



中关村论坛
2026 ZGC FORUM

Media Guide

中国·北京 BEIJING·CHINA

ZGC
FORUM



中关村论坛
2026 ZGC FORUM

2026中关村论坛年会
2026 ZGC FORUM ANNUAL CONFERENCE

Media Guide

March 2026

Journalists' Hub

The Media Center is set up for the 2026 ZGC Forum Annual Conference. It is located within the Exhibition Center of the Zhongguancun National Independent Innovation Demonstration Zone.

Online Media Center

The 2026 ZGC Forum Annual Conference includes an Online Media Center, which features sections such as news updates, conference schedules, latest notifications, integrated media applications, media services, media analysis, and a media library. Information can be accessed anytime, anywhere, on both mobile and PC platforms.

Enter the URL (<https://zgcforum.qianlong.com/en>) in your browser, then click the "Login" button at the top right corner of the page. You will be directed to the authentication page, where you can log in by entering the mobile number you used during the registration process. Click on the "Chinese (Simplified) /English" button at the top right corner of the page to switch between Chinese and English versions of the page.

You can scan the QR code with mobile devices, such as smartphones, to log in to the "Mobile Media Center" and stay updated with the synchronized information from the Online Media Center anytime.



Mobile Media Center

Wi-Fi Service

The Media Center offers Wi-Fi service. Accredited journalists can connect to the network named "2026ZGC-MC" and log in using the verification code sent to their mobile phones.

Contact Information of the Media Center

Tel.: 010-62876965

Fax: 010-62875465

Welcoming Speech

Dear journalists,

Welcome to Beijing! The ZGC Forum is China's national platform for global exchange and cooperation in scientific and technological innovation. With "Innovation and Development" as its enduring theme, the forum is dedicated to enabling countries to jointly discuss cutting-edge technologies and future industrial development trends, negotiate global innovation rules and governance, and share innovative ideas and development concepts worldwide, working together to drive technological innovation and inject strong momentum into global prosperity and development. The 2026 ZGC Forum Annual Conference will be held from March 25 to 29, with the theme "Integrating Technological and Industrial Innovation."

The Media Center of the 2026 ZGC Forum Annual Conference will feature various functional areas, including a Press Conference Area, Media Working Area, Interview Area, Media Service Area, Science and Technology Interactive Exhibition Area, and Media Catering Area. It will be equipped with professional office facilities, high-speed Internet access, and will provide services such as broadcasting, public signals, conference interviews, forum information, as well as transportation and catering. You can access real-time news materials, schedule details, and service guides through the Media Center section of the 2026 ZGC Forum Annual Conference website (<https://zgcforum.qianlong.com/en>).

We wish you a successful and enjoyable stay in Beijing!

Media Center of the 2026 ZGC
Forum Annual Conference
March 2026

Instructions for Journalists

- Accredited journalists are invited to cover and report on the 2026 ZGC Forum Annual Conference.

- Accredited journalists must proceed to the designated location before the specified time to collect their media credentials for the 2026 ZGC Forum Annual Conference. They may enter the Media Center and forum venues with their media credentials, and access designated interview areas with special session credentials or identification. Media credentials are for the exclusive use of accredited journalists and must not be loaned or transferred to others.

- The Media Center provides accredited journalists with access to live broadcast and television signals for key events during the forum's Annual Conference.

- During the 2026 ZGC Forum Annual Conference, accredited journalists can take the complimentary shuttle by showing their media credentials (shuttle schedules can be found in the "Transportation Services" section).

- Accredited journalists with media credentials for the Annual Conference may dine in the Media Catering Area during the designated meal times at the Media Center.

- Accredited journalists are kindly requested to strictly follow security regulations and refrain from carrying hazardous items, including flammable materials, explosives, or restricted sharp objects.

