

China Events 2024

Asian Trails China can manage all land services and additional programs around these events. For more information, please contact Asian Trails China at res@asiantrailschina.com

Cultural

Event Name: Harbin International Ice and Snow Festival

Date: December 2023 - February, 2024

Description: Welcome to the largest ice and snow festival in the world! A captivating winter celebration that takes place annually in Harbin, located in northeast China. Renowned for its colossal ice sculptures, intricate snow carvings, and vibrant light displays, the festival transforms the city into a magical wonderland. Visitors worldwide flock to witness the breathtaking frozen masterpieces and experience the enchanting atmosphere.



Event Name: Tibetan New Year

Date: February 10-12, 2024

Description: Also known as Losar, this period marks the beginning of the Tibetan lunar calendar and is the most important festival of the year for Tibetan Buddhists. Celebrated in Tibet and Tibetan regions like Shangri-La (Yunnan province) and Jiuzhaigou (Sichuan province), vibrant festivities involve religious rituals, traditional dances, and family gatherings. Symbolising the triumph of good over evil, Losar holds cultural significance, blending spiritual practices with joyous expressions of community unity and renewal. Lasting for up to 15 days, most of the best parts of Losar occur within the first three days.



Event Name: Water-Splashing Festival of Dai People

Date: April 13-15, 2024

Description: A vibrant and exuberant celebration that takes place annually in Xishuangbanna in southwest Yunnan province. Rooted in local traditions, it marks the Dai New Year and is renowned for its water-related festivities. The festival symbolises cleansing and renewal, with locals and visitors engaging in spirited water fights as well as traditional dances, processions, and religious ceremonies. Similar to neighboring Thailand's Songkran Festival, it involves three days of celebrations.



Event Name: Miao Sisters Festival

Date: April 23-25, 2024

Description: Celebrated by the Miao people in Guizhou province, this vibrant occasion honours sisterhood and is a celebration of love and spring. Held annually, it features traditional dances, songs, and intricate embroidery showcasing Miao culture. The festival fosters unity among women, celebrating their bond and preserving the rich unique heritage of the Miao community.



Event Name: March Street Festival of Bai People

Date: April 23-29, 2024

Description: A grand event celebrated by the local Bai people in Dali in southwest Yunnan province. Also known as the Guanyin Fair, this bustling street fest is held at the foot of Cangshan Mountain above Dali Old Town and has developed into one of the largest commodity markets in the province. During the festival, businessmen from in and around Dali gather to participate in selling a variety of goods combined with food stalls and cultural performances, creating a lively atmosphere that attracts locals and visitors alike.



Event Name: Dragon Boat Festival

Date: June 10, 2024

Description: Also known as Duanwu or Zhongxiao Festival, this traditional Chinese holiday is celebrated on the 5th day of the 5th month of the lunar calendar. Originating from ancient rituals, it honours Qu Yuan, a patriotic poet. The festival features dragon boat races, zongzi (rice dumplings), and vibrant cultural festivities.



Event Name: Naadam Festival

Date: July 11-15, 2024

Description: Naadam refers to entertainments or games in Mongolian. The festival is a vibrant celebration of the region's nomadic culture, featuring the "Three Manly Games" of wrestling, horse racing, and archery. This annual event in Inner Mongolia showcases traditional Mongolian customs, with participants adorned in colourful attire and displaying exceptional skill in these age-old competitions.



Event Name: Torch Festival of Yi People

Date: July 29-31, 2024

Description: In southwest Yunnan province, ethnic groups of the region including the Yi, Bai, Hani, Lahu, Naxi, and Pumi people come together for a vibrant celebration marked by torch-lit processions, traditional dances, and folk music. Held annually, it symbolises unity, warding off evil spirits, and praying for a good harvest. The festival reflects the rich cultural heritage and community spirit of the Yi people.



Event Name: Tibet Shoton Festival

Date: August 4-10, 2024

Description: A vibrant celebration, also known as the "Yogurt Banquet Festival". Highlighted by the unveiling of giant thangkas (religious paintings), monks' chanting, and the sharing of yogurt, it marks the end of monks' seclusion during the summer. The festival showcases Tibetan culture, spirituality, and communal joy.



Event Name: Mid-Autumn Festival

Date: September 17, 2024

Description: Also known as the Moon Festival or Mooncake Festival, the Chinese cultural festival signifies family reunions and harvest abundance. On the 15th day of the lunar calendar, families gather, enjoy mooncakes, and appreciate the full moon's beauty. Lanterns illuminate the night, symbolising unity and good fortune. It's a cherished tradition, blending cultural, familial, and celestial elements.

