



2026

07.31 – 08.03

31 – 03 August

CHINA DIGITAL ENTERTAINMENT
EXPO & CONFERENCE



ChinaJoy 2026

China Digital Entertainment Expo & Conference (ChinaJoy) is a comprehensive international digital entertainment industry event co-directed by the National Press and Publication Administration and the Shanghai Municipal People's Government, hosted by China Audio-video and Digital Publishing Association & Shanghai Howell International Trade Fair Ltd., and co-organized by the Shanghai Press and Publication Administration and the People's Government of Pudong District. The 2026 ChinaJoy will be held from July 31st to August 3rd at the Shanghai New International Expo Center. Under the theme of "Level up with AI", ChinaJoy will continue to feature the Business to Customer Halls(BTOC) and Business to Business Halls(BTOB) while undergoing a comprehensive upgrade of its content matrix. We will introduce more cross-industry collaborations, immersive interactions, and cutting-edge technology demonstration to create higher-quality exchange and experience environment. We look forward to witnessing more exciting surprises together with global partners and players on-site.

EXHIBITIONS

B2C 互动娱乐馆 BUSINESS TO CUSTOMER HALLS

- Hardcore Game Area
- Smart Entertainment Hardware Expo
- Toys & Figure Model Area
- ChinaJoy Express Game Trial Play Area
- Smart Car Area
- Trendy Lifestyle Area
- Smart Home Area
- Sci-Fi Area

B2B 商务洽谈馆 BUSINESS TO BUSINESS HALLS

- Digital Technology Innovation Area
- Indie Game Area
- IP Licensing Area

CONFERENCES

CDEC 中国国际数字娱乐产业大会 CHINA INTERNATIONAL DIGITAL ENTERTAINMENT CONFERENCE

- China Digital Entertainment Congress
- ChinaJoy AIGC Conference
- Global Game Industry Conference
- ChinaJoy IP Conference
- Other Official Cooperation Meetings

CGDC 中国游戏开发者大会 CHINA GAME DEVELOPERS CONFERENCE

- RPG Game Session
- AAG-Shooting Game Session
- SLG Session
- Technique Session
- Indie Game Session
- Globalization Session

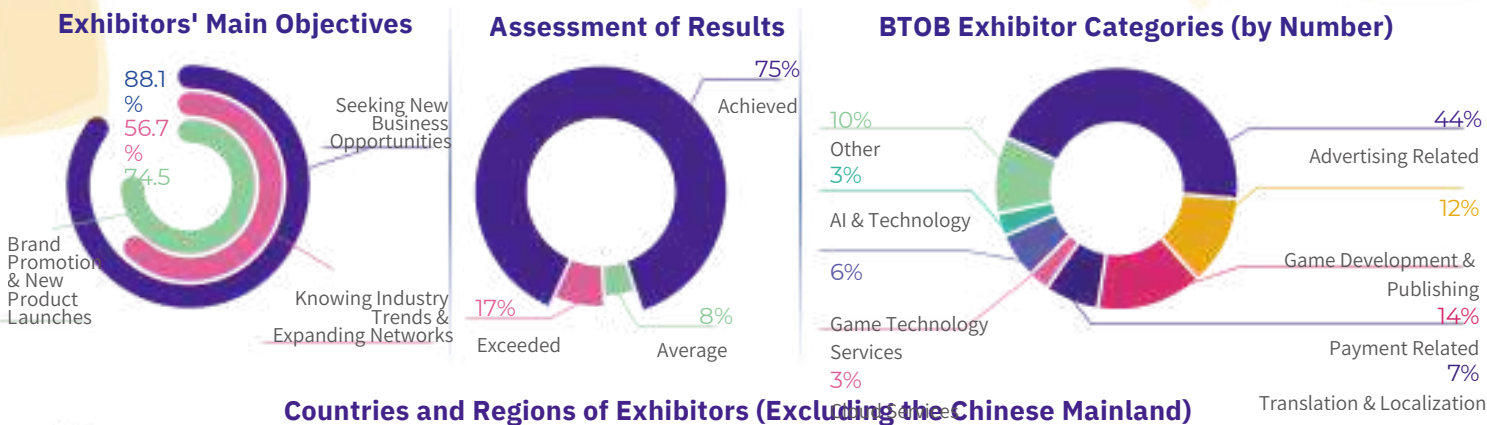
EVENTS

- ChinaJoy Cosplay Super League
- ChinaJoy HuaFu Model Contest
- ChinaJoy Awesome Dancer Contest
- ChinaJoy ComicJoy
- ChinaJoy Music Festival
- ChinaJoy Official Photographer Recruitment Program
- ChinaJoy Live Streaming Event

