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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 35659-2026

Replacing GB/T 35659-2017

**Specification for the classification and evaluation of trade
exhibitions**

经济贸易展览会分级与评价规范

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Table of Contents

- 1 Scope
- 2 Normative references
- 3 Terms and Definitions
- 4 Grading and Evaluation Indicators

Foreword

This document conforms to GB/T 1.1-2020 "Standardization Work Guidelines Part

1. Structure and Drafting Rules of Standardization Documents". Drafting is scheduled. This document replaces GB/T 35659-2017 "Classification and Evaluation Criteria for Economic and Trade Exhibitions". Compared with GB/T 35659-2017, Apart from structural adjustments and editorial changes, the main technical changes are as follows:

- a) The "Basic Principles" section has been removed (see Chapter 4 of the 2017 edition);
- b) The "Grading and Evaluation Indicators" have been changed (see Chapter 4, Chapter 5 in the 2017 edition);
- c) The evaluation procedure has been changed (see Chapter 5, Chapter 6 in the 2017 edition). Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of the Exhibition Industry (SAC/TC 348). This document was drafted by: Shanghai Institute of Quality and Standardization, Shanghai Convention & Exhibition Industry Association, and National Exhibition and Convention Center (Shanghai) Co., Ltd., Ren Company, Xiamen Jinhongxin Exhibition Co., Ltd., Reed Exhibitions Huabo Exhibition (Shenzhen) Co., Ltd., China Foreign Trade Center Group Co., Ltd. Company, China Council for the Promotion of International Trade Textile Industry Branch, China Post and Telecommunications Equipment Group Co., Ltd., China Machine Tool & Tool Builders' Association Donghao Lansheng Industrial Expo (Shanghai) Business Service Co., Ltd., Shanghai International Exhibition (Group) Co., Ltd., Hangzhou International Expo Center Co., Ltd. Company, Chengdu Inman Exhibition Service Co., Ltd., Shenzhen Caston Exhibition Co., Ltd., Lingtong Exhibition Systems Co., Ltd., Beijing Dianyi Space Exhibition & Display Co., Ltd., Beijing Kunlun Yifa Technology Co., Ltd., and China Convention & Exhibition Economy Research Association. The main drafters of this document are. Yan Shaoqing, Shi Yanjun, Pan Xueting, Tang Guifa, Wang Chen, Lai Guoxiang, Jiang Chengwen, Chen Feng, Xu Yingxin, and Liang Pengcheng. Xu Jiansheng, Pan Zhen, Zhang

Jianwei, Wang Liming, Zhou Wei, Tang Xue, Li Yong, Qu Huiping, Liu Yuguang, Lü Yugui, Zhang Gang, Yuan Zaiqing, Wang Yuanbin. The previous version releases of the document replaced by this document are as follows: --First published in.2017 as GB/T 35659-2017; --This is the first revision.

In recent years, my country's exhibition industry has made significant progress in high-quality development, and the global influence of economic and trade exhibitions has steadily increased. With... With the rapid development of information technology and the continuous innovation of exhibition business models, exhibitors and visitors are increasingly demanding personalized and professional services from exhibitions. With the trend of diversification, economic and trade exhibitions are entering an era of branding. This document aims to construct a scientific and comprehensive evaluation index system for economic and trade exhibitions, and to showcase exhibitions through a tiered evaluation approach. The achievements in branding will strengthen the demonstrative and leading role of brand exhibitions and promote my country's transformation from a major exhibition country to a strong exhibition country. This document's implementation... The aim is to apply the evaluation results of brand exhibitions to help competent authorities formulate industry policies, organizers conduct self-evaluation and improvement, and exhibitors and visitors select participants. The selection of economic and trade exhibitions provides an objective basis for guiding the quality improvement of the exhibition industry. This document, first published in.2017, provides an important basis for the grading and evaluation of economic and trade exhibitions in my country. With the development of the exhibition industry... The industry is rapidly transforming towards branding, specialization, digitalization, and green practices, and the evaluation index system in the.2017 version of the standard cannot match the latest industry needs. In view of this, it is indeed necessary to revise and improve this document in order to align with the new concepts and requirements for the high-quality development of economic and trade exhibitions. Standards for Grading and Evaluation of Economic and Trade Exhibitions

1 Scope

GB/T 35659-2026 is the Chinese national standard covering grading a trade fair - the scale and the international share of exhibitors and visitors, the professional quality of the audience, the trading actually done and the organiser's service, which is what an exhibitor is buying when they book a stand. It replaces GB/T 35659-2017 and has been in force since 1 October 2026, and it belongs with the trade exhibition carbon footprint standard GB/T 47951-2026. It was issued on 31 March 2026 and takes effect on 1 October 2026, replacing GB/T 35659-2017. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of the 2026 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document specifies the requirements for the classification and evaluation indicators and evaluation procedures of economic and trade exhibitions. This document applies to the grading and evaluation of economic and trade exhibitions.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are listed below. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 26165 Terminology for Economic and Trade Exhibitions

GB/T 30521 Rules for Statistical Analysis of Data from Economic and Trade Exhibitions

GB/T 31082 Exhibition Data Audit Standard

3 Terms and Definitions

The terms and definitions defined in GB/T 26165 apply to this document.

4 Grading and Evaluation Indicators

4.1 Classification Based on the degree of compliance with evaluation indicators such as influence, service quality, and management capabilities, economic and trade exhibitions are divided into three levels, from highest to lowest. The grades are ranked from lowest to highest as follows: AAAAA, AAAA, and AAA.

4.2 Evaluation Indicators Economic and trade exhibitions at all levels should simultaneously meet all the indicator requirements for the corresponding level in Table 1. Table