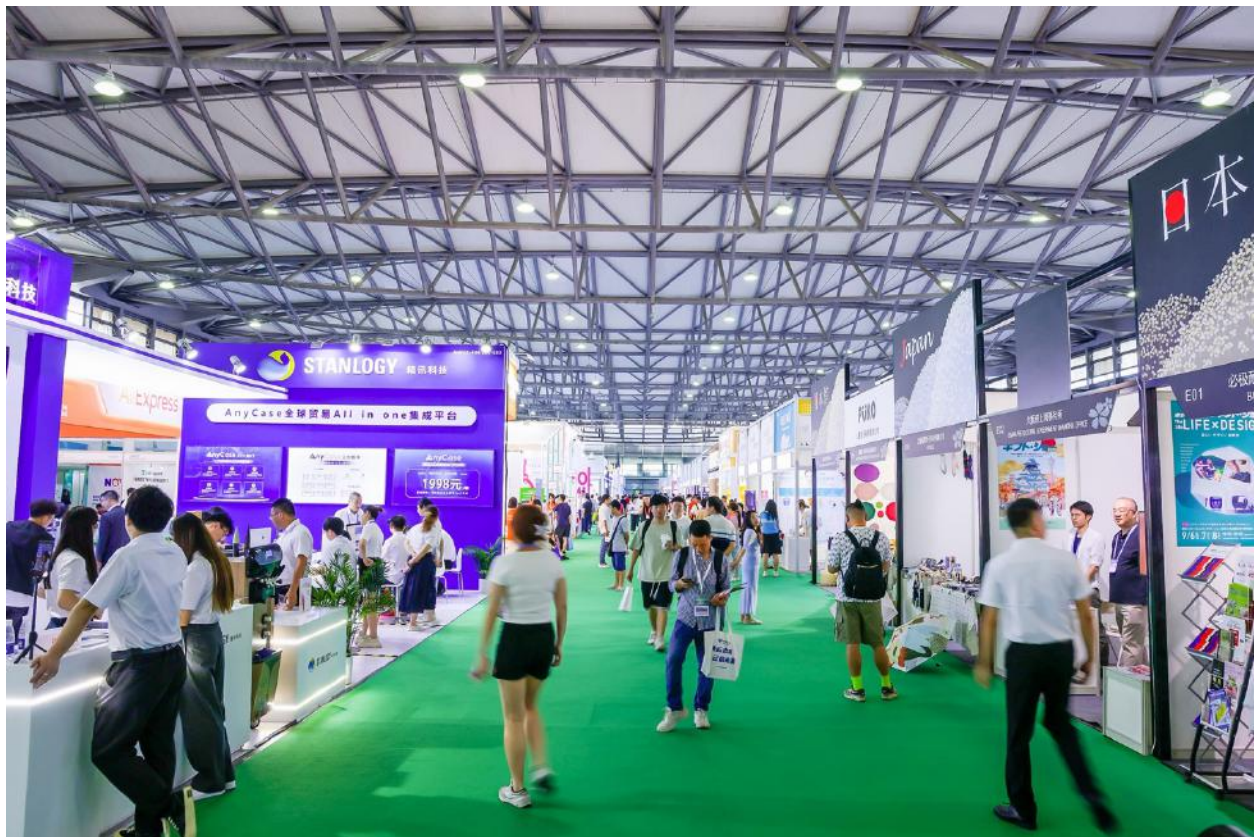


Trade Fairs

Event Name: East China Import and Export Commodity Fair

Date: March 1-4, 2024

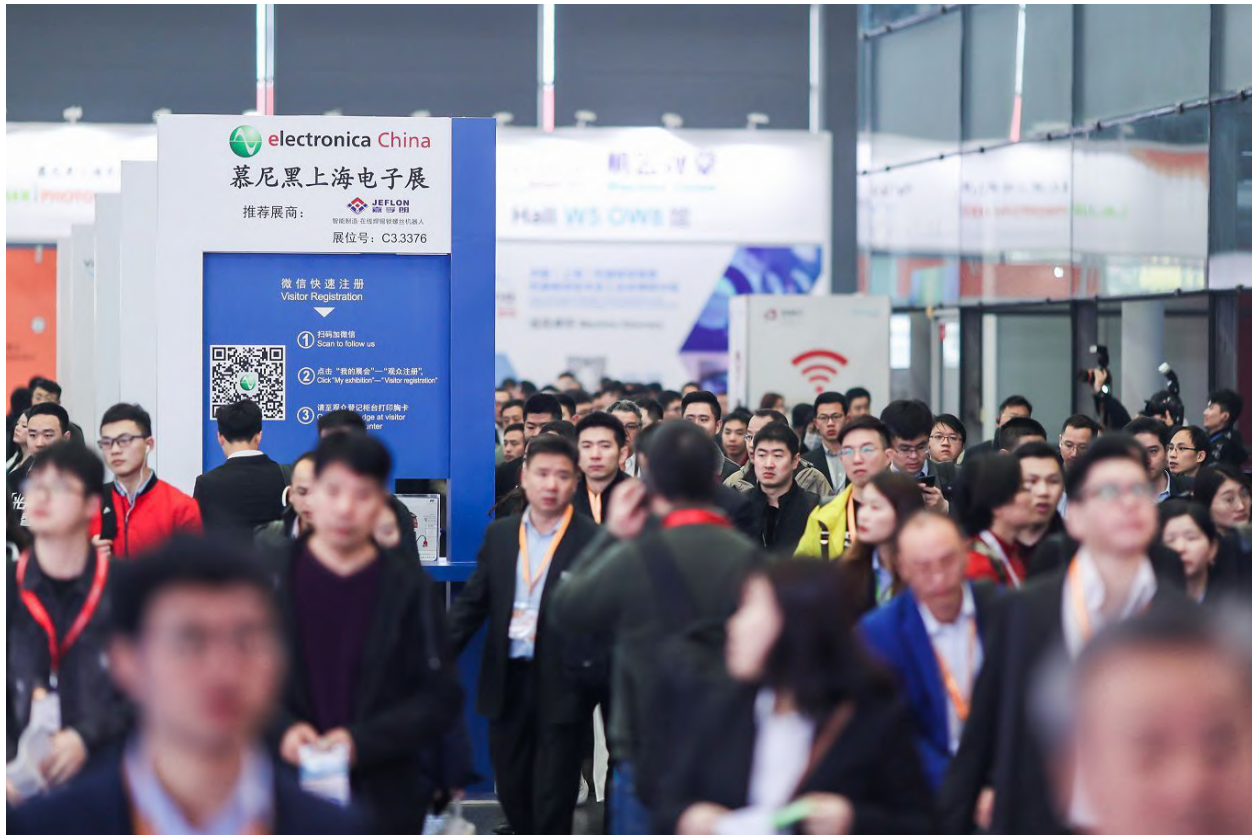
Description: For over a decade, the East China Fair, organised by nine provinces and municipalities, including Shanghai, Jiangsu, and Zhejiang, stands as the largest regional international economic and trade show in China, attracting hundreds of thousands. It's a prime platform for businesses to connect with potential partners and buyers across various sectors. This year's event takes place at the New International Expo Centre (SNIEC) in Shanghai, promising a vibrant marketplace for home appliances, textiles, cosmetics, art materials, and furniture.



Event Name: China Electronics Exhibition (CEF)

Date: April 9/November, 2024

Description: This unique China trade fair exclusively centers on the ICT industry, attracting global companies to exhibit cutting-edge electronics. The event emphasizes key technological sectors such as 5G, Industrial Internet, intelligent manufacturing, new energy vehicles, big data, artificial intelligence, and information security, making it a premier showcase for advancements in the field. CEF Shenzhen will be at the Shenzhen Convention & Exhibition Center and CEF Shanghai is set to be held at the Shanghai New International Expo Center.



Event Name: Beijing International Automotive Exhibition (Auto China)

Date: April 25-May 4, 2024

Description: Auto China is a major international automotive exhibition held biennially in Beijing, showcasing the latest advancements in the automotive industry. As the world's largest automobile market, China plays a crucial role in shaping future automotive trends. Auto China serves as a platform for global manufacturers to unveil cutting-edge technologies and vehicles. The event will take place at the China International Exhibition Center (CIEC) in Beijing.