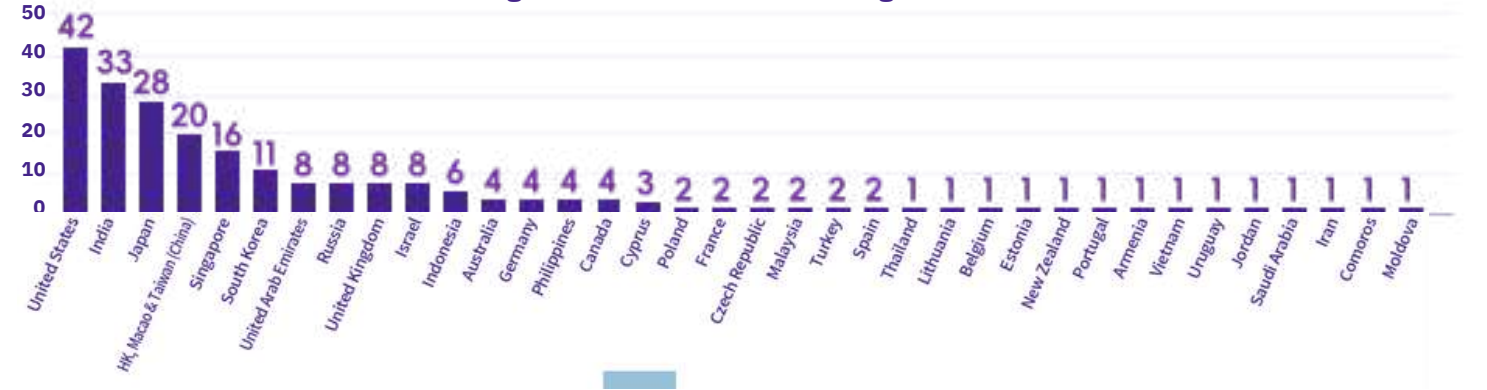
INTERACTIVE APP



» Exhibition Data of ChinaJoy 2025



Countries and Regions of Exhibitors (Excluding the Chinese Mainland)



The national and regional pavilions include: Thailand, Philippines, Czech Republic, Russia, South Korea, Japan, Poland, and Hong Kong & Macau of China.

Promotional Data

Dissemination Data on Douyin	Total Topic Views 2.5 billion	Douyin Trending Topics of Shanghai Region on the Opening Day No.1	Dissemination Data on Steam China & Steam Global	Global Exposure 880 million	Wishlist Additions 1.3 million	Page Views(PV) 42 million
Dissemination Data on Weibo	Topic Views 6.45 billion	Growth in Topic Tiews 550 million	Growth in Topic Discussion 100,000			
Dissemination Data on RedNote	Total Exposure 300 million+	Total Reads 80 million+	Total Notes Published 60,000+	Total Number of Authors Who Published Notes 30,000+	Notes with Over 10,000 Likes 80+	

» Official Conferences of ChinaJoy 2025

Themed Summits	Industry Leaders & Technology Experts	Topic Sharing	Speech Duration	Visitor	First-Time Participating Companies	Proportion of Overseas Companies
6	203	131	78+ hours	7950+ person-time	105	26.13 %



