

# 第二十六届 FHC上海环球食品展

THE 26<sup>th</sup> SHANGHAI GLOBAL FOOD TRADE SHOW

/ 臻选美食 · 品味全球 / SHAPING THE FUTURE OF FOOD /

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上海新国际博览中心

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采购通



主办单位  
Organizer



同期举办  
Concurrent





第二十六届FHC上海环球食品展

SHANGHAI GLOBAL FOOD TRADE SHOW



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# 食无界，机无限 FHC 演绎 “食”代狂想曲！



根据《2021 中国进口食品行业报告》所述，2020 年中国食品进口额突破千亿美元，达 1,077.3 亿美元，同比增长 18.6%。

随着居民收入的增长，消费形态也在不断升级。居民对于食品的要求已从温饱型向营养型、健康型、休闲型、国际型的高层次转变。

同时，物流、互联网的发展促进了更多消费方式的普及，也支持和促进了我国进口消费规模稳步增长。自我国加入世界贸易组织以来，进口关税持续下调，涉及税品几乎包括所有进口食品。税费的降低使越来越多的普通居民能够消费得起来自世界各地的美味食品。

## 这是一个创造奇迹的时代！

从 2001 年到 2021 年，中国食品工业的产值从几千亿增长到十几万亿，这二十年来食品业增长动力发生了很大变化，近两年，新消费成为推动食品行业增长的主要动力。

手机外卖、直播带货、新媒体营销……在多元与个性并存、创新与需求共进的背景下，食品消费的格局也随之产生了质的变化，产品不再“大隐

隐于市”，线上渠道，将消费者与流量经济进行有机结合，达成商贸双赢。

## 这是一个充满挑战的时代！

以食为道，以饮为源。FHC 上海环球食品展作为行业平台，始终为实现更广阔的美食梦想注入源源不断的活力！它不仅深耕食品餐饮领域，更聚焦食品业上下游产业链，以期为广大从业者呈现出别样丰富的专业层次。

2022 年 FHC 及其同期展预计规模仍将达到 20 万平方米，在延续休闲食品、咖啡饮品、烘焙轻餐、乳制品、高端食材供应链多个成熟产品板块基础上，更将聚焦预制食品、火锅食材及用品、罐藏食品及设备、本土优质农产品等众多潜力领域。各大主题展示区、一系列精彩纷呈的国际性活动赛事、多题材跨领域的论坛峰会互动交流，将全方位满足国内外观众在 FHC 展会上对国际食品、服务、商贸对接及市场拓展等需求。

突围市场需求，优先获取商机！2022 年 FHC 上海环球食品展，美味在线，蓄势待发！

# Food Business is Boundless and Unlimited FHC Performing the Rhapsody of "Food Era"

According to the *China Food Import Report 2021*, in 2020, China's food imports exceeded US \$100 billion, reaching US \$107.73 billion, a year-on-year increase of 18.6%.

With the growth of residents' income, consumption patterns are also upgrading. Residents' requirements for food have changed from basic need to upper requirements on food nutrition, health, leisure and multinational.

At the same time, the development of logistics and Internet has not only promoted the popularization of various consumption modes, but also supported and promoted the steady growth of China's imported consumption scale. Since China's accession to the world trade organization, import tariffs have been continuously reduced, involving almost all imported food. The reduction of taxes and fees enables more and more ordinary residents to consume delicious food from all over the world.

## This is an era of miracles!

From 2001 to 2021, the output value of China's food industry increased from hundreds of billions to more than ten trillion. In the past two decades, the growth power of the food industry has changed greatly. In the recent two years, new consumption pattern has become the main driving force to promote the growth of the food industry.

Delivery Apps, live-streaming ecommerce, new media marketing... Under the background of coexistence in diversity and individuality, innovation and demand, the pattern of food consumption has also undergone qualitative changes. Products are no longer "hidden in the market", and online channels organically combine consumers with internet traffic economy to achieve a win-win business.

## This is an era full of challenges!

As an industry platform, FHC Shanghai Global Food Trade Show has always injected a steady stream of vitality into a broader food dream! It not only cultivates in the field of food and catering, but also focuses on the upstream and downstream industrial chain of the food industry, in order to present a rich and professional trade fair for the majority of practitioners.

In 2022, the scale of FHC and its co-located exhibitions is expected to reach 200,000m<sup>2</sup>. In addition to the continuing product segments of leisure food, coffee drinks, bakery & light food, dairy products and high-end food supply chain, FHC will focus on many potential fields such as prepared food, hot pot ingredients and supplies, canned food and equipment, local high-quality agricultural products and so on. Main themed exhibition areas, series of international competitions, multi theme and cross domain forums will comprehensively meet the needs of domestic and foreign visitors for international food, services, business trading and market development at FHC.

Break through the market demand and give priority to obtaining business opportunities! FHC Shanghai Global Food Trade Show in 2022, delicious online, ready to go!