Event Name: China Sport Show

Date: May 23-26, 2024

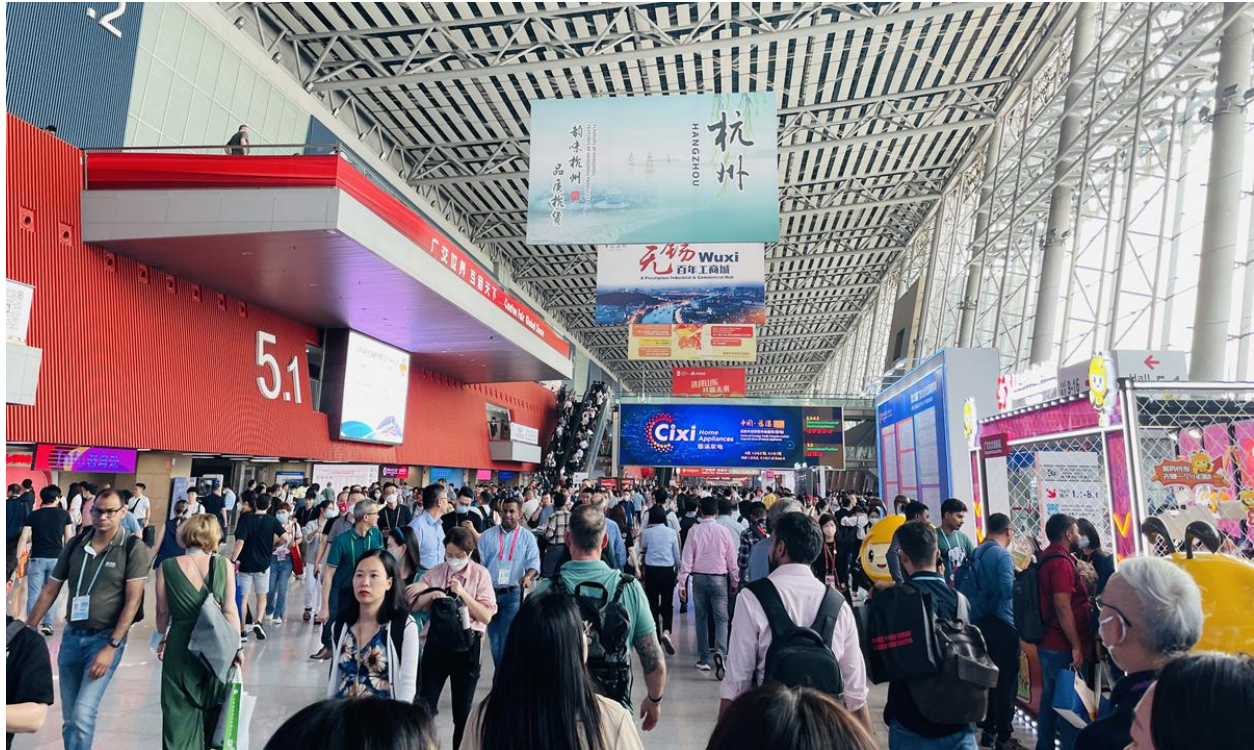
Description: Spanning 30 years with 40 editions, the China Sport Show stands as a crucial global gateway into China's sports market. It serves as a prominent stage for China to exhibit its sports industry growth, evolving into the foremost brand exhibition and industry event in the nation's sports sector. The event will take place at the Western Expo City in Chengdu.



Event Name: The Canton Fair

Date: April 15-19/April 23-27/May 1-5

Description: Formally known as the China Import and Export Fair, The Canton Fair is a comprehensive international trade event held biannually. It is the oldest, largest, and the most representative trade fair in China. It attracts global exhibitors and buyers, facilitating diverse business interactions across various industries and showcasing China's manufacturing prowess. The event will take place at the Canton Fair Complex in Guangzhou.



