一站式”选品。

One-stop sourcing across the full industry chain

Featuring four main zones—core equipment manufacturing, upstream materials and technologies, cross-sector lifestyle applications, and supporting consumer products—allowing overseas buyers to source everything in one place.



线上+线下双线融合，365天永不落幕的展会

运用数字孪生、3D虚拟展厅、AI匹配等技术搭建云上博览会，参展企业全年在线展示，持续对接全球买家。

Integrated online and offline platform with a year-round fair

Using digital twin technology, 3D virtual halls and AI matchmaking technology to create a cloud expo, allowing exhibitors to showcase products online all year and continuously connect with global buyers.



2026年5月17日，为期三天的2026亚洲户外厨房与烧烤烹饪装备展（AOBE 2026）在广州·广交会展馆圆满落幕，现场人气高涨，商贸气氛浓郁！

On 17 May 2026, the three-day 2026 Asia Outdoor Kitchen & Barbecue Equipment Expo (AOBE 2026) concluded successfully at the China Import and Export Fair Complex in Guangzhou, attracting strong visitor traffic and vibrant business activity.



作为世界花园生活博览会的重要主题展之一，AOBE 2026 锚定“户外经济”与“庭院经济”双核引擎，以“源头直采、全链协同、全球联动”为引领，在25000m²的展览空间上汇聚骏伟电器、阿普莱斯、佛山科勇炉具、大连天成炭业、大铁蛋五金科技、怡中金属制品、德耀户外金属制品、金石陶瓷科技、名一烧烤炉、博琛五金等300余家优质展商，全方位展现当下户外厨房、户外烧烤行业前沿技术与潮流产品。

As a key themed exhibition of the World Garden Living Expo, AOBE 2026 focused on “outdoor economy” and “garden economy”, guided by “direct sourcing, full-chain collaboration and global connectivity”, bringing together over 300 top exhibitors including CHANT, Auplex, KeYo BBQ, Tiancheng Charcoal, Steel Egg Hardware, Yizhong Metal, Deyao Outdoor Metal, Kimstone Ceramic Technology, GEMYOCA, Fortress Hardware across 25,000m², showcasing cutting-edge technology and trendy products in outdoor kitchens and barbecue.

为期3天的AOBE2026累计吸引来自中国、美国、加拿大、墨西哥、俄罗斯、阿联酋、沙特、日本、韩国、澳大利亚、新西兰、新加坡、马来西亚、泰国、匈牙利、西班牙、德国、英国、印度、南非、中国香港等近50个国家及地区的海内外采购商到场选品采购。现场更是达成多项合作意向或签订订单，强劲释放了B端商贸采购需求，也加速推动着“中国智造”户外烹饪装备的出海全球。

During the three-day event, AOBE 2026 attracted buyers from nearly 50 countries and regions including China, the United States, Canada, Mexico, Russia, the UAE, Saudi Arabia, Japan, South Korea, Australia, New Zealand, Singapore, Malaysia, Thailand, Hungary, Spain, Germany, the UK, India, South Africa and Hong Kong China. Multiple cooperation agreements and orders were reached on site, highlighting strong B2B sourcing demand and accelerating the global expansion of China-made outdoor cooking equipment.



01

核心装备制造区

CORE EQUIPMENT ZONE



烧烤炉具：炭火烤炉、燃气烤炉、电烤炉、烟熏炉、卡式炉、披萨炉等；

户外厨房系统：嵌入式烤炉模组、不锈钢操作台、户外水槽、储物柜、冰箱/酒柜、移动料理车；

烹饪器具：烤网、烤盘、铸铁锅、烤串签、刀具套装、温度探针、点火工具；

排烟净化：无烟烤炉技术、油烟净化器、排烟管道系统、环保燃料；

Barbecue Grills: charcoal, gas and electric grills, smokers, portable stoves, pizza ovens, etc.

Outdoor Kitchen Systems: built-in grill modules, stainless steel worktops, outdoor sinks, storage cabinets, fridges/wine coolers, mobile cooking carts.

Cooking Tools: grill racks, griddles, cast-iron pots, skewers, knife sets, thermometers, ignition tools.

Smoke Control: smokeless grill technology, fume purifiers, exhaust duct systems, eco-friendly fuels.



02

上游材料与技术区

UPSTREAM MATERIALS & TECHNOLOGY ZONE



基础材料：耐高温不锈钢、铸铁、耐火砖、花岗岩台面、防腐木材、户外专用石材；

能源与燃具：液化气罐、机制炭/果木炭、颗粒燃料、太阳能供电模块、便携储能电源；

智能控制：IoT温控模块、APP远程操控、自动翻转烤架、数字温度显示系统；

环保技术：低排放燃烧技术、油脂回收装置、可降解烤具材料、无烟炭技术；

Base Materials: heat-resistant stainless steel, cast iron, fire bricks, granite worktops, treated timber, outdoor stone materials.