CONTENTS

Media Credentials for the Annual Conference	07
Overview of the Media Center	10
Overview of the Media Center's Various Functional Areas	11
Radio and Television Services	13
Booking Services	14
Catering Service	14
Medical Service	15
Media Center Location Map	16
Media Center Floor Plan	18
Transportation Services	22
Beijing Rail Transit Lines	24
Zhongguancun International Innovation Center Floor Plan	26
The Conference Center of Zhongguancun National Innovation Demonstration Zone Exhibition Center Floor Plan	28
China Science Fiction Convention Venue Map	30

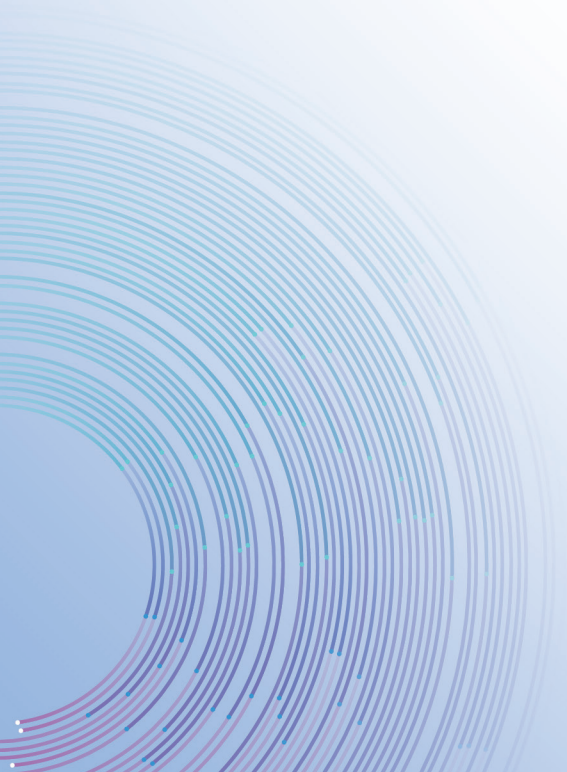
Media Credentials for the Annual Conference

Invited media journalists must register online to apply for media credentials for the 2026 ZGC Forum Annual Conference. Accredited journalists may enter the Media Center and forum venues with their media credentials, and access designated interview areas with special session credentials or identification. Accredited journalists should pick up their corresponding credentials at the designated location within the specified time. They can collect their media credentials and relevant materials with their confirmation letter. For detailed information on how to pick up credentials, please refer to the Media Center section of the 2026 ZGC Forum Annual Conference website (<https://zgcforum.qianlong.com/en>).



中关村论坛
2026 ZGC FORUM

2026 中关村论坛年会
2026 ZGC FORUM ANNUAL CONFERENCE





Media Center

Overview of the Media Center

The 2026 ZGC Forum Annual Conference will set up a Media Center located within the Exhibition Center of the Zhongguancun National Independent Innovation Demonstration Zone. This will serve as the primary venue for accredited journalists, offering services such as broadcasting, television, public signals, conference interviews, forum information, transportation, and catering.



Overview of the Media Center

Trial Operation Hours

March 24, 8:00 AM - 8:00 PM

Official Operating Hours

March 25 to 29, 8:00 AM- 9:00 PM

Overview of the Media Center's Various Functional Areas

The Media Center consists of Press Conference Area, Media Working Area, Interview Area, Media Service Area, Science and Technology Interactive Exhibition Area, and other functional areas.

Press Conference Area

A Press Conference Hall is set up here, equipped with professional-grade technical facilities for the release of key information during the 2026 ZGC Forum Annual Conference.

Media Working Area

The area features LED displays, two live broadcast stand-up positions, and dedicated media workstations. It provides high-speed plug-and-play Internet access, international-standard power outlets, and fully digital embedded audio channels allowing free switching of audio channels across multiple sessions.

The area is equipped with three live broadcast rooms, offering exclusive live streaming services. It also features soundproof booths to meet the needs of independent recording. Services include AI Digital Human Multi-Scenario Broadcasting and AIGC application platforms.

Additionally, a Signal Reception Station provides real-time recording and duplication services for the public signals of major events.

Interview Area

This area features two news interview rooms, each equipped with interview backdrops and professional facilities to meet journalists' interview requirements.

Media Service Area

The Media Service Area is equipped with an information desk, lockers, printers, and smart service robots, offering a range of services, including bilingual information consultation, item borrowing, item storage, document distribution, reservations for public equipment and facilities, and lost and found services.

Science and Technology Interactive Exhibition Area

Featuring areas like Technology & Health, Technology & Life, and Technology & Culture.

Radio and Television Services

The Media Center provides broadcasting and television services for accredited journalists, including public signals, live broadcast stand-up positions, Internet live streaming, etc.