2,829+ 家  
全球参展商  
Exhibitors



200,000 平方米  
展示规模  
Exhibition Space



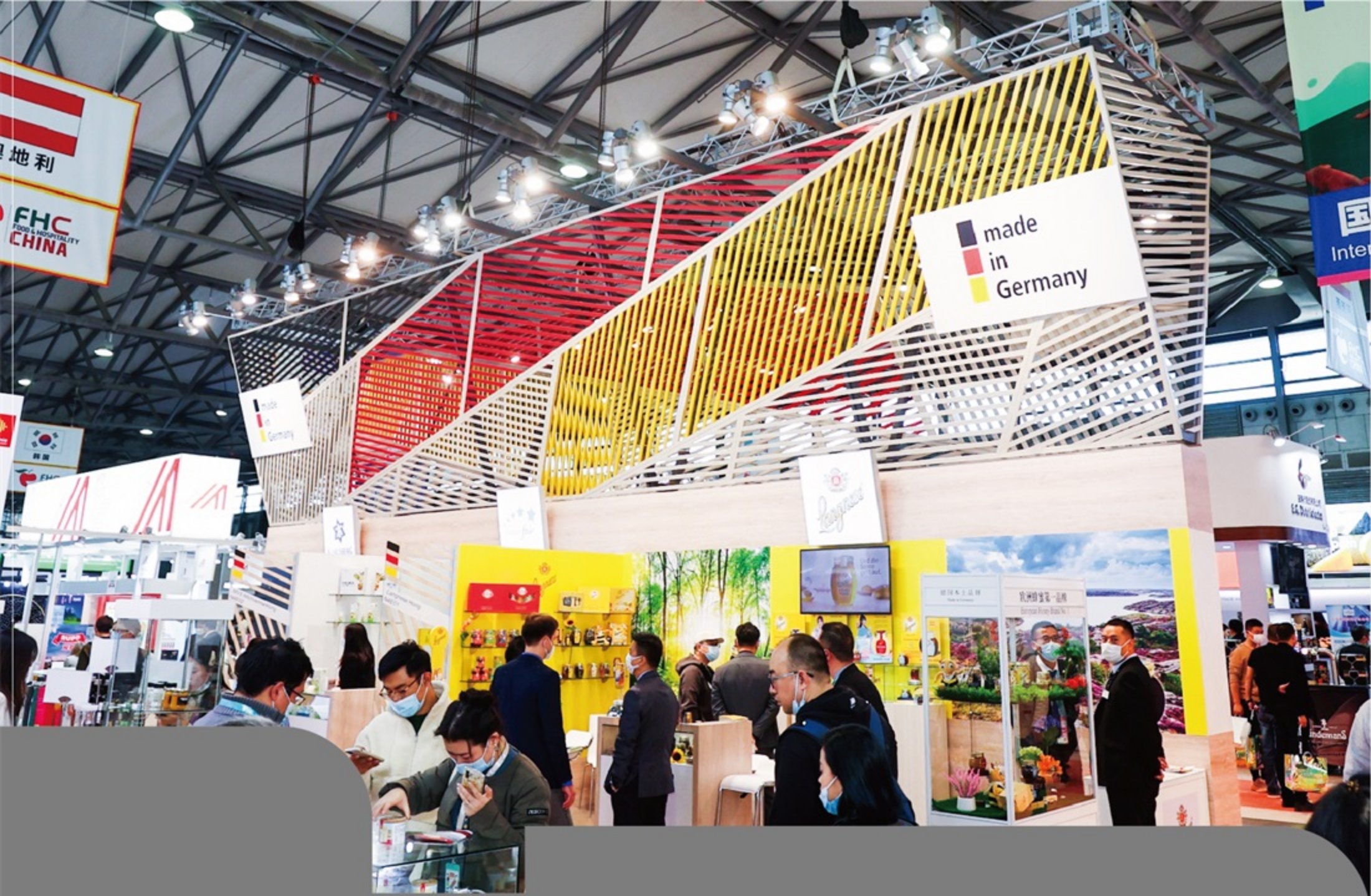
87,025 位  
专业观众  
Trade Visitors



50+  
国家及地区  
Countries & Regions



## 上届概况回顾 Overall Review



## 历届参展企业来源分布

历年来 FHC 邀请了全球 50 余个国家和地区的优质参展企业，携世界各地臻选美食汇聚上海。回顾 2021 年 FHC 上海环球食品展，我们迎接到来自比利时、丹麦、法国、西班牙、德国、意大利、奥地利、加拿大、美国、日本、韩国、马来西亚、南非、巴西、中国台湾等 15 个国家及地区的展团，超过 200 家海外企业莅临。26 年来，得益于举办专业商贸展览积累的丰富经验与覆盖全球的资源网络，FHC 致力于打造契合中国食品饮料市场需求的重要展示交流平台，为全行业提供品质卓越的展览服务。

Over the years, FHC has invited exhibitors from more than 50 countries and regions around the world to bring selected delicious food to Shanghai. Reviewing 2021 FHC Shanghai Global Food Trade Show, we welcomed the international pavilions from 15 countries and regions from Belgium, Denmark, France, Spain, Germany, Italy, Austria, Canada, the United States, Japan, Korea, Malaysia, South Africa, Brazil, China Taiwan, and over 200 overseas enterprises exhibiting in FHC. Over the past 26 years, thanks to the rich experience accumulated in holding professional trade exhibitions and the global resource network, FHC is committed to building an important exhibition and exchange platform that meets the needs of China's food and beverage market and provides excellent exhibition services for the whole industry.

