

# OVERSEAS P+I

第十四届北京海外置业及移民留学展览会  
THE 14th BEIJING OVERSEAS PROPERTY  
& IMMIGRATION EXHIBITION

2026.05.29-05.31

北京·国家会议中心

Exhibition Dates: 29th May-31st May, 2026

Exhibition Venue: China National Convention Center, Beijing

同期举办 / CONCURRENT EVENTS

IEOSE第五届北京国际教育留学展览会

第66届中国特许加盟展

| 2026北京国际珠宝展

IEOSE-the 5th Beijing International Education and Overseas Study Exhibition

The 66th Franchise China

| 2026 Beijing International Jewelry Fair

中国海外置业移民留学行业知名品牌展会！

China's leading exhibition for overseas property, & immigration!





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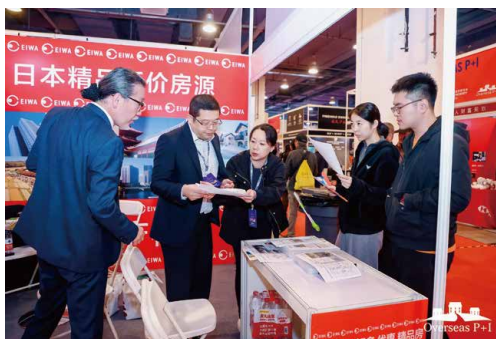
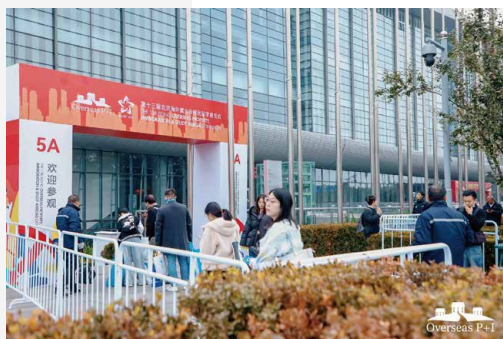
## 海外置业、移民及留学行业 重要的获客交流及渠道拓展平台！

作为中国海外置业、移民及留学领域重点品牌展会，Overseas P+I 第十四届北京海外置业及移民留学展将于 2026 年 5 月 29 至 31 日在国家会议中心再度举办。立足北方，辐射全国，第十四届展会将预期汇集来自日本、香港、美国、阿联酋、新加坡、英国、加拿大、希腊、澳大利亚、西班牙、泰国、马来西亚、德国、塞浦路斯、柬埔寨、葡萄牙、拉脱维亚、老挝、卡塔尔等 20 余个国家及地区的约 150 个海外精品项目，广邀众多渠道方、中介机构参与展会，并吸引海量的高收入家庭及有海外需求人士到场参观。Overseas P+I 第十四届北京海外置业及移民留学展将凭借全面的宣传推广及理想的展示效果，再度构筑海外置业、移民及留学领域一站式获客交流及渠道推广平台！

## China's leading event dedicated to overseas property and immigration!

Overseas P+I-Beijing Overseas Property, Immigration & Study Abroad Exhibition is China's premier exhibition brand dedicated to overseas luxury property, real estate and immigration. Based in North China with nationwide reach, the 14th Overseas P+I is expected to gather about 6,000 high net worth visitors, agents & professionals and showcase about 150 projects from locations around the world, including Japan, Hong Kong, USA, UAE, Singapore, UK, Canada, Greece, Australia, Spain, Thailand, Malaysia, Germany, Cyprus, Cambodia, Portugal, Latvia, Laos, Qatar, and more.

The 14th Overseas P+I will again attract substantial numbers of high-net-worth families and numerous distributors and agencies to participate. Leveraging comprehensive marketing campaigns and optimal exhibition impact, the exhibition will reaffirm its position as the premier one-stop platform for client acquisition, networking, and channel development for overseas property and immigration.