Public Signals

Media professionals can record or copy public signals in the Signal Reception Station.

Real-time Recording Standards
Signal Format: HD 1080/50i (16:9)
Interface Standard: BNC
System Standard: PAL

Material Copying Standards
File Format: H.264@20Mbps HD 1080i MP4

Live Broadcast Stand-up Positions

The area provides equipment for use, including cameras, microphones, and integrated media workstations with teleprompters and lighting. It is connected to the Master Control Room (MCR), allowing for format conversion and processing of high-definition and standard-definition signals for unilateral broadcasts as needed.

Internet Streaming

Provides Internet encoding and streaming services for public signals

Streaming Bitrate: 2-10 Mbps
Resolution: HD 1,920x1,080
Transmission Protocols: RTMP, HLS, SRT

Booking Services

The Media Center offers reservation services for accredited journalists, including Interview Rooms, Live Broadcast Stand-up Positions, Livestream Studios, and Television and Broadcast Services.

Reservations can be made either at the Media Service Area via the visualization system, or on the Media Center section of the 2026 ZGC Forum Annual Conference website by filling out the relevant service application form as required. Reservations are subject to a first-come, first-served principle, with final confirmation provided by the Media Center. Once confirmed, applicants can access the reserved services on-site.

Catering Service

Free catering (buffet) services are provided to accredited journalists during the opening of the Media Center.

Meal Dates: March 24 to 29

Lunch Hours: 11:30 AM to 2:00 PM

Dinner Hours: 5:30 PM to 8:00 PM

Dining location: Basement Level 1 Cafeteria, Conference Center at the Zhongguancun National Independent Innovation Demonstration Zone Exhibition Center.

Medical Service

The 2026 ZGC Forum Annual Conference will feature clinics providing basic medical services.

Clinic Locations

1. South side of the escalator on the G floor of the Zhongguancun International Innovation Center

Tel.: 010-83018965

Medical service hours: March 25 to 29, 8:30 AM to 6:00 PM

2. Northwest side of the second floor, Conference Center at the Zhongguancun National Independent Innovation Demonstration Zone Exhibition Center