Event Name: China-ASEAN Expo

Date: September, 2024

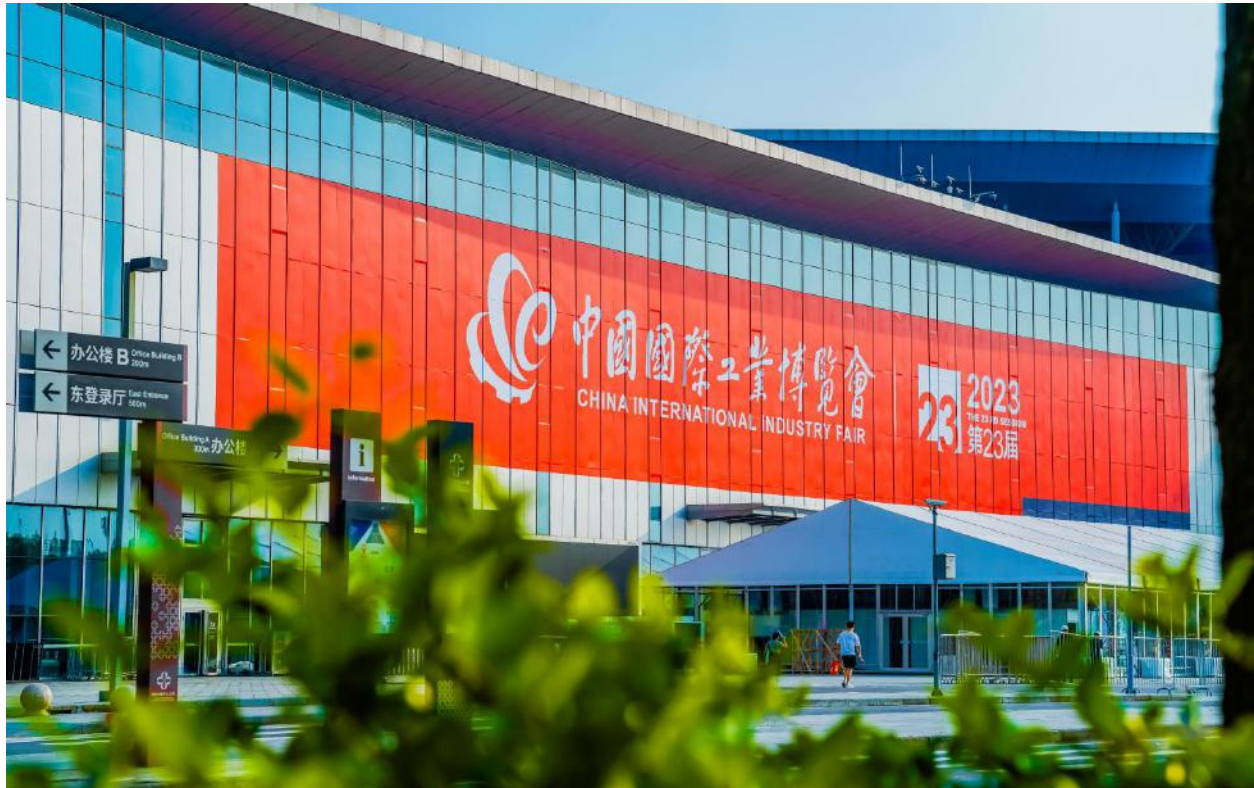
Description: The China-ASEAN Expo distinguishes itself from conventional trade fairs, symbolizing the anniversary of the strategic partnership between China and ASEAN. A vital platform for strengthening bilateral economic ties, the fair attracts high-level officials from both regions, highlighting its diplomatic and economic importance. Evolving beyond trade and investment, it now encompasses digital products, health, tourism, and education sectors. The event will be held at the Nanning International Convention & Exhibition Center.



Event Name: China International Industry Fair (CIIF)

Date: September 24-28, 2024

Description: Since its establishment in 1999, the CIIF has emerged as a pivotal industrial exhibition in China. It offers a prominent stage for foreign brands to present their products and technologies to a diverse audience, fostering connections with potential partners, customers, and investors. Alongside innovation showcases, CIIF frequently engages in discussions on local regulatory frameworks and policies. The event will be hosted at NECC in Shanghai.



Event Name: Yiwu International Commodities Fair

Date: October 21-24, 2024

Description: Being China's inaugural UFI-certified trade fair for imported consumer goods, this event holds paramount importance. It spans diverse product categories such as household articles, beauty and personal care, food and beverages, and more, consolidating its standing as a comprehensive platform for showcasing a wide array of internationally sourced consumer products. This event will take place at the Yiwu International Expo Center in Yiwu.



Event Name: China International Import Expo (CIIE)