Energy & Fuel Systems: LPG cylinders, charcoal/hardwood charcoal, pellet fuels, solar power modules, portable energy storage units.

Smart Control: IoT temperature control modules, app remote control, automatic rotating grills, digital temperature display systems.

Eco Technologies: low-emission combustion technology, grease recovery systems, biodegradable barbecue materials, smokeless charcoal technology.



03

场景融合·跨界应用区

SCENARIO INTEGRATION & CROSS-INDUSTRY APPLICATIONS ZONE



露营野炊：便携式烧烤套装、折叠炉具、卡式炉组合、户外炊具收纳系统；

庭院花园：别墅嵌入式户外厨房、岛台烤炉一体机、花园吧台、户外遮阳烹饪系统；

房车/游艇：车载移动厨房、游艇烧烤台、房车专用燃气系统、紧凑型烤炉；

商业公共：夜市烧烤车、音乐节餐饮装备、景区共享烤炉、商业无烟烧烤解决方案；

社区公共：公园智能烧烤站、社区共享厨房设施、垃圾分类回收配套；

Camping & Outdoor Cooking: portable barbecue sets, foldable stoves, cassette stove kits, outdoor cookware storage systems.

Garden & Patio: villa built-in outdoor kitchens, island grill units, garden bars, shaded outdoor cooking systems.

RVs & Yachts: mobile vehicle kitchens, yacht barbecue stations, RV-specific gas systems, compact grills.

Commercial & Public: night market barbecue carts, festival catering equipment, shared grills at attractions, commercial smokeless barbecue solutions.

Community & Public: smart park barbecue stations, community shared kitchens, waste sorting and recycling facilities.



04

配套消费区

SUPPORTING CONSUMPTION ZONE



户外家具：烧烤桌椅、吧台凳、遮阳伞/天幕、户外沙发、移动餐车；

食材与调味：预制烧烤食材、腌制调料包、酱料品牌、精酿啤酒/葡萄酒配套；

冷链与物流：户外保温箱、车载冰箱、食材供应链、冷链配送服务；

设计与定制：户外厨房空间设计、景观融合方案、定制橱柜、3D效果图服务；

Outdoor Furniture: barbecue tables and chairs, bar stools, parasols/sun canopies, outdoor sofas, mobile food carts.

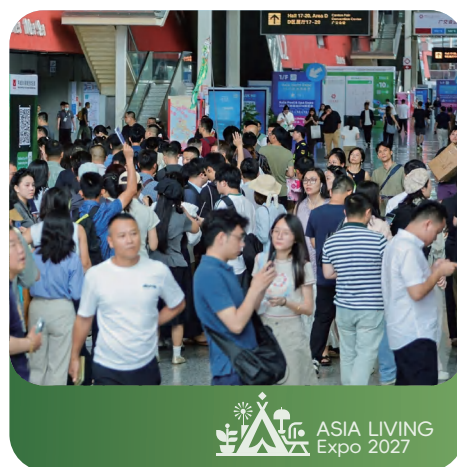
Food & Seasoning: pre-made barbecue ingredients, marinades and seasoning packs, sauce brands, craft beer/wine pairings.

Cold Chain & Logistics: outdoor insulated boxes, in-vehicle fridges, ingredient supply chains, cold chain delivery services.

Design & Customisation: outdoor kitchen spatial design, landscape integration solutions, customised cabinets, 3D rendering services.

作为世界花园生活博览会的核心专题展，2027亚洲户外厨房及烧烤装备展览会将与亚洲花园家具帐篷及遮阳用品展、亚洲泳池SPA博览会、亚洲花卉产业博览会等专题展同期举办，总展览面积达100,000m²，多场景融合、打通产业边界，构筑跨品类、跨场景的庭院、户外生态产业圈，实现专业客流精准共享、跨界商机高效转化。

As a core feature of the World Garden Living Expo, the 2027 Asia Outdoor Kitchen & Barbecue Equipment Expo will run alongside the Asia Living Expo, Asia Pool & SPA Expo, and Asia Flower Expo, covering a total area of 100,000 m². By integrating multiple scenarios and connecting industry boundaries, it builds a cross-category, cross-scenario courtyard and outdoor lifestyle ecosystem, enabling precise sharing of professional visitors and efficient conversion of cross-industry business opportunities.



同期活动

Fringe Events



行业趋势论坛 | Industry Trend Forum

邀请行业专家就庭院经济、户外经济、智能烧烤装备等话题做趋势分析。
Industry experts invited to analyse trends in the courtyard economy, outdoor economy, and smart barbecue equipment.