» Exhibition Review of ChinaJoy 2025

Exhibition Area

135,000 m²

Visitor

410,300 entrees

Male Visitor Ratio

66%

Female Visitor Ratio

34%

Countries/Regions

37

Exhibitors

799

BTOC Exhibitors

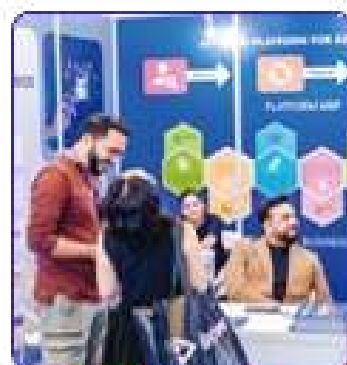
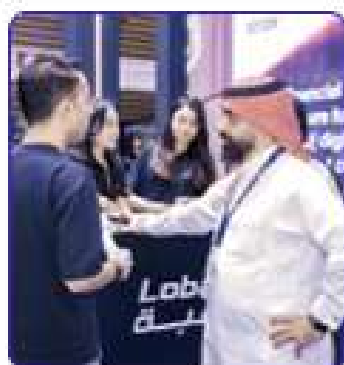
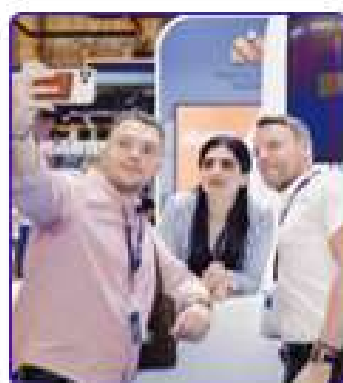
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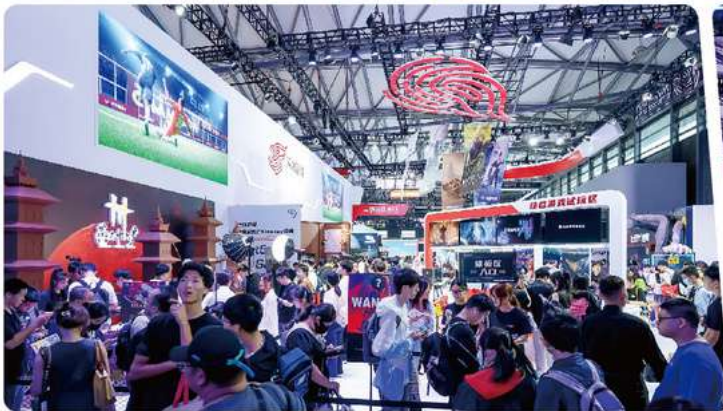
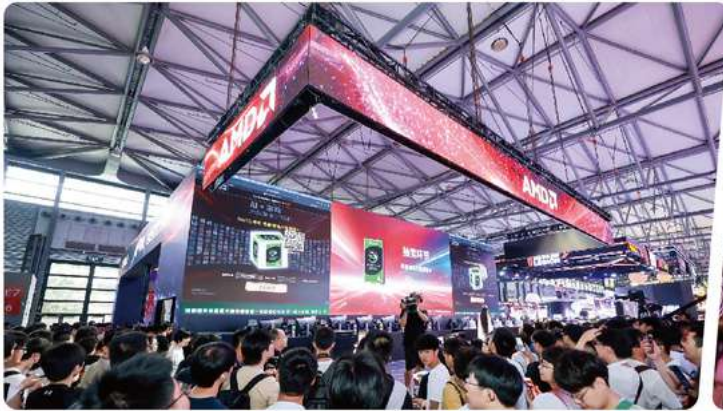
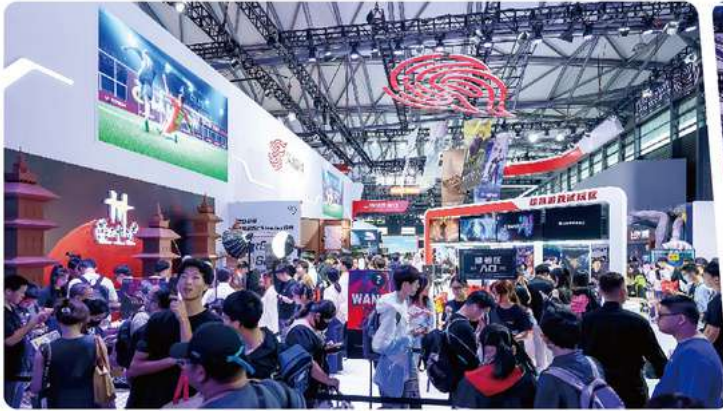
BTOB Exhibitors