## Distribution of Previous Exhibitors



FHC 与加拿大农业及农业食品部 (Agriculture and Agri-Food Canada, 缩写 AAFC) 合作，组织面积达 186m<sup>2</sup> 的加拿大国际展团亮相 FHC。现场的展品有蜂蜜、燕麦、冷冻马铃薯制品、保健油品、牡蛎、蓝莓等。

FHC cooperated with Agriculture and Agri-Food Canada (AAFC) organized a 186m<sup>2</sup> Canadian Pavilion this year. The exhibits on site include honey, oats, frozen potato products, health oil products, oysters, blueberries, etc.

FHC 与美国农贸处合作打造了展会现场面积最大的美国展团，展示面积达 366m<sup>2</sup>。现场的展品有马铃薯制品、乳制品、芝士、爆米花、西梅干果、休闲零食等。

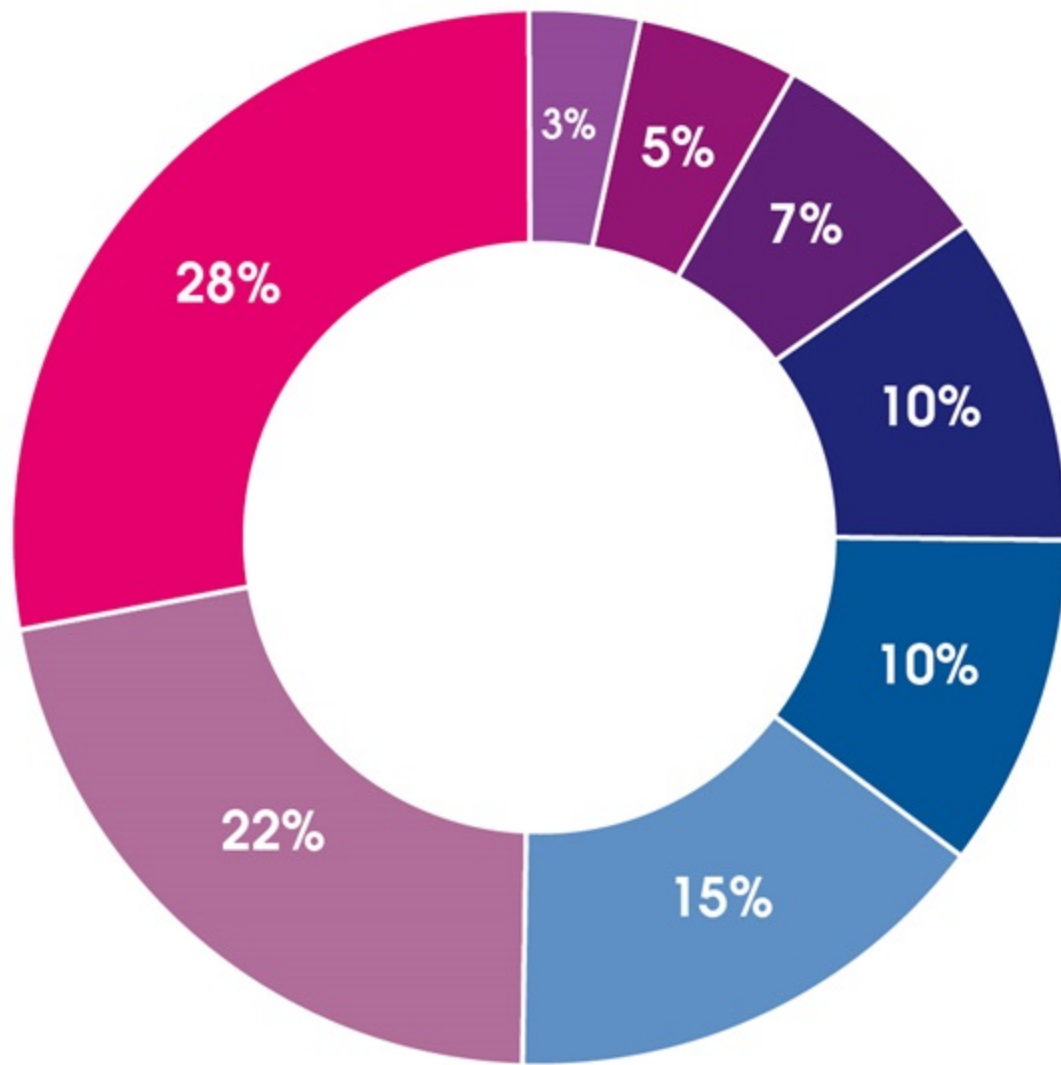
FHC cooperated with The Agricultural Trade Office (ATO) of the U.S. Consulate General Shanghai and trade built the largest U.S. Pavilion on the spot, with a display area of 366m<sup>2</sup>. The exhibits include potato products, dairy products, cheese, popcorn, prunes, dried fruits, leisure food, etc.

巴西展团面积达 120m<sup>2</sup>，为各位买家和食客带来诸如：牛肉、禽肉、猪肉、果汁、葡萄酒、甘蔗酒 (巴西烈酒)、乳制品、咖啡、马黛茶、蜂蜜、有机及全麦产品等产品。

With an area of 120m<sup>2</sup>, the Brazilian Pavilion brought buyers' products such as beef, poultry, pork, fruit juice, wine, sugarcane wine (Brazilian spirits), dairy products, coffee, Mate Tea, honey, organic and whole wheat products.