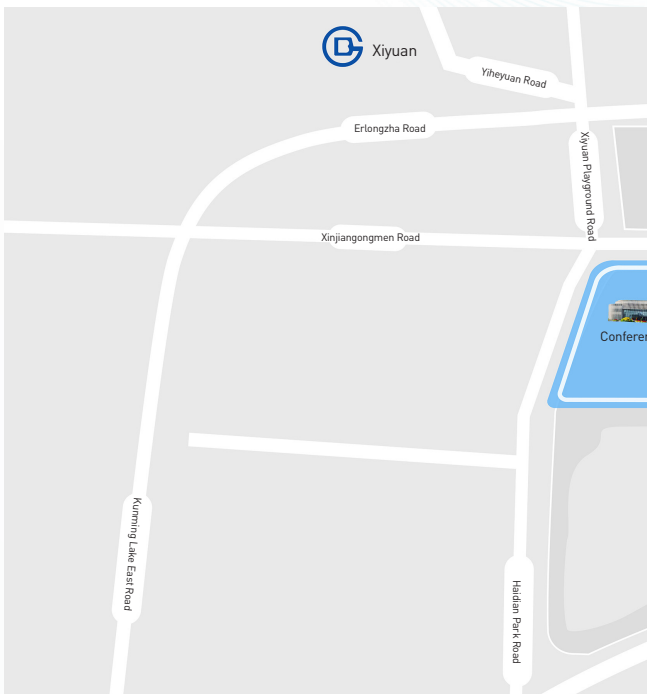
Telephone: 010-82557808

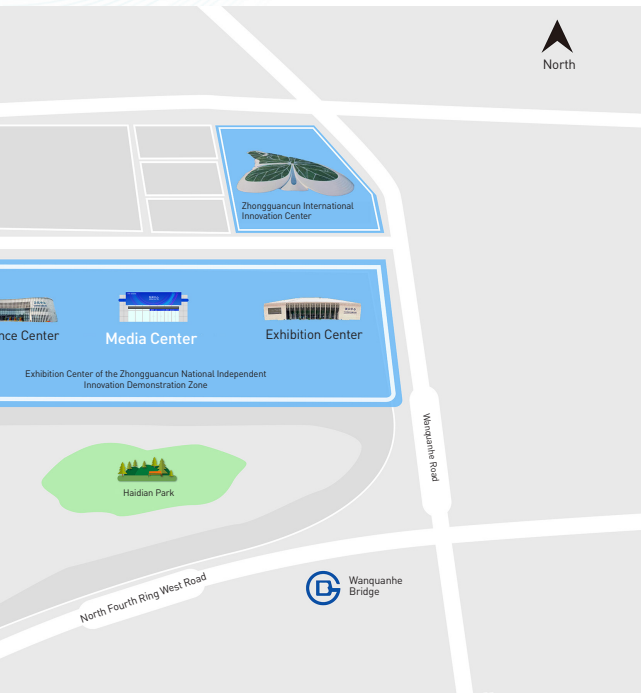
Medical service hours: March 25 to 29, 8:30 AM to 6:00 PM

3. East side of Blast Furnace No. 4, Shougang Park (Ambulance, available only during the China Science Fiction Convention)

Medical service hours: March 27 to 29, 9:00 AM to 5:00 PM

Media Center Location Map



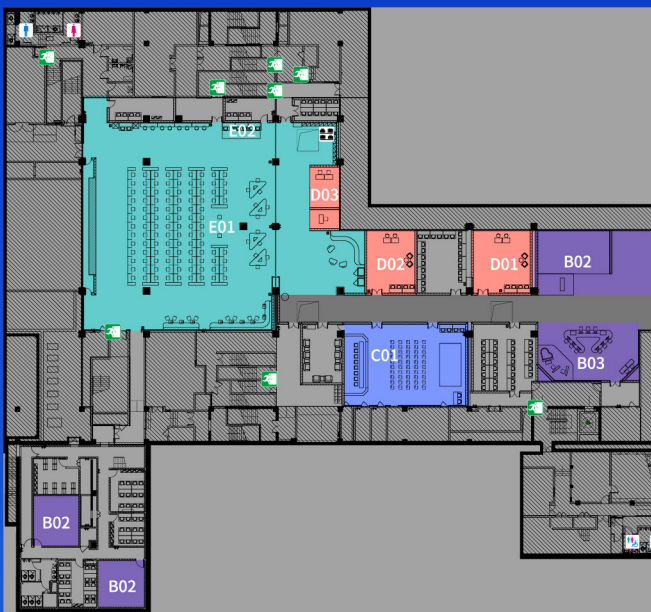




中关村论坛
2026 ZGC FORUM

2026 中关村论坛
2026 ZGC FORUM ANNUAL CONFERENCE

新闻中心平面图 / Media Center Floor Plan



图例

 您所在的位置
You Are Here

 男洗手间
Restroom (Men)

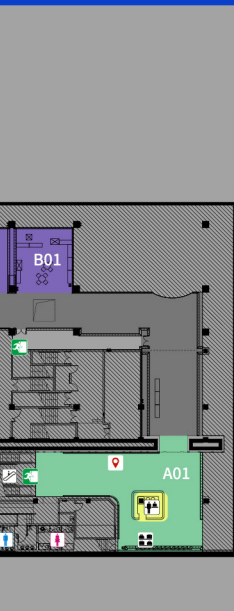
 安全出口
Exit

 女洗手间
Restroom (Women)

 综合服务台
Information Desk

 无障碍洗手间
Restroom (Accessible)

Media Center Floor Plan



A 综合服务区 Media Service Area

A01 综合服务台
Information Desk

B 科技互动体验区 Science and Technology Interactive Exhibition Area

B01 科技+生活
Technology & Life
B02 科技+健康
Technology & Health
B03 科技+文化
Technology & Culture

