CICH

2027 EXPO

Canada International Art Festival
& Intangible Cultural Heritage Expo

Jan 7 – 12 2027 Toronto Canada

活动方案

• CICH Expo Overview

Hosted by the Canadian Museum of Intangible Art Heritage, with strong support of Wutai Shan Buddhist Garden, the 2027 Canada International Art Festival & Intangible Cultural Heritage Expo (hereinafter referred to as the“CICH Expo”) will be held in Toronto, Canada, from Jan 7 to 12, 2027. The Expo will bring together cultural and arts organizations, intangible cultural heritage research institutions, heritage-related enterprises, and performing arts groups from Canada, China, Europe, the Americas, the Asia-Pacific region, and other parts of the world.

The six-day Expo is an international professional event dedicated to intangible cultural heritage. It aims to promote exchange and cooperation in the field of intangible cultural heritage among Canada, China, and countries around the world. The program will feature a diverse range of activities, including exhibitions, academic forums, cultural performances, culinary showcases and tastings, business matchmaking, and cultural visits, with the goal of creating a platform for international cultural exchange and industry collaboration.



活动背景

Exhibition Sections

The Expo is poised to become one of the largest cultural showcases in the Greater Toronto Area, featuring six major themed pavilions.

1. Heritage Crafts & Living Artisans

2. Culinary Heritage & Traditional Lifestyles

3. Performing Arts & Folk Traditions

4. Heritage Treasures & Calligraphy Art

5. Traditional Wellness & Folk Skills

6. World Heritage Innovation

Six Themed Pavilions



1. Heritage Crafts & Living Artisans Pavilion

This pavilion showcases traditional handicrafts and the spirit of craftsmanship that have been passed down through generations across cultures around the world. Featured heritage practices include weaving, dyeing, embroidery, ceramics, lacquerware, woodworking, stone carving, and metalworking.



2. Culinary Heritage & Traditional Lifestyles Pavilion

This pavilion focuses on traditional culinary practices and techniques as an integral part of intangible cultural heritage, showcasing traditional foods, tea culture, beverage traditions, and the customs and rituals associated with them from around the world.

Six Themed Pavilions



3.Performing Arts & Folk Traditions Pavilion

This pavilion brings together representative traditional performing arts and folk cultural traditions from around the world, including traditional opera, folk music and dance, traditional instrumental music, as well as festival rituals, ceremonies, and customs.



4. Heritage Treasures & Calligraphy Art Pavilion

Guided by the concept of “Craftsmanship Passed Down, Ink in Dialogue,” this pavilion brings together treasured traditional crafts and outstanding works of calligraphy and painting. Through curated exhibitions, artistic exchange, and interactive experiences, it highlights the profound integration of intangible cultural heritage with Eastern calligraphy and painting traditions.

Six Themed Pavilions



5.Traditional Knowledge, Wellness & Folk Skills Pavilion

This pavilion showcases intangible cultural heritage rooted in traditional knowledge systems, including traditional medicine and healing practices, wellness philosophies, folk skills, traditional sports, and practical wisdom for everyday life.



6. World Heritage Dialogue & Innovation Pavilion

This pavilion focuses on contemporary expressions of intangible cultural heritage and international cultural exchange. It showcases innovative achievements at the intersection of intangible cultural heritage and technology, design, and cultural creativity, while providing dedicated spaces for international heritage exhibitions, cultural exchange, and thematic forums.

I. Treasures of China · Chinese Intangible Cultural Heritage Exhibition

Content: A focused presentation of Chinese intangible cultural heritage inscribed by UNESCO and key national-level heritage projects.

Elegant Living Zone



Tea ceremony, incense culture, guqin, go, qipao, and mamianqun displays

Master Craftsmanship Zone



Ceramics, embroidery, paper-cutting, and cloisonné

Rhythm & Light Zone



Shadow puppetry, woodblock New Year prints, Chinese animation, and imperial banquet culture

Wellness Wisdom Zone



Traditional Chinese medicine and acupuncture, tai chi, acrobatics, and martial arts

II. World Heritage Corridor · International Intangible Cultural Heritage Gallery

Content: Intangible cultural heritage from countries around the world, with a special focus on Belt and Road countries and major source countries of immigration to Canada.

Highlights: Cultural contrasts that showcase global diversity.







III. Roots of the Maple Land · First Nations Cultural Heritage Exhibition

Showcasing the unique cultural heritage of Canada’s Indigenous peoples, including totem pole carving, Indigenous song and dance, and traditional craftsmanship.