# 参展商业品类分布 Exhibitors' Distribution

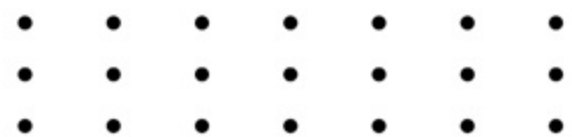


- 糖果、饼干及巧克力  
Sweets, Biscuits and Chocolate
- 肉类及水产  
Meat and Aquatic Products
- 烘焙及乳品  
Bakery and Dairy
- 咖啡及饮品  
Coffee and Beverages
- 食材供应链及调味料  
Food Supply Chain and Condiments
- 火锅及罐藏食品  
Hot Pot and Canned Food
- 食品包装及机械  
Food Packaging and Machinery
- 配套综合  
Coordination



## 参展企业寄语

# Exhibitors' Comments



### 王焱 / 爱味客 (上海) 实业有限公司市场经理

Linda Wang / Marketing Manager of Aviko (Shanghai) Industry & Commerce Co., Ltd.

爱味客参加 FHC 多年，通过这样一个国际平台，提升了我们与客户之间的粘性，同时也为我们扎根中国市场带来了更多的可能性。明年，爱味客依然会携手 FHC，以自己的匠心为客户展现更优质的服务与产品。

Aviko has participated in FHC for many years. Through such an international platform, it not only improves the stickiness between us and customers, but also brings more possibilities for us to take root in the Chinese market. Next year, Aviko will still join hands with FHC to show customers better services and products with our own ingenuity.

### 卢西欧 / 麦西恩食品亚太区高级销售副总裁

Lucio Ricardo Kreimer, Senior VP of Sales Asia & Oceania, Mission Foods (Shanghai) Co., Ltd.

麦西恩与 FHC 系列展会合作已逾十年，对展商而言，这是一个展示品牌与产品，增进与顾客交流的绝佳平台。未来我们将一如既往参与。祝愿 FHC 系列展会越办越好。

Mission has cooperated with FHC series exhibitions for more than ten years. For exhibitors, it is an excellent platform to display brands and products and enhance communication with customers. We will continue to participate in the future. I wish FHC series exhibitions better and better.

### 罗会明博士 / 大多福食品 (青岛) 有限公司董事总经理

Dr. Huiming Luo / Managing Director of Otafuku Foods (Qingdao) Co., Ltd.

我们作为一家日本百年调味料企业，虽然在日本家喻户晓，但是进入中国市场较晚。这些年通过 FHC 这个平台，我们的品牌知名度不断提高，结识了很多国内知名合作伙伴，使公司得到了稳步发展！非常感谢 FHC 这个大平台，今后我们会持续展出！

As a condiments enterprise with a history of 100 years in Japan, even though we are well-known in Japan, we entered the Chinese market late. Over the years, through the FHC platform, our brand awareness has been continuously improved, and we have met many well-known domestic partners, so that the company has developed steadily! Thank you very much for FHC. We will continue to exhibit at FHC in the future!

### 樊鹏飞 / 朕宅 (青岛) 电子商务有限公司总经理

Harry Fan, General Manager of Zhai Food (Qingdao) E-commerce Co., Ltd.

FHC 始终以全新的姿态服务垂直类客户，让利和味道 & 朕宅充分展示了复合调味料、高端预制菜等成果，在我们始终坚持以产品为核心的研发及营销策略的战略下，同期荣获 FHC 年度最佳预制食品品牌“金苹果”奖，吸引了众多热情、有兴趣的合作伙伴。希望在未来，我们能与 FHC 共同进步，共创未来。

FHC has always been serving vertical customers with a new attitude. With its effort, it makes Lihe-Taste & ZHAIFOOD fully demonstrated the achievements of composite condiments and high-end prefabricated dishes. Under our strategy of always adhering to the product-centered R & D and marketing strategy, FHC awarded us the "Golden Apple" for the Best Prepared Food Brand in 2021 amid FHC, which attracted many enthusiastic and interested partners. We hope that in the future, we can make progress together with FHC and create the future together.

### 马骏 / 京东零售集团大宗贸易及餐饮业务部总经理

Jun Ma, General Manager of the Catering Business of JD Retail

参加此次 FHC 展会，结识了很多优秀的餐饮行业合作伙伴，感谢 FHC 为大家提供良好的沟通平台，让大家有机会一起洽谈业务，合作共赢。展会期间，京东餐饮展位设有互动游戏，吸引万余人参与游戏互动并颁奖。未来京东餐饮将携手合作伙伴，一起把生意做大！

After attending this FHC Shanghai Global Food Trade Show, I met many excellent partners in the catering industry. I thank FHC for providing us a good communication platform and giving us the opportunity to negotiate business and achieve win-win cooperation. During the exhibition, JD Catering booth was equipped with interactive games to attract more than 10,000 visitors to participate in and receive awards. In the future, JD Catering will work with partners to expand its business together!