C 新闻发布区 Press Conference Area

C01 新闻发布厅
Press Conference Hall

D 采访区 Interview Area

D01 采访间1
Interview Room 1
D02 采访间2
Interview Room 2
D03 直播区
Live Streaming Area

E 媒体公共工作区 Media Working Area

E01 单边报道点
Live Broadcast Stand-up Positions
E02 公共信号收录
Signal Reception



扶梯
Escalator

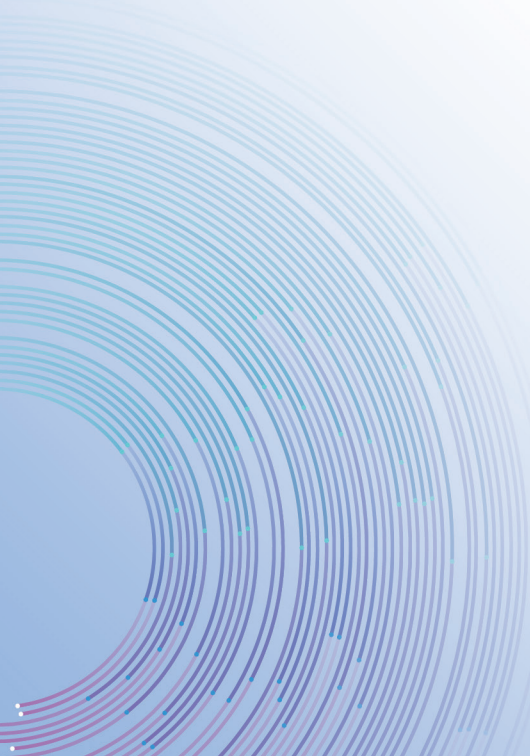


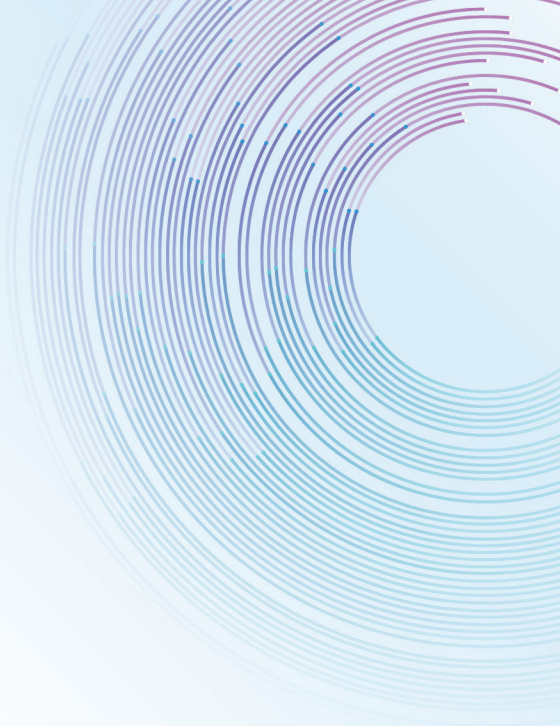
存包处
Baggage Storage Area



中关村论坛
2026 ZGC FORUM

2026 中关村论坛年会
2026 ZGC FORUM ANNUAL CONFERENCE





Transportation Services



Transportation Services

During the 2026 ZGC Forum Annual Conference, transportation services will be provided for accredited journalists. Shuttle buses will operate between the Media Center (Exhibition Center of Zhongguancun National Independent Innovation Demonstration Zone) and Xiyuan Subway Station. In addition, scheduled media shuttles will run between the Media Center (Exhibition Center of Zhongguancun National Independent Innovation Demonstration Zone) and the China Science Fiction Convention (held at Shougang Park). Accredited journalists can enjoy complimentary rides by presenting their media credentials. For detailed routes and schedules, please visit the Media Center section on the official website of the 2026 ZGC Forum Annual Conference (<https://zgcforum.qianlong.com/en>) or scan the QR code to access the "Mobile Media Center."

Media Shuttle Bus Route:

Exit C1 of Xiyuan Subway Station \leftrightarrow Gate 3, the Exhibition Center of Zhongguancun National Independent Innovation Demonstration Zone

Operating Dates: March 24 to 29

Operating Hours: 7:30 AM to 9:30 PM (every 30 minutes); March 25, from 8:00 AM to 10:30 AM and 11:30 AM to 1:00 PM, services run every 10 minutes.