486

Proportion of
Overseas/Foreign
Invested Companies

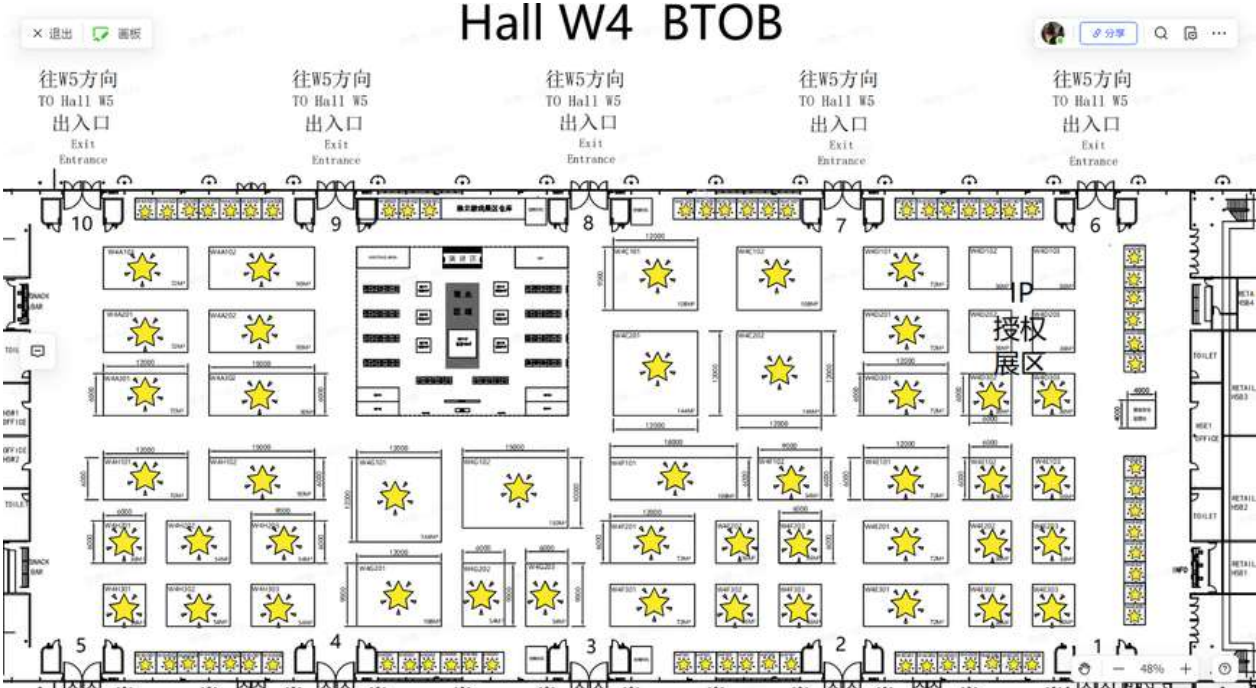
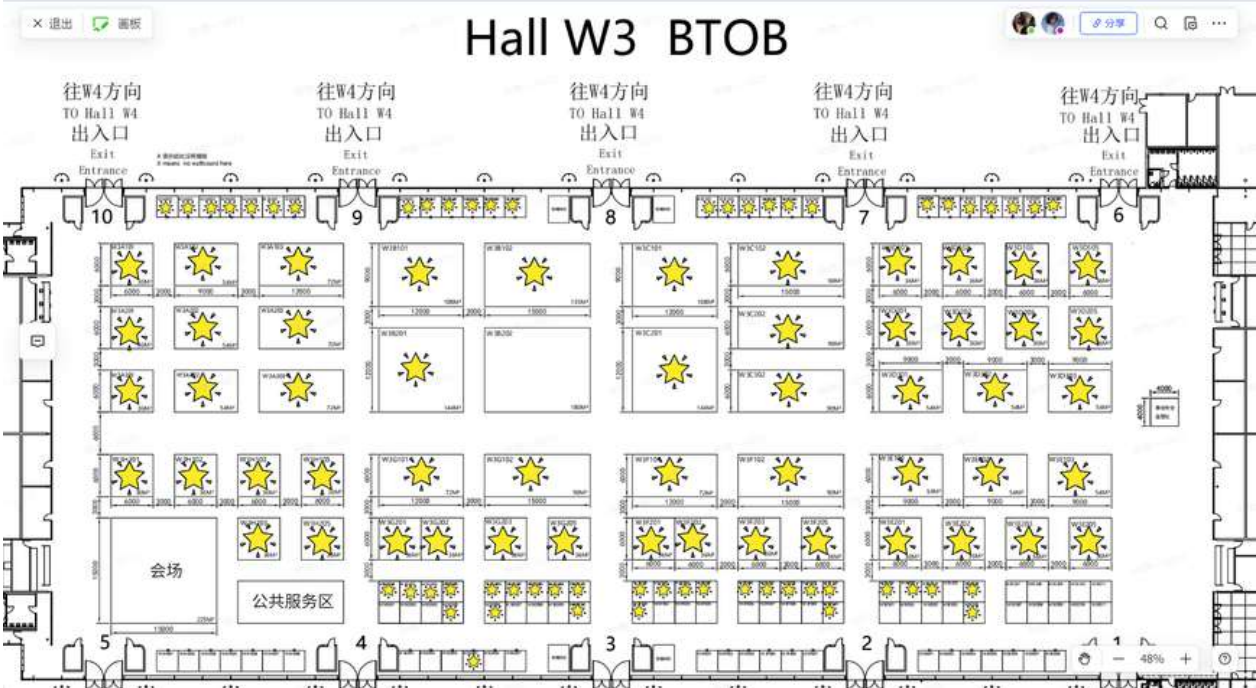
43%