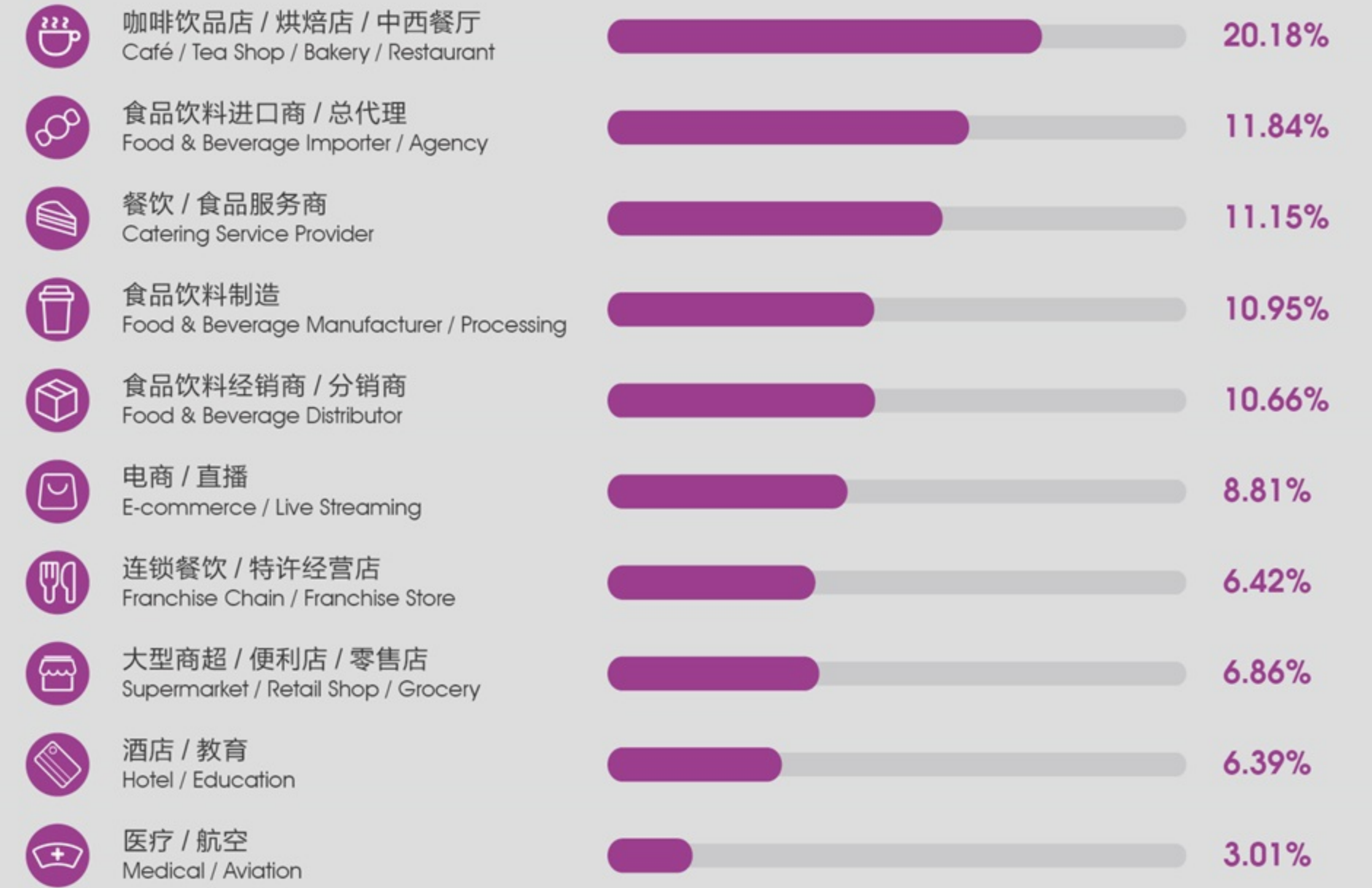




# 观众综合数据 About Visitors

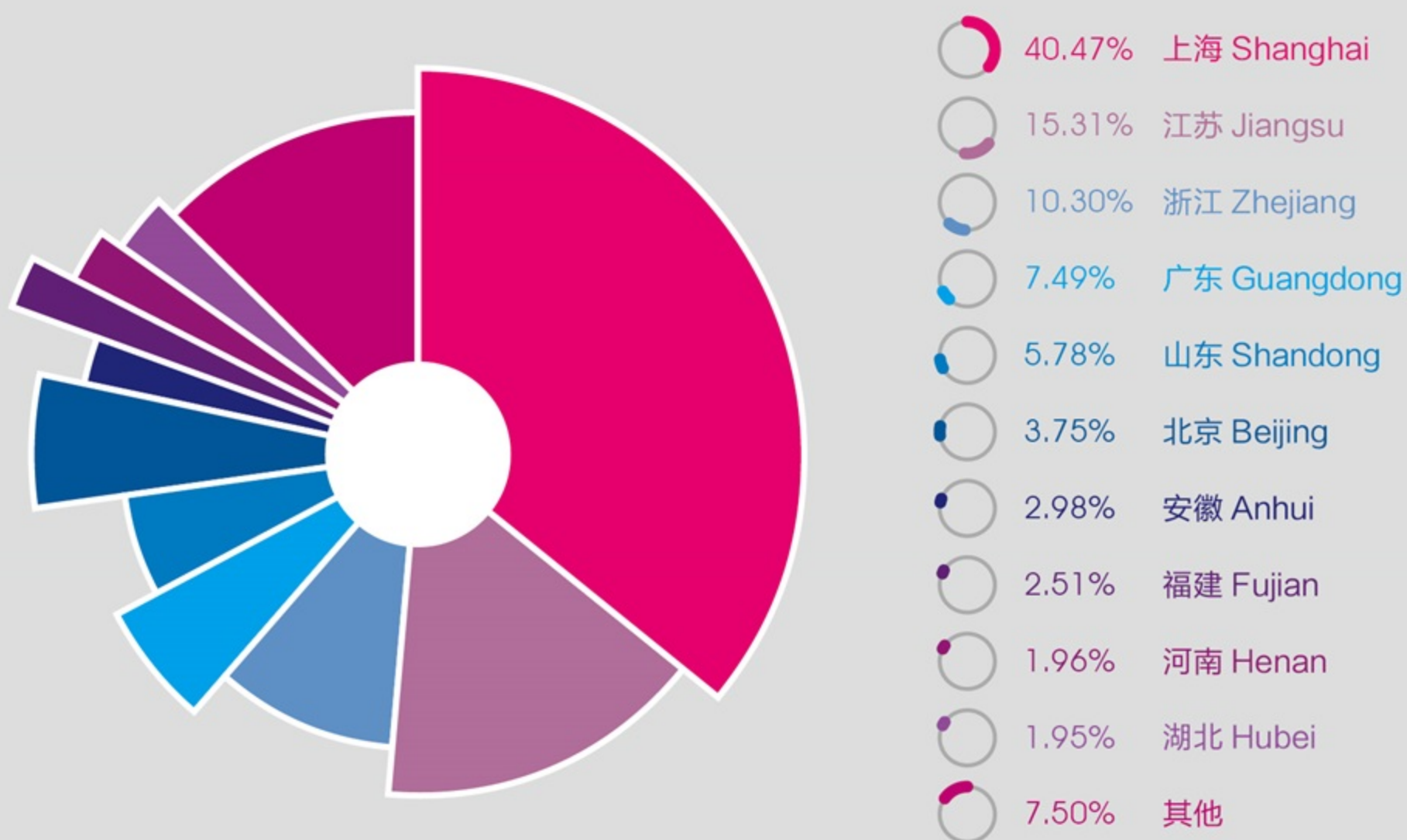


## 专业观众主要业务类型 TOP 10 Visitor Distribution - Business



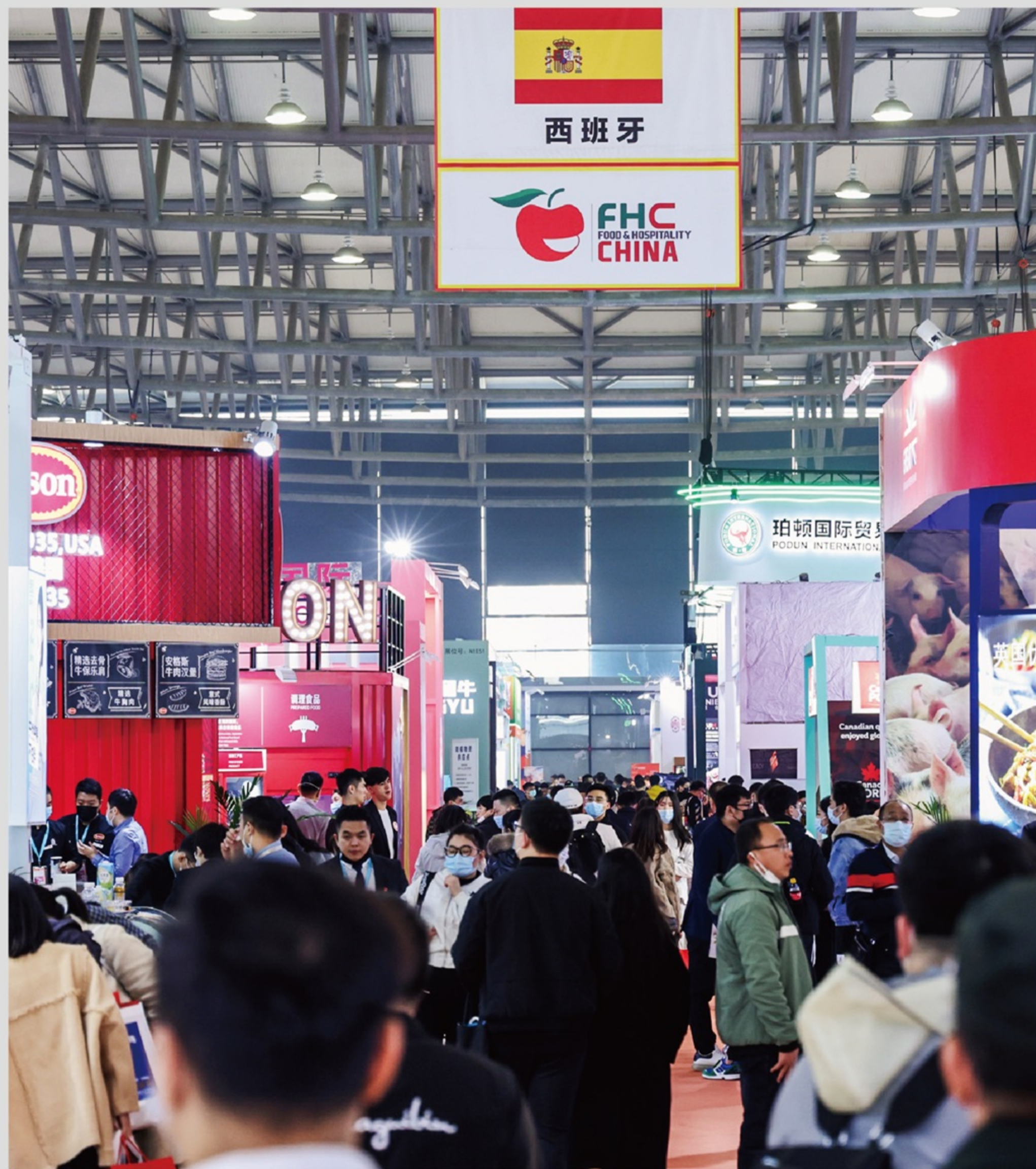
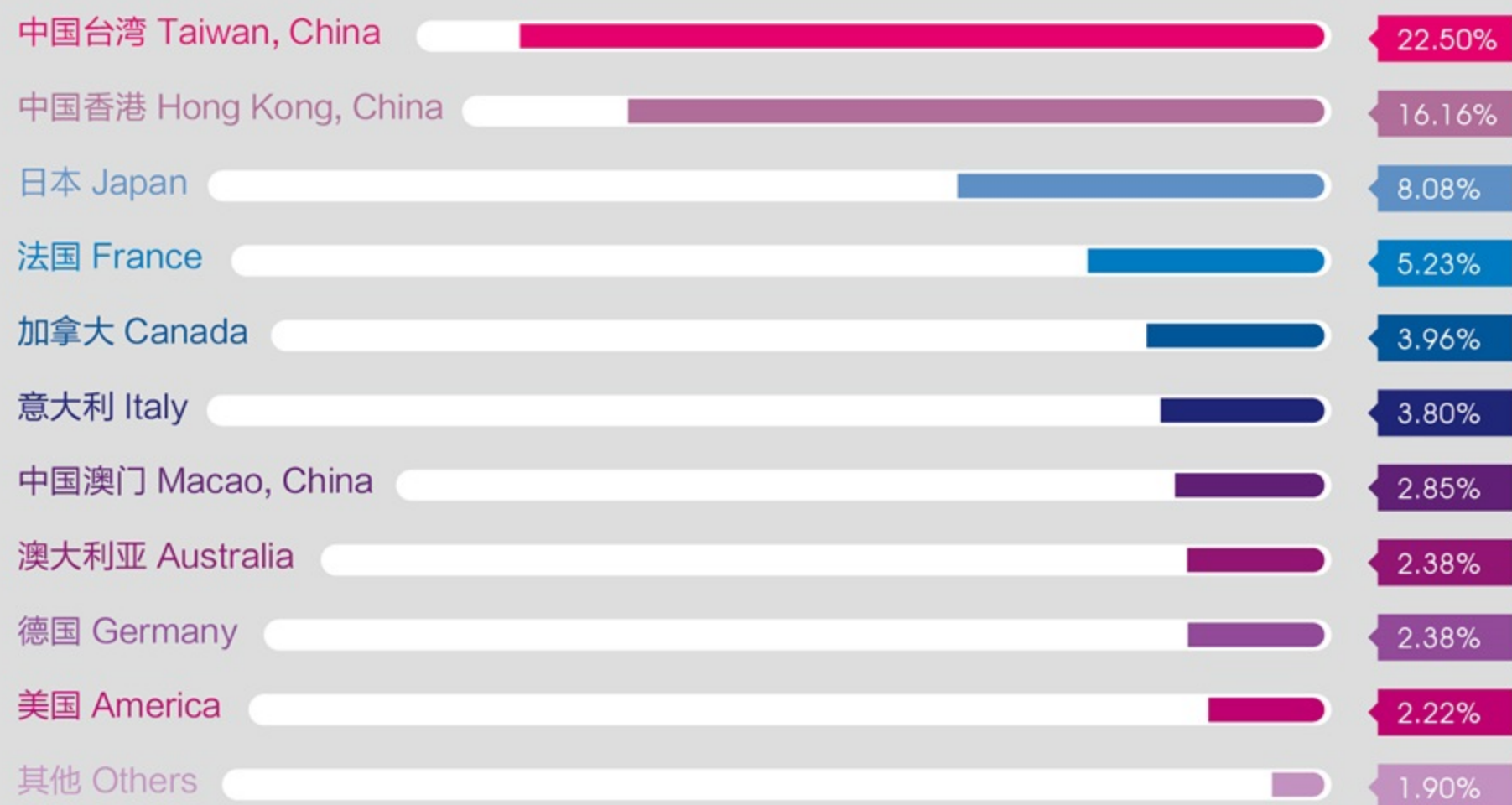
## 国内观众主要来源地

TOP 10 Domestic Visitor Distribution - Region



## 海外观众主要来源地分布

TOP 10 Visitor Distribution - Overseas





## 专业观众寄语 Visitors' Comments

### 苏宁易购

Suning.com, online comprehensive shopping platform

很高兴能实地参观这样大规模的展览活动，直观看到这么多丰富品类的可采购资源。虽然疫情对经济环境影响仍在持续，线上业务交流也比以往更多，但线下展会对拓展业务来说效率更高。这个过程中还能够结识许多业内的朋友，共同分享应对市场挑战的经验，对彼此都很有帮助。

I am very glad to visit such a large-scale exhibition and see so many kinds of procurement resources. Despite the ongoing impact of the pandemic on the economic environment and more online business exchanges than ever before, offline exhibitions are more efficient for business expansion. In this process, I can also make many friends in the industry and share my experience in dealing with market challenges, which is of great help to both of us.