I. Main Stage — “A World of Living Heritage”



Chinese Performances

Peking Opera excerpts, lion dance, Sichuan opera face-changing, pipa/guzheng performances, ethnic folk dances, kung fu tea demonstrations, and Chaozhou Yingge dance



International Performances

Flamenco, African drumming, and Japanese taiko

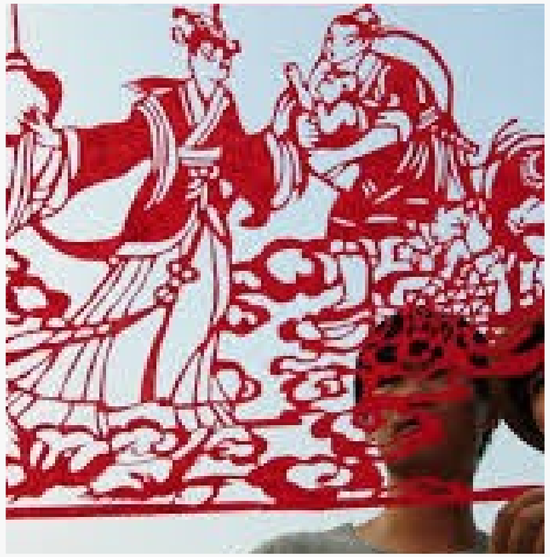


Canadian Performances

First Nations blessing ceremonies, song, and dance

II. Studio Theatre — “Craftsmanship Workshop”

Content: Heritage bearers demonstrate traditional techniques and explain the making process.



Paper-cutting



Tianjin Clay Figurines



Shanxi dough sculpture



Making scented sachets

Hands-on Craft School

Content: Under the guidance of heritage bearers, visitors create a simple traditional craft of their own.



Learn dough sculpture with a heritage bearer



Sugar painting



Opera face painting



Chinese knotting



Lacquer fans

World Intangible Cultural Heritage Culinary Zone

World Intangible Cultural Heritage Culinary Pavilion showcases the rich culinary traditions and food heritage of cultures from around the world. Featuring traditional foods, tea and beverage cultures, time-honoured cooking techniques, and festival delicacies, the pavilion offers live demonstrations, tasting experiences, cultural storytelling, and hands-on workshops. Through the universal language of food, visitors can discover the history, craftsmanship, traditions, and cultural values behind each culinary heritage, creating a unique and engaging journey of taste and cultural discovery.









Digital Heritage · Future Lab

Content: Immersive experiences powered by VR, AR, and other technologies.

Highlights: VR tours of Dunhuang murals, AR interaction with lion dance, and virtual performance of ancient Chinese bronze bells through touchscreens. This area is designed to strongly engage younger audiences.



Digital Terracotta Warriors Experience



Discovering Dunhuang — Immersive Digital Dunhuang Exhibition

- Expo Schedule

Fine Art Exhibition	Opening Ceremony	Thematic Forum	Awards Ceremony & Gala Dinner	Cultural Tours
Jan. 7 – 8, 2027	Jan. 9, 2027	Jan. 9-10, 2027	Jan. 10, 2027	Jan. 11-12, 2027

• Organizational Structure

Organizers

- **Canadian Museum of Intangible Art Heritage**

- Organizational Structure

Supporting Organizations

- **Wutai Shan Buddhist Garden**
- **Alderville First Nations (to be approved by the Council)**

• Organizational Structure

Supporting Organizations （To Be Confirmed ）

- **World Intangible Cultural Heritage Protection & Development Foundation**
- **Department of Canadian Heritage**
- **Ministry of Tourism, Culture and Gaming**
- **UNESCO in Living Heritage & Sustainable Livelihoods**

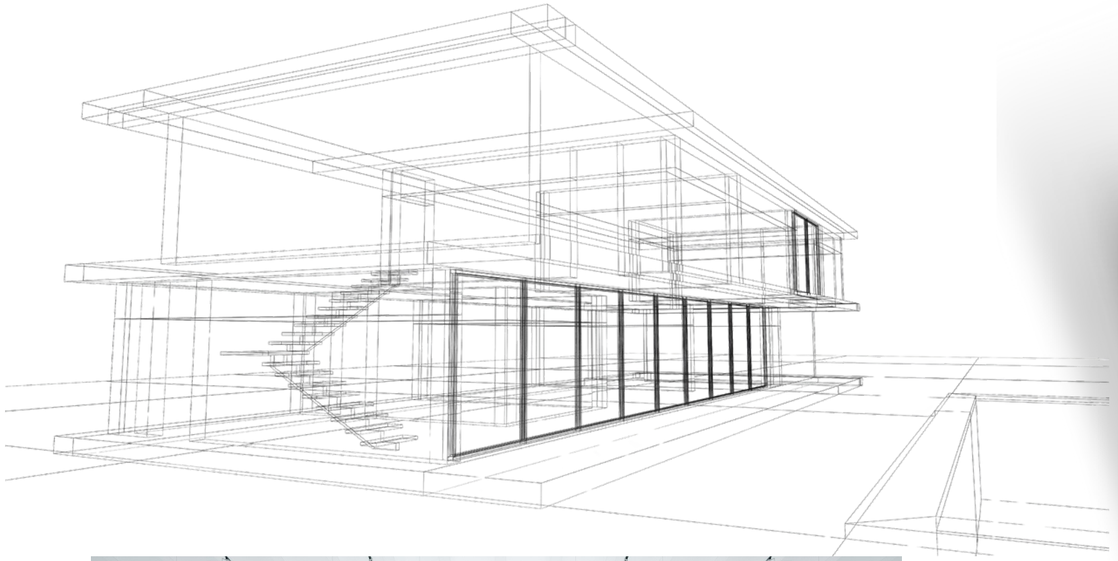
Canadian Museum of Intangible Cultural Heritage