## 丰富的配套活动， 携手同期展会，共享观众！

作为行业重点活动，第十四届北京海外置业移民留学展还将举办第七届 Overseas Days 海外置业移民留学论坛、行业交流酒会以及超 30 场的项目说明会。

此外，展会还将携手同期举办的第 66 届中国特许加盟展、北京国际珠宝展，共同搭建面向投资人士、高收入人群的联展平台，共享观众人群，实现更好展会效果。

## Abundant concurrent events and shared audience access

As a key industry event, the 14th Overseas P+I will also feature the 7th Overseas Days Forum on Overseas Property, Immigration & Study Abroad, an industry networking reception, and over 30 project briefing sessions.

Furthermore, The exhibition will also collaborate with the concurrently held 66th China Franchise and Beijing International Jewelry Exhibition, enabling shared access to potential investors and high-net-worth individuals to achieve enhanced exhibition results.



## 全面的业内宣传,有效的观众组织

Overseas P+I 第十四届北京海外置业及移民留学展将有效集合行业资源，并携手蒲公英出国联盟，广泛邀请业内人士、渠道机构参观展会。展会还将继续深化在网络搜索、网络媒体、抖音、小红书、微信、小区地推、达人合作等领域的宣发投入，让展会讯息能够针对性地触及更多对口人群。

展会仍将与国际学校、金融机构、高端服务及消费机构、高端医院等建立联合宣传合作，定向邀请有海外需求的家庭参加展会。

## Comprehensive Industry Promotion and Effective Audience Organization

The 14th Overseas P+I will effectively bring together industry resources and collaborate with the Dandelion Overseas Alliance to extensively invite industry professionals and channel partners to attend.

The exhibition will further intensify its promotional efforts across online search, digital media, Douyin (TikTok), Little Red Book, WeChat, and KOL collaborations. This multi-channel strategy ensures targeted outreach to relevant audiences.

Additionally, the exhibition will continue to establish joint promotional partnerships with international schools, financial institutions, premium service providers, luxury consumer brands, and premium hospitals to invite high families to participate.



# 天时地利人和, 共聚北京!

根据 2025 年胡润财富报告, 北京拥有 72.8 万户高净值家庭, 其中拥有千万资产高净值家庭为 29.6 万户, 均居全国之首! 北京及周边区域拥有广阔的市场需求, 是业内公认的重点推广区域。5 月底举办, 也有利于获客推广, 并吸引来自各地的人士到场参观。

国家会议中心毗邻鸟巢及水立方, 地铁直达, 是北京城区内高端会展活动首选举办场所。作为北方地区唯一的行业盛会, 第十四届北京海外置业及移民留学展将继续使用国家会议中心场地, 并以更大的规模, 更多的人气, 实现更好的展示交流成果。

## Participate in Beijing to explore China's huge market!

According to the 2025 Hurun Wealth Report, Beijing is home to 728,000 high-net-worth families. Among these, 296,000 families possess assets exceeding CNY 10 million, ranking first nationally in both categories! Beijing and its surrounding regions boast vast market demand and are widely recognized within the industry as key target areas for promotion. Holding the event in late May is also advantageous for customer acquisition and promotion, attracting visitors from across the country.

Adjacent to the Bird's Nest and Water Cube with direct subway access, the China National Convention Center (CNCC) is the premier venue for high-end exhibitions and events in urban Beijing. As the only industry expo of its kind in Northern China, the 14th Overseas P+I will once again utilize the CNCC venue

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北京国际教育展限时开放, 速来占座

119

859

1166

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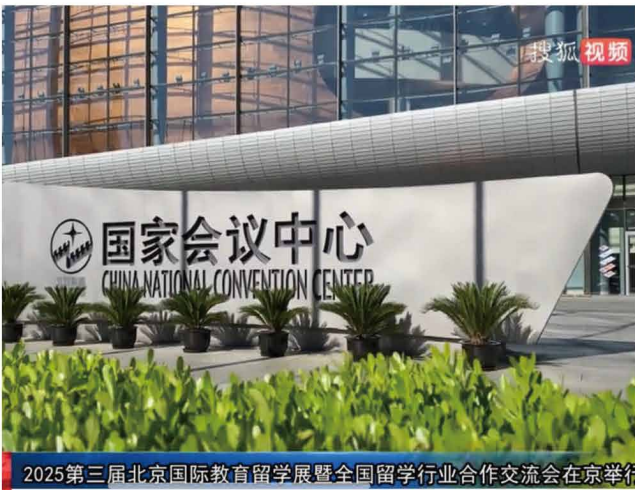
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专家现场支招