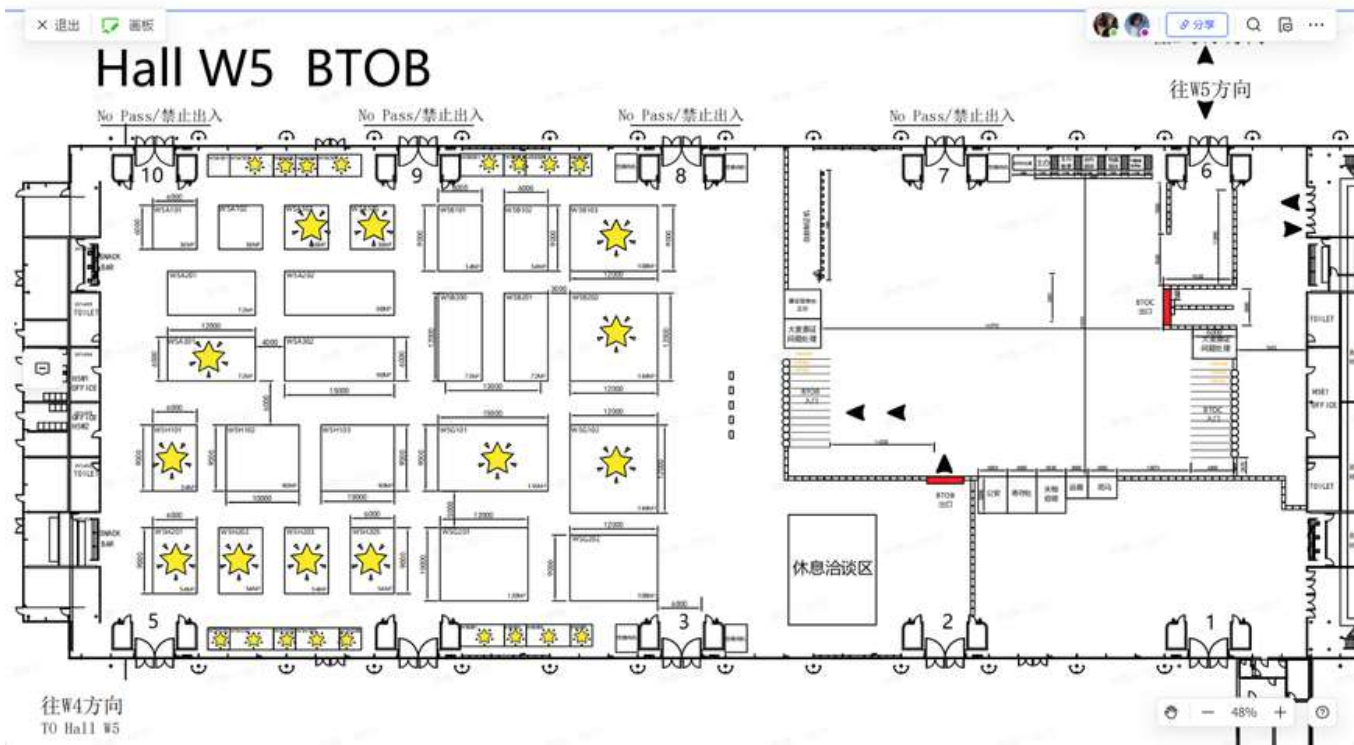
CHINA JOY SHANGHAI

China Joy Shanghai 2026 Hall Floor Plan



CHINA JOY SHANGHAI

China Joy Shanghai 2026 Hall Floor Plan





Raw Space

Size: m² (Min. 36m²)

Price: ₹25,200



Shell Scheme

Size: 9 m² (3m × 3m)

Price: ₹2,52,000



Premium Shell Scheme Pro

Size: 9 m² (3m × 3m)

Price: ₹2,90,000



Premium Shell Scheme Max

Size: 9 m² (3m × 3m)

Price: ₹3,15,000



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Scan to connect with our team for queries or assistance.



SEE YOU AT CHINA JOY 2026 SHANGHAI

31 – 03 August

Shanghai New International Expo Center (SNIEC) Shanghai, China