Canadian Museum of Intangible Cultural Heritage

Address: 180 Duncan Mill Rd, North York, ON M3B 1Z6

Canadian Museum of Intangible Cultural Heritage is a legally registered non-profit cultural and arts organization in Canada, dedicated to the preservation, transmission, and promotion of intangible cultural heritage from around the world. The Museum is committed to building an international platform for cultural and artistic exchange, fostering Canada's multicultural development, and promoting mutual understanding and people-to-people connections among Canada, China, and countries around the world.







Exhibitor Packages

Standard Booth Pricing

	Green Booth	$1000
	Orange Booth	$1500
	Light Blue Booth	$2000
	Dark Blue Booth	$2500

Booth Layout

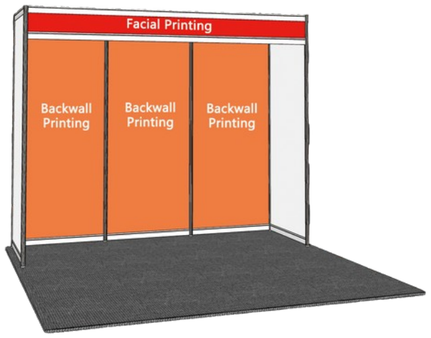


Figure 1: Standard Booth

Standard Booth

Size: 10 × 10 ft
height: 8 ft
Price ： $2000-$2500
Single Open Booth



Figure 2: Double-Open Booth



Figure 3

“Ready-to-Exhibit”Service

2027 Canada International Art Festival & Intangible Cultural Heritage Expo

Exhibitor Packages



Exhibition Fees

- **Booth Fee:**
  CAD $1,000–$2,500
- **Program Book Advertising:**
  Half Page / Full Page — CAD $600 / $1,000
- **Video Advertising:**
  30 / 60 seconds — CAD $600 / $1,000
  (Guaranteed playback 20+ times per day)
- **Forum Speaking Opportunity:**
  5–10 minutes — CAD $600–$1,000
- **Business Gala Dinner:**
  VIP $168 / Regular $128

* **Exhibition fees do not include airfare, accommodation, meals, or special booth design and production.**

Sponsorship Packages

Other Sponsorship

Items Class	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Sponsor Fee	**$5000**	**$3500**	**$2000**
Brand Exposure	**Full-Page Ad Program Book Ad**	**Full-Page Ad on Program Book Ad**	**Half-Page Ad on Program Book**
Business Gala Dinner ticket	**5 VIP Tickets**	**3 VIP Tickets**	**2 VIP Tickets**
Forum Speech	**10-Minute Presentation**	**5-Minute Presentation**	**No**
Sponsor Recognition on Stage	**Yes**	**Yes**	**No**

Sponsorship Packages

Other Sponsorship

Items Class	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Sponsor Fee	**$5000**	**$3500**	**$2000**
Special Promotion Brand Exposure	**Full-Page Ad on Program Book**	**Full-Page Ad on Program Book**	**Half-Page Ad on Program Book Ad**
Roll-Up Banner Placement	**5 VIP Tickets**	**3 VIP Tickets**	**2 VIP Tickets**
Name Included in Media Coverage	**Yes**	**Yes**	**Yes**
Official Group Photo	**Yes**	**Yes**	**No**

Sponsorship Packages

Other Sponsorship

Program Book

Items	Full-Page Program Book Ad (Inside)	Inside Back Cover Pages 2 & 3	Half-Page Program Book Ad (Inside)
Sponsor Fee	**$1000**	**$1500**	**$500**
Items	**Back-of-Ticket Advertisement for Business Gala**	**Roll-Up Banner**	**Gala Admission Ticket** T
Sponsor Fee	**Yes**	**Yes**	**Yes**
	$2000	**$200**	**VIP： $168** **Regular： $128**

Organization Committee

- Intangible Cultural Heritage Innovation Committee
- Traditional Handicrafts Committee
- Traditional Clothing & Costume Committee
- Intangible Cultural Heritage Curatorial Committee
- Intangible Cultural Heritage Exhibition Selection Committee

- Honorary Chair： Da Yi
- Chair： Hannah Yu
- Co–Chair： Rudong Gao
- Executive Chair: Wang Gang
- Vice Chair： Tao Qu
- General Sectary： Harry Wang
- Contact: 647-984-7358 / 647-878-9388
- Venue： Canadian Museum of Intangible Cultural Heritage
- Address： 180 Duncan Mill Rd, North York, ON, M3B 1Z6