Station Location: Auxiliary Road at Exit C1 of Xiyuan Subway Station

South Side inside Gate 3, the Exhibition Center of Zhongguancun National Independent Innovation Demonstration Zone

Media Shuttle Bus Routes:

- Media Center ↔ Shougang International Convention and Exhibition Center

Dates	Routes	Operating Hours
March 27 to 29	P3 Parking Lot at the 2026 ZGC Forum Annual Conference → East Side of Hall 1, Shougang International Convention and Exhibition Center	8:00 AM, 9:00 AM, 10:00 AM, 11:00 AM, 11:30 AM, 2:00 PM,
	East Side of Hall 1, Shougang International Convention and Exhibition Center → P3 Parking Lot at the 2026 ZGC Forum Annual Conference	11:00 AM, 12:00 Noon 12:30 PM, 4:30 PM, 6:00 PM



Mobile Media Center



中关村论坛
2026 ZGC FORUM

2026中关村论坛年会
2026 ZGC FORUM ANNUAL CONFERENCE



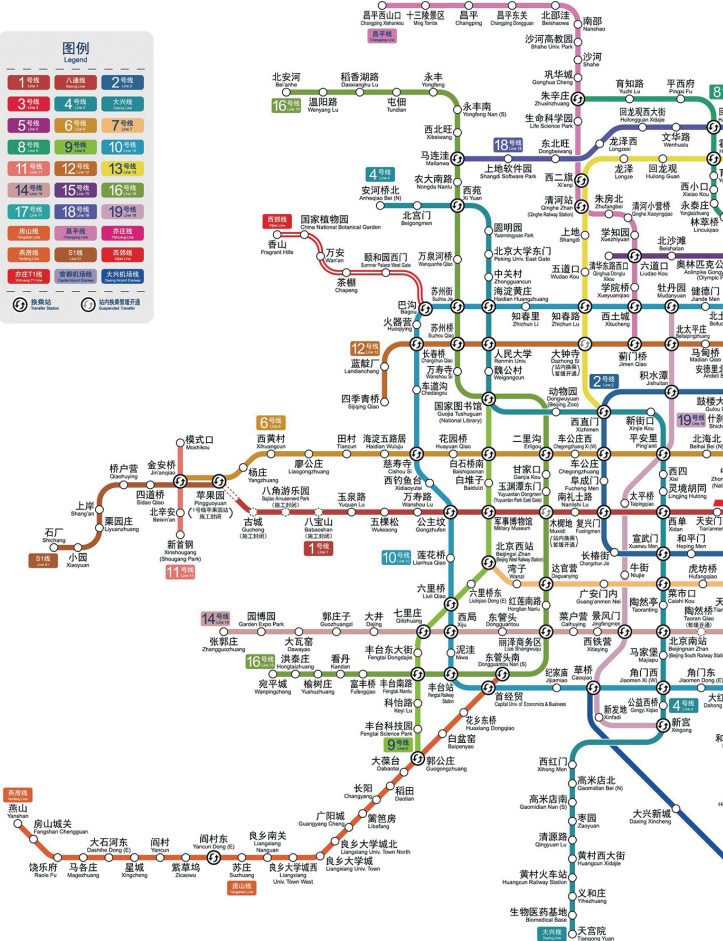
北京城市轨道交通 Beijing Rail Transit

图例

Legend

1号线 Line 1	八通线 Line 8	2号线 Line 2
3号线 Line 3	4号线 Line 4	六号线 Line 6
5号线 Line 5	6号线 Line 6	7号线 Line 7
8号线 Line 8	9号线 Line 9	10号线 Line 10
11号线 Line 11	12号线 Line 12	13号线 Line 13
14号线 Line 14	15号线 Line 15	16号线 Line 16
17号线 Line 17	18号线 Line 18	19号线 Line 19
房山线 Line F	昌平线 Line C	京滨线 Line J
高线快 Line G	S1线 Line S1	京张线 Line Z
亦庄线 Line Y	首都机场线 Line A	大兴机场线 Line D