新品发布会 | New Product Launches

设立专属新品发布舞台，助力展商品牌曝光。
Dedicated launch stage to enhance exhibitor brand exposure.

专业赛事 | Professional Competitions

举办亚洲烧烤大师赛/户外厨房设计大赛等主题赛事，提升品牌参与感与传播力。
Asia Barbecue Master Competition and Outdoor Kitchen Design Competition to boost brand engagement and visibility.

商务对接会 | Business Matchmaking Meetings

精准匹配海内外买家与优质展商，提高撮合效率。
Precise matching of overseas buyers with high-quality exhibitors to improve deal-making efficiency.





渠道商：区域代理/分销商/批发商、跨境电商卖家、外贸公司、投资商、品牌公司、生产商、零售商、自媒体/电商平台、直播电商等

Distributors: regional agents, wholesalers, cross-border e-commerce sellers, trading companies, investors, brand companies, manufacturers, retailers, social media/e-commerce platforms, live-streaming sellers.



商业空间：商超/百货、专卖店、酒店、民宿、营地、家具卖场、地产商、户外休闲俱乐部、钓场等

Commercial Spaces: supermarkets/departments, specialty stores, hotels, guesthouses, campsites, furniture stores, real estate developers, outdoor clubs, fishing sites.



个人用户：户外运动爱好者、露营玩家、家庭用户、庭院设计师、景观设计师、媒体记者、行业KOL等

Individual Users: outdoor enthusiasts, campers, family users, courtyard designers, landscape designers, journalists, industry KOLs.



服务提供商：场地预订、旅游服务、拓展机构、教育培训、金融机构等

Service Providers: venue booking, travel services, training/expansion Organisations, educational institutions, financial services.



其他：政府部门、协会/商会、礼品团购定制、研究机构、院校、新闻媒体；

Others: government departments, associations/chambers, bulk gift buyers, research institutes, universities, news media.

宣传推广

Marketing and Promotion

线上线下全网营销：通过“分阶段精准传播+定向邀约+全周期服务”三维联动，实现品牌全球化覆盖。

Omni-Channel Marketing: Online & Offline Marketing: global brand coverage through phased targeted campaigns, direct invitations, and full-cycle services.

中外媒体：100+家行业媒体及大众媒体，包括Patio & Hearth Products Report、Casual News Now、The BBQ Magazine、Barbecue News Magazine、FIRE&FOOD Magazine、EU Gardens、搜狐家居、腾讯家居等。

Media Coverage: 100+ industry and mainstream media, including Garden Trade News, EU Gardens, Homes & Gardens, ARTICLE, Sohu Home, Tencent Home, etc.

新闻深度报道：200+篇原创稿件，覆盖高端人群5000万+人次。

In-Depth News Reporting: 200+ original articles reaching 50 million+ premium audience.

国内外社交平台精准触达：微信、抖音、微博、小红书、知乎、今日头条、Facebook、Instagram、X、YouTube、TikTok、WhatsApp等平台定向投放，快速触达海量信息与兴趣圈层，精准邀请专业买家。

Targeted Social Media Outreach: Direct promotion on WeChat, Douyin, Weibo, Xiaohongshu, Zhihu, Toutiao, Facebook, Instagram, X, YouTube, TikTok, WhatsApp, reaching niche and mass audiences while inviting professional buyers.

线下活动直面邀约：新闻发布会、行业沙龙、海外展会推介会等。

Offline Events & Direct Invitations: Press conferences, industry salons, overseas expo roadshows, etc.

线下广告：展馆周边广告牌、灯箱、快讯、VIP请柬等。

Offline Advertising: venue perimeter billboards, light boxes, newsletters, VIP invitations.