Date: November 5-10, 2024

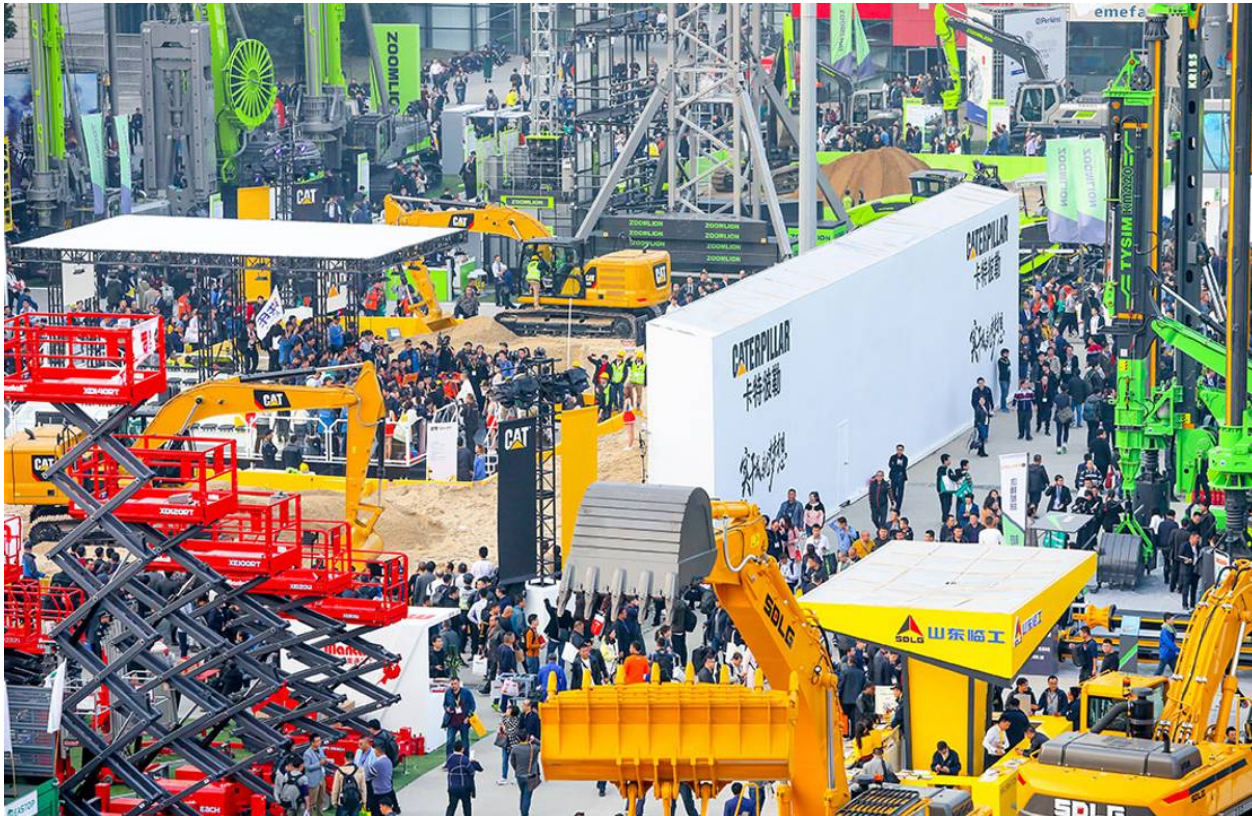
Description: The CIIE in a key Chinese market city is an unmissable global event for foreign brands. It uniquely blends exhibition, policy insights, networking, and market intelligence, offering a departure from traditional trade fairs. CIIE provides a crucial platform for direct interactions with potential partners, fostering business relationships and deal-making opportunities. Find this trade show at the National Exhibition and Convention Centre in Shanghai.



Event Name: Bauma China Exhibition

Date: November 25 - November 29, 2024

Description: The Bauma China Exhibition stands as a pivotal and enduring automotive fair in the country, attracting foreigners seeking exceptional vehicle sourcing opportunities. Unlike typical consumer goods fairs, Bauma specializes in construction machinery, building material machines, mining equipment, and construction vehicles, solidifying its reputation as a go-to event in these industries. The event will be held at the New International Expo Centre (SNIEC) in Shanghai.



Sports

Event Name: China Open

Date: April 19-22, 2024

Description: A premier men's and women's professional tennis tournament held annually in Beijing and a crucial event on the ATP and WTA tours. Attracting top-tier players, it showcases intense competition and serves as a bridge between Chinese and global tennis enthusiasts. The tournament contributes significantly to the growth and popularity of tennis in China.



Event Name: Shanghai Masters

Date: October 2-13, 2024

Description: The Shanghai Tennis Masters, part of the ATP Tour, is a premier men's tennis tournament held annually in Shanghai. It attracts top-ranked players from around the world, showcasing high-caliber matches. The tournament offers a significant platform for competitors to earn valuable points and enhance their standings in the global tennis rankings.



Event Name: Great Wall Marathon

Date: May 18, 2024

Description: The Great Wall Marathon is a challenging and unique annual race held on the iconic Great Wall of China. Participants navigate steep ascents and descents on the ancient structure, providing a breathtaking backdrop. Renowned for its difficulty, the marathon combines physical endurance with a scenic journey through Chinese history and culture.

