

上海世赛全面掠影

A Preview of WorldSkills Shanghai 2026

大赛时间: 2026年9月22日-27日

Dates: 22-27 September 2026

大赛场地: 国家会展中心(上海)

Venue: National Exhibition and Convention Center (NECC, Shanghai)

参与的成员和地区: 60余个(预估)

Participating Countries and Regions: Over 60 (estimated)

参赛选手: 1400名(预估)

Competitors: 1,400 (estimated)

国际访客: 1万余名(预估)

International Visitors: Over 10,000 (estimated)

6大领域覆盖全球技能, 60余个项目尽展世赛风采

More than 60 skills in 6 sectors



运输与物流
Transportation and Logistics



制造与工程技术
Manufacturing and Engineering Technology



创意艺术与时尚
Creative Arts and Fashion



结构与建筑技术
Construction and Building Technology



信息与通信技术
Information and Communication Technology



社会及个人服务
Social and Personal Services

4大亮点, 凝聚世界目光

4 highlights to attract the world's attention

- 专业性强**
不止于1600名青年竞赛选手参赛
更有行业专家、合作企业、世界各地行业组织汇集一堂
- 普及性高**
不止于60项专业竞赛项目
更有观众体验等具有互动性、参与性的现场技能活动
- 宣传面广**
不止于6天大赛传播
更有活动宣传、媒体传播、纪念品等整合形成全方位的大赛推广格局
- 影响力大**
不止于1次大赛
更有大量标志性的官方活动, 从上海、全国到国际社会产生重大影响

- Highly professional**
Beyond 1,600 young competitors
There are also Experts, enterprises and industry organizations from all over the world
- High popularity**
Over 60 Technical and Vocational Education skills
There are also interactive and participatory on-site skill activities, such as Try-a-Skill, career guidance, immersive activities, and technological innovations.
- Extensive publicity**
Over 6 days
A diverse array of activities, media channels, and merchandise are integrated into a cohesive promotional framework for the event
- Great influence**
More than just a Competition
There are also iconic official activities generating impacts that ripple from Shanghai and China to the entire world

上海世赛邀您一同参与, 助推世界技能运动新高度!

Join WorldSkills Shanghai 2026 and help us deliver a successful event!

详细招商信息, 请与我们联系

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电话: 8621-52191368、8621-52191371

邮箱: sponsorship.partnership@wss2026.com

网址: www.worldskills2026.com

Contact us for more details

Address: 1800 Tianshan Road, Shanghai, China

Tel: 8621-52191368, 8621-52191371

Email: sponsorship.partnership@wss2026.com

https://www.worldskills2026.com

更多信息, 敬请关注微信公众号:

For more information,

please follow our WeChat Official Account:

上海世界技能大赛
WorldSkills Shanghai 2026



上海第48届世界技能大赛事务执行局
WorldSkills Shanghai 2026 Executive Bureau



ICBC 中国工商银行

交通银行 BANK OF COMMUNICATIONS

上汽集团 SAIC MOTOR

BOSS直聘

中国农业银行 AGRICULTURAL BANK OF CHINA

蚂蚁集团 ANT GROUP

中国东方航空 CHINA EASTERN

worldskills
Shanghai 2026

Presented by

SAMSUNG

National Strategic Partners 国家战略合作伙伴

上海第48届世界技能大赛

WORLD SKILLS SHANGHAI 2026

赞助招商

SPONSOR ACQUISITION

上海世赛
邀您共襄盛举

JOIN US FOR AN UNFORGETTABLE
CELEBRATION OF GLOBAL SKILLS



相聚上海世赛舞台, 共筑世界技能新高度

Gather at WorldSkills Shanghai 2026

习近平总书记关于上海世赛筹办工作的重要指示精神

“我国将举办上海世界技能大赛, 要做好各项筹备和组织工作, 加强同各国在技能领域的交流互鉴, 展示我国职业技能培训成就和水平, 努力办成一届富有新意、影响广泛的世界技能大赛。”

President Xi Jinping's important message about the WorldSkills Competition

"China will host the WorldSkills Competition in Shanghai. This offers a prime opportunity to promote global exchange and mutual learning in skills development. Through careful preparation and organization, China will deliver an innovative and influential Competition and demonstrate our achievements in vocational skills training."

顶级赛事, 影响辐射全球

世界技能大赛是由世界技能组织举办的、全球地位最高、规模最大、影响力最大的世界性职业技能赛事, 得到各国政府的高度重视。自1950年开始举办第一届世界技能大赛以来, 迄今已成功举办47届。第48届世界技能大赛将于2026年在中国上海举行。

Experience the top Event with global influence

WorldSkills Competitions are global vocational skills competitions held by WorldSkills International and have received close attention and high recognition from governments across the globe. Since their debut in 1950, 47 successful competitions have been held. WorldSkills Shanghai 2026 will be held in Shanghai, China, 22-27 September 2026.