高净值家庭必看!  
海外置业移民展4月北京开幕

13.5万

1074

14.4万



## 展出范围

### Exhibition scope

#### 高端海外地产置业

豪宅、度假村、联排别墅、平层、土地等

01

#### 海外房产

海外公寓、别墅、商用物业及地产等开发商、  
海外房产中介

02

- Luxury Property:  
Luxury Houses,  
Resort Properties,  
Townhouses, Flats,  
Land Plots, and  
More.
- Real Estate:  
Residential property,  
Commercial  
property, Realtor  
Companies
- Immigration:  
Law Firms,  
International  
immigration  
companies,  
Investment  
Immigration
- Study Abroad:  
Overseas Education  
Institutions/  
Agencies, Language  
Training

#### 移民项目

各类移民项目、投资移民、海外律所、  
移民中介机构等

03

#### 国际教育留学

海外院校、留学中介、低龄留学、  
语言培训、海外研学

04





### 参展费用

类型	标准展台 (起租9平米)	室内光地 (起租18平米)
国内企业	25800元/9平米	2600元/平米
海外企业	\$4280USD/9平米	\$430USD/平米

#### 9平米标准展台包括

两面展板、地毯、一张咨询桌、一张圆桌、六把折椅、两盏射灯、一个220V/5A电源插座、墙面背板喷绘制作(两面墙面喷绘, 每面2.48m高\*2.96m长)及公司楣板(中英文名称及展台号)



### Booth Price

Standard Booth	Raw Space
USD 4280/9m²	USD 430/m² ( Minimum 18m² )

#### 9m² Standard Booth Includes

Wall panels on 2 sides, fascia board with company name, 1 power point of 5A/220V, carpeting, 2 spot lights, 1 information counter, 1 round table, 6 chairs, printing and pasting wall posters (two sides, each 2.48m high \* 2.96m width)



### 赞助费用

独家冠名赞助:**58万元**; 协办单位赞助:**9.8万元**, 鸣谢单位赞助:**3.5万元**。行业交流酒会独家冠名赞助:**18万元**, 行业交流酒会协办单位赞助:**3.5万元**。具体权益及酒会赞助、现场广告、证件广告等单项赞助请联系组委会;



### 展会现场推介会费用

每场演讲**4500元** (30分钟), 包含: 会议设施、展会信息栏及现场水牌登录



### Sponsorship Fee

Exclusive title sponsorship: **USD90,000**; Co-organizer sponsorship: **USD 18,000**; Supporter sponsorship: **USD 7,000**; Industry cocktail party exclusive title sponsorship: **USD 28,000**; Industry cocktail party co-organizer sponsorship **USD 7,000**; For specific rights and on-site advertising, industry cocktail party sponsorship and other single sponsorship please contact the organizer for details;



### On-site Seminar Price

**USD 750** per session (30 min.)



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THE 14th BEIJING OVERSEAS PROPERTY  
& IMMIGRATION EXHIBITION



- 联系方式/Contact Information:

Overseas P+I第十四届北京海外置业及移民留学展组委会

The 14th Overseas P+I Organizing Committee

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- 下届北京展信息/Next Session:

Overseas P+I第十五届北京海外置业及移民留学展览会

Overseas P+I -The 15th Beijing Overseas Property & Immigration Exhibition

展会时间:2026年11月

Dates: November, 2026

展会地点:北京·国家会议中心

Venue: China National Convention Center, Beijing

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