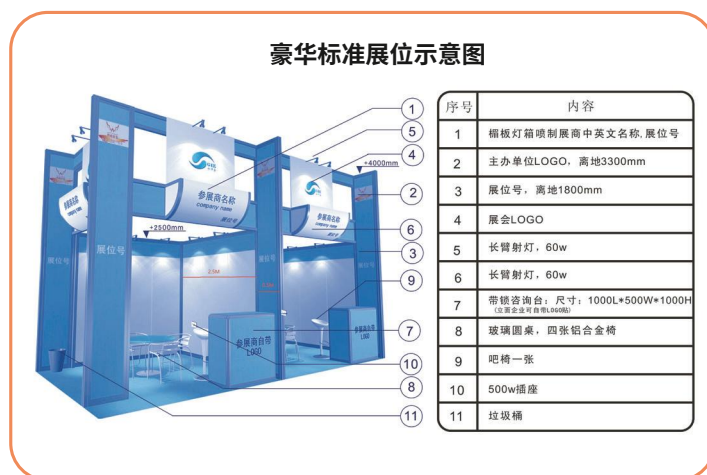
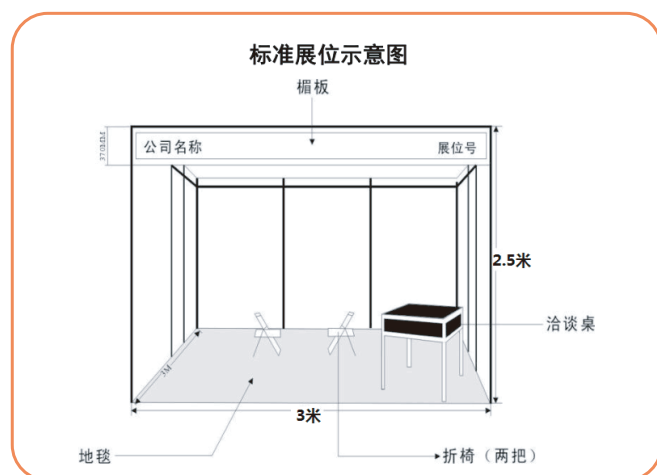
资源整合跨行宣传：50+国内外协会/商会联合推广。

Cross-Industry Promotion: joint campaigns with 50+ domestic and international associations/chambers.



07 收费标准 FEES

展位类型 Booth Type	国内企业 (RMB) Domestic Company (RMB)	境外企业 (USD) Overseas Company (USD)	展位配置说明 Booth Inclusions
标准展位 Standard Booth	13800元/个 RMB 13,800 / Booth	2500美元/个 USD 2,500 / Booth	9m ² (3m×3m), 配备围板 (2.5米高)、洽谈桌一张、折椅二把、日光灯二盏、中英文楣板、垃圾篓、地毯。 9m ² (3mW×3mL): wall panels (2.5mH); 1 negotiation desk; 2 folding chairs; 2 fluorescent lights; Fascia; Trash bin; Carpet
豪华标准展位 Luxury Booth	15800元/个 RMB 15,800 / Booth	3200美元/个 USD 3,200 / Booth	9m ² (3m×3m), 配备围板 (4米高)、玻璃桌椅一套、楣板灯箱喷制、长臂射灯、带锁咨询台。 9m ² (3mW×3mL): wall panels (4mH); 1 set of Glass table and chairs; Fascia lightbox printing; Long-arm spotlights, Lockable information counters
空地 Raw Space	1500元/ m ² RMB 1,500 / m ²	250美元/ m ² USD 250 / m ²	36m ² 起租, 不包括任何设施, 参展单位需自行设计、装修, 组委会按RMB 50元/ m ² 收取特装管理费。 Minimum space: 36 m ² . Space only, no facilities. Design and build by exhibitor. Management fee: RMB 50/ m ²



08 参展程序 PARTICIPATION PROCESS

1. 申请参展。参展企业详细填写《参展合同表》加盖公章, 与加盖公章的营业执照复印件原件一式两份快递至承办单位申请。
2. 展位安排。展位安排以“先报名、先交款、先安排”为原则, 为统一大会形象, 承办单位有权对少量展位予以调整。
3. 交款确认。参展企业合同签好后, 5个工作日内将参展费全额汇入承办单位指定帐户, 汇款电子底单发至承办单位。如未履行, 承办单位有权取消企业预订展位。
4. 合同确立。5个工作日内向参展企业回寄加盖公章的《参展合同表》, 承办单位收到款项后, 合同确立。
5. 会务接待、住宿、展品运输、布展等详见《参展商手册》, 《参展商手册》将于博览会开幕前两个月发送参展单位。
6. 除非申请单位因特殊原因不被承办单位接纳, 否则自行退展者, 已交费用概不退还。
7. 为保证展会的整体效果, 组委会将保留最终调整展位的权利。

1. Application: Complete and stamp the Exhibition Contract Form, and send it with a stamped business licence copy to the organiser (in duplicate) by courier.
2. Booth allocation: Based on “first come, first paid, first served”. The organiser reserves the right to make minor adjustments.
3. Payment: Full payment within 5 working days after signing the contract. Proof of transfer must be sent to the organiser. Non-payment may result in cancellation of the booth reservation.
4. Contract confirmation: Official stamped contract will be returned within 5 working days after payment is received.
5. Exhibitor manual: Details on reception, accommodation, logistics and setup will be provided in the Exhibitor Manual, issued two months before the event.
6. Cancellation policy: No refund for voluntary withdrawal unless rejected by the organiser for special reasons.
7. Final rights: The organiser reserves the right to make final adjustments to booth allocation for overall exhibition quality.



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