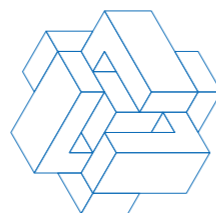


3大招商类别, 全平台创造机遇

3 categories of partners, creating opportunities across the board

- 竞赛设备类**
Competition Equipment
60余个竞赛项目所需的竞赛设备、耗材、工具、个人防护用品等
Equipment, consumables, tools, and personal protective equipment required for more than 60 skills competitions.
- 基础保障类**
General Operations
包括但不限于通讯技术、保险、海关服务、物流服务、仓储、临时建筑搭建服务、电力服务等
Communication technologies, insurance, customs, logistics, warehousing, construction, electricity, etc.
- 大赛服务类**
Competition Support
包括但不限于酒店服务、航空服务、餐食、饮水饮料、交通服务、支付服务、石油石化等
Hospitality, airlines, food and beverages, transportation, banking, financial payment system, petroleum and petrochemical products, etc.

“富有新意、影响广泛”
INNOVATIVE AND INFLUENTIAL



上海世赛赞助体系一览表

WorldSkills Shanghai 2026 Sponsorship Grid

四大等级彰显实力, 200余席位等您入座
Four levels and over 200 spots

等级 Level	名称 Name	* 赞助价值 (RMB) * Value (in euro)	预估数量 (席位) Number	开放赞助席位 Seats Open
战略合作 Strategic Partners	总享合作伙伴 Overall Event Presenters	按需 On request	1	
	国家战略赞助商 National Strategic Partners	按需 On request	4	
官方赞助 Official Sponsors	铂金赞助商 Platinum Partners	600万以上 ≈€740,000	8-10	✓
	金牌赞助商 Gold Partners	200万以上 ≈€250,000	20-30	✓
	银牌赞助商 Silver Partners	100万以上 ≈€120,000	25-40	✓
赛事供应 Suppliers	铜牌赞助商 Bronze Partners	30万以上 ≈€37,000	30-50	✓
	官方供应商 Suppliers	20万以上 ≈€25,000	50-80	✓
特别支持 Special Partners	合作媒体 Media Partners	以媒体价值衡量 Measured by media value	不限 Unlimited	✓

按照世界技能组织的相关规定和上海世赛对赞助商的品质要求, 赞助金额是重要的招商标准, 同时, 在企业资质、产品保障力、品牌形象力、市场推广能力方面还有更高的筛选要求。
According to WorldSkills International policy and the requirements of WorldSkills Shanghai 2026 for sponsors, the sponsorship amount is an important criterion for sponsor selection and positioning, but there are also additional criteria in terms of business qualification, product support, brand image, and marketing promotion capabilities.

* 赞助价值=现金+实物赞助价值
* Sponsorship Value = Cash + Value in Kind (VIK)
Value figures in euro is calculated based on exchange rate on 9 April 2025. Final settlement is based on RMB amount.
实际结算时, 欧元金额按收到款项当日中国人民银行公布的欧元兑人民币即时汇率折算
The euro amount shall be converted into RMB at the official EUR/CNY real-time exchange rate published by the People's Bank of China on the payment receipt date.

4类权益回报, 回馈襄助之举

4 main categories of sponsor benefits

- 赞助产权
Sponsor property rights
- 赞助商形象在竞赛现场和大赛品牌形象宣传中的呈现
On-site visibility logo, and image presentation
- 公共关系与传播
Public relations and communication
- 赞助商套餐
Sponsor hospitality

4大类48项赞助权益内容, 赞助商形象全方位呈现

4 categories and 48 sponsor benefits, full presentation of sponsor image



不同权益回报梯度, 给予相应最大化呈现

Overview of sponsorship levels

等级 Level	名称 Name	赞助权益回报亮点 Highlights of Sponsor Benefits
战略合作 Strategic Partners	总享合作伙伴 Overall Event Presenters	现场能见度高, 跟随大赛形象宣传一同传播 High visibility on-site - by presentership of the Event
	国家战略赞助商 National Strategic Partners	赞助商形象出现在大赛重要活动场所 官方优质资源和位置优先权 尊享VIP接待礼遇 Sponsor's logo and image presented at key event venues during the Competition Priority right to access official resources and locations VIP services
官方赞助 Official Sponsors	铂金赞助商 Platinum Partners	品牌展示空间大 Level 1 Sponsorship Package and high visibility on site
	金牌赞助商 Gold Partners	赛事参与度高 Active engagement in the Competition
	银牌赞助商 Silver Partners	现场互动性高 Close contact with audience at event venues
赛事供应 Suppliers	铜牌赞助商 Bronze Partners	市场开拓 Opportunities of market development
	官方供应商 Suppliers	产品展示 专业体现 Product display highlighting Professional capability
特别支持 Special Partners	合作媒体 Media Partners	与世界性大赛共同传播, 体现行业地位 Simultaneous promotion with the world-class Event, reflecting industry position