- 换乘站 Transfer Station
- 站外换乘接驳点 Station External Transfer Point

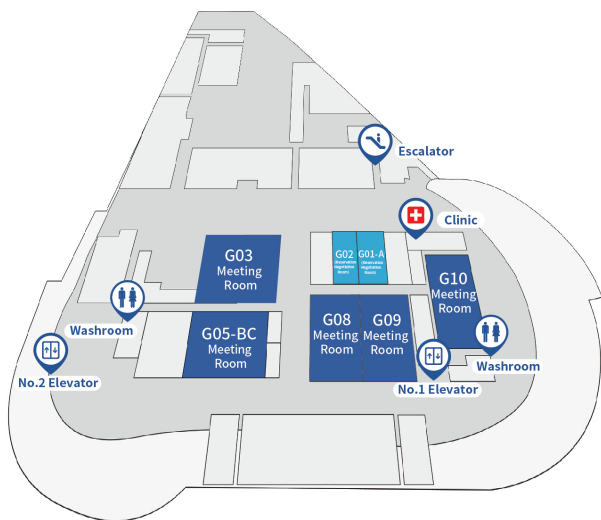




Zhongguancun International Innovation Center Floor Plan

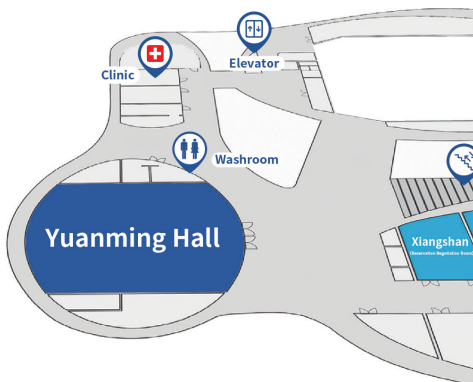


● First Floor

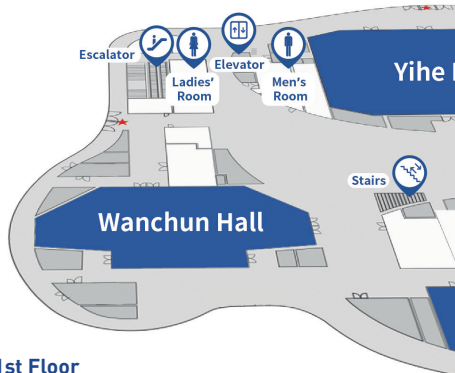


● G Floor

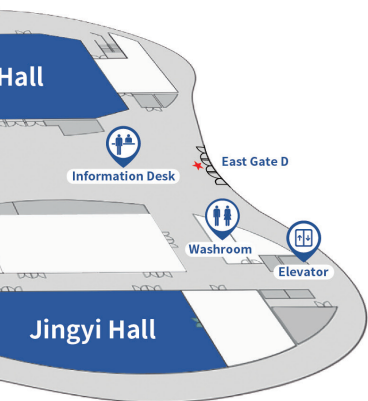
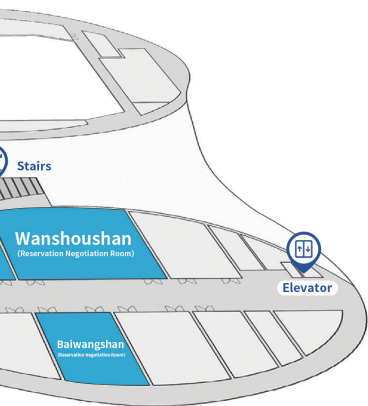
The Conference Center of Zhongguancun National Innovation Demonstration Zone Exhibition Center Floor Plan



● 2nd Floor



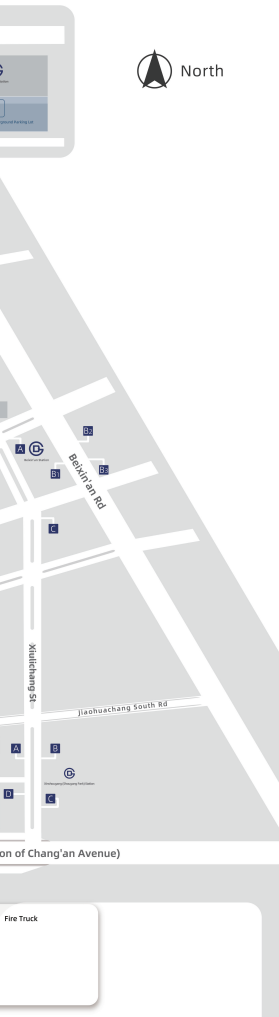
● 1st Floor



China Science Fiction Convention Venue Map



◆ Beijing Shijingshan Shougang Park



● Traffic information

By Bus:

Take Bus Zhuan 108, get off at Wuyi Theatre, and then walk 200 meters

○ By Subway:

Take Subway Line 6/S1/11, get off at Jin'anqiao Station, and then walk 1 kilometer

○ By Car:

Drive to the south gate/xiaoximen of Shougang Park and then to the intended venue(s)

Integrate Technological and Industrial Innovation

