



第十三届北京海外置业及移民留学展览会

Overseas P+I -The 13th Beijing Overseas Property & Immigration Exhibition

2025 年 10 月 31 日-11 月 2 日(第一天为专业日) 31th Oct.-2nd November, 2025
北京·国家会议中心 China National Convention Center, Beijing

同期举办: Overseas Days 第六届海外置业移民留学行业论坛暨项目说明会
IEOSE 第四届北京国际教育留学展览会

Concurrent Events:

Overseas Days-the 6th Overseas Property and Immigration Forum & Seminars
IEOSE-the 4th Beijing International Education and Overseas Study Exhibition



◆ 海外置业、移民及留学行业领先的渠道对接及获客交流平台！

作为行业领先的，兼具规模和展会效果的海外房产、出国移民及留学领域知名展会品牌，Overseas P+I 第十三届北京海外置业及移民留学展将于 2025 年 10 月 31 至 11 月 2 日在国家会议中心再度亮相。依托北方地区庞大的市场需求，在往届展会成功举办的基础上，本届展会将预期汇集来自日本、香港、美国、新加坡、英国、加拿大、迪拜、希腊、澳大利亚、西班牙、德国、葡萄牙、泰国、马来西亚、塞浦路斯、柬埔寨等数十个国家及地区的约 150 个海外精品项目，广邀众多渠道合作方、中介机构及行业人士参与展会，并吸引海量的高收入家庭到场参观。Overseas P+I 第十三届北京海外置业及移民留学展将凭借专业的组展操作和全面的宣传推广，再度构筑海外置业、出国移民及留学领域一站式渠道合作及获客交流的展示平台！

◆ China's leading event dedicated to overseas property and immigration

Overseas P+I-Beijing Overseas Property & Immigration Exhibition is China's leading event dedicated to overseas luxury property, real estate and immigration. Held in the iconic China National Convention Center in Beijing on Oct. 31th-Nov. 2th, the

13th Overseas P+I is expected to gather about 7,000 high net worth visitors, agents & professionals and showcase about 150 projects from locations around the world, including: Japan , Hongkong, USA,UK, Canada, UAE, Greece, Australia, Spain, Germany, Portugal, Singapore, Thailand, Malaysia, Cyprus, and many more. The 13th Beijing Overseas Property & Immigration Exhibition will continue to focus on building an exceptional platform for exhibitors to interact with a large number of potential partners and target investors.



◆ 丰富的同期活动：

Overseas P+I 第十三届北京海外置业移民留学展致力为参展机构再度搭建理想的渠道拓展、直接获客及品牌推广平台。展会不仅继续设立专业日，同期还将隆重举办第六届 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。届时众多业内大咖、专家及行业人士齐聚一堂，分享海外置业移民留学行业的最新资讯。参展商将借此机会与众多合作伙伴及客户群体展开深入交流。

◆ Ample Networking Opportunities

The 13th Beijing Overseas Property & Immigration Exhibition will provide the perfect networking platform. A full set of exciting on-site events will offer all exhibitors ample opportunities to connect with partners, agents and affluent investors.

The first day of the exhibition is the professional day. And exciting events taking place during the three days of the show include the Overseas P+I Industry Cocktail

Party, the 6th Overseas Days- Industry Forum and more than 30 insightful on-site seminars.



◆ 全面的宣传及广泛的营销合作

Overseas P+I 北京海外置业及移民留学展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。

Overseas P+I 第十三届北京海外置业移民留学展也将继续携手中国网、环球网、搜狐网、腾讯网、居外、外房网、海外搜房网等超 50 家国内外主流媒体、房产行业垂类媒体，打造媒体宣发矩阵，让参展品牌得到最大程度的曝光。

展会还将与国际学校、金融机构、高端会所、高端服务及消费机构、高端医院等建立联合宣传和圈层营销合作，搭建面向高端客户群体的合作推广矩阵，定向邀请有海外需求的家庭参加展会。

◆ Maximize Media Exposure

Through an extensive marketing campaign, the 13th Overseas P+I helps the exhibitors grow their reputation and boost brand awareness here in China.

From China.com.cn, Huanqiu.com, Sohu.com, Tencent.com to Juwai, Glofang.com, Find property overseas, more than 50 powerful and quality media partners will maximize exhibitors' brand exposure towards potential partners and target investors.

The organizer will continue to leverage reciprocal promotion platforms by collaborating with international schools, financial investment institutions, related clubs, high-end services and consumption institutions, high-end hospitals to invite high net worth visitors.

Meanwhile, the organizer will seize China's live stream boom and broadcast live on Tik Tok, We Chat Channel and Little Red Book during the show to multiply interactions between the exhibitors and visitors.



◆ 相聚北京，共聚发展！

根据 2024 年胡润财富报告，北京拥有 29.9 万户高净值家庭，其中拥有千万可投资资产的“超高净值家庭”数量达 15.2 万户，位居北方地区富裕家庭及高净值家庭数量之首！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，每届展会也吸引了来自全国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。作为北方地区下半年唯一行业盛会，Overseas P+I 第十三届北京海外置业及移民留学展将继续使用国家会议中心 5A 展馆，以更大的规模，更多的人气，实现更好的展示交流成果。

◆ Chance to explore the huge market in China

Beijing is a leading hub for high-net-worth Chinese individuals who seek global mobility and investment opportunities. According to the Hurun 2024 Report, mainland China is home to the largest number of millionaires worldwide and Beijing

is the fourth global millionaire capital of the world. Based in Beijing , the 13th Overseas Property & Immigration Exhibition will provide an ideal platform for exhibitors to explore the huge market and meet with visitors from all over China.

The 13th Overseas P+I will be held at the iconic China National Convention Center, adjacent to the landmark Bird's Nest and Water Cube. This prestigious high-end location, combined with the participation of global brands, will create the perfect platform to showcase luxury properties, real estates and immigration projects.

◆ 展出范围:

- 高端海外地产置业: 豪宅、度假村、联排别墅、平层、土地等;
- 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;
- 移民项目: 各类移民项目、投资移民、移民项目方、海外律所、移民中介机构等;
- 国际教育留学: 留学中介、海外院校、低龄留学、国际学校、语言培训;

◆ Who Will Exhibit?

- Luxury Property: Luxury retreats、Lake homes、Ski chalets、Mega Projects、Penthouses;
- Real Estate: Residential property、Commercial property、Mixed Use property;
- Immigration: Law Firms、International immigration companies、Investment Immigration;
- Realtor Companies: International luxury property agents、International real estate agents;

◆ 参加费用:

1.展位费用:

类 型	标准展台(起租 9m2)	室内光地(起租 18m2)
国内企业	25800 元/9 平米	2600 元/平米
海外企业	\$4280 USD/9 平米	\$430 USD/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)

2.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;

3.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;
Participation Fee:

1. Booth Price

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

9 m² 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)

2. 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;

3. On-site Seminar Price

USD 750 per session (30 min.)

联系方式

Overseas P+I 第十三届北京海外置业及移民留学展组委会

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Contact Information

The 13th Overseas P+I Organizing Committee

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下届北京展信息/Next Session:

■Overseas P+I 第十四届北京海外置业及移民留学展览会

Overseas P+I -The 14th Beijing Overseas Property & Immigration Exhibition

展会时间: 2026 年 5 月

展会地点: 北京·国家会议中心

Dates: May, 2026

Venue:China National Convention Center,Beijing

—————更大规模, 更多期待, 与您相约国家会议中心! —————