### 叮咚买菜

Ding Dong, online fresh produce shopping portal

论坛直播是很有帮助的形式，在展会这两天要走访的供应商和新了解的品牌不少，时间非常有限，很难长时间停留去听会。能通过直播的回放听听几位熟悉的行业嘉宾发言，既能了解行业的趋势走向，也增加了与同行交流的话题。

The livestreaming of FHC forums is very helpful. There are many suppliers to visit and brands to learn about during the three days, and the time is very limited, so it is difficult to stay for a long time. Through the replay of the forum's livestreaming, I can listen to the speeches of several familiar industry guests, which can not only understand the trend of the industry, but also rich the topics when I communicate with peers.



### 上海西舍咖啡有限公司

Shanghai Seesaw Coffee Co., Ltd.

今年最后一次食品大展，FHC 真的给了我很多惊喜。尽管在这个特殊时期，观众和展商也都能在主办方的组织下井然有序地入场。FHC 展品种类齐全，展品品质一如既往。整个展会现场都是热闹繁荣的景象，让我非常期待明年的FHC了。

As the last one professional food exhibition been held this year, FHC gave me a lot of surprises. Although in this special period, the audiences and exhibitors can also be organized in an orderly way. The exhibit categories of FHC are very comprehensive, and the quality is as high as in previous years. The whole exhibition was showed lively and prosperous, which makes me look forward to FHC next year.

### 苏州七分甜餐饮管理有限公司

Suzhou Sweet Seven Catering Management Co., Ltd.

我每年都要来参加 FHC，现在很多展会都取消了，食品展一如既往地顺利召开，这是实力的展现。现场有我想要了解的资讯与合作伙伴，三天的展会能给我带来很多收益，非常值得参观。

I come to FHC every year. Now many exhibitions have been cancelled. This global food trade show is held smoothly as always, which is a demonstration of FHC's strength. There are information and partners I want to know on the spot. The three-day exhibition can bring me a lot of benefits and is very worth visiting.



### 上海老盛昌餐饮管理有限公司

Shanghai Lao Sheng Chang Catering Management Co., Ltd.

我是第一次参加这种大规模的食品展，每个馆的展品都非常丰富，让人目不暇接。一直以来食品展给人的印象往往只是简单的试吃试喝，但是FHC 却为许多供应商和采购商提供了全方位的平台服务，体验感很棒，以后我也要接触这样的展会。

This is my first time to participate in such a large-scale food fair. The exhibits in each hall are very rich and dizzying. For a long time, food exhibition often give people the impression of foretasting and sampling, but FHC has built a comprehensive platform for many suppliers and buyers, which can make me totally indulge in. I will participate more exhibitions just like FHC in the future.



## 上届论坛嘉宾 与赛事评委阵容



2021

Review on Leading  
Speakers and Judges

## 部分论坛嘉宾 Forum Speakers

The FHC Future Hospitality Innovation Sharing Forum

### FHC未来餐饮创新分享类论坛

- **创变·增长-第15届中华餐饮双创论坛**  
Innovation and Growth-the 15<sup>th</sup> China Catering Innovation and Entrepreneurship Forum
- **第三届中国餐饮产业潮流峰会**  
2021 The 3<sup>rd</sup> China Catering Industry Trend Summit
- **融合之路·链接共创 - 中国食品内外贸融合发展大会**  
China Food Conference on the Integration of Domestic & Foreign Trade



朱静逸  
曼玲粥  
副总裁



周捷  
巴西专场  
代表团



袁泽陆  
夸父炸串  
创始人



杨鸥  
快乐小羊  
副总裁



杨杰  
鼎尚天成品牌  
策划创始人



肖小军  
姚耀大铁锅  
总经理



卢路成  
黑色经典CEO



陈涛  
巴西专场  
代表团



刘峰  
鱼非鱼  
创始人



雷云  
魔学院  
华东区负责人



小马歌  
壹马资本  
创始人



赖雪莲  
巴西专场  
代表团



吴淑芬  
前麦当劳汉堡  
大学校长



欧阳俊平  
巡湘记  
创始人



欧峰  
军师智库餐饮  
研究院院长



孟繁伟  
悸动烧仙草  
副总裁



葛建辉  
辰智大数据  
创始人



黑墙  
咚咚来客  
创始人兼CEO



**鹤九** 《餐饮界》新媒体创始人  
**杨震宇** 日华轩总经理  
**吴正希** 亨励科技合伙人  
**狮明亮** 品牌全城增长创始人  
**黄玉莲** 欧凯人力集团副总经理  
**丁清南** 美的餐饮销售总监



**何一兵** 脸脸科技创始人兼CEO  
**杨斌** 劳勤首席顾问  
**古鸣** 京师律所高级合伙人  
**杨华生** 集造科技创始人  
**齐大峰** 店万家副总经理  
**赵勇军** 博尔捷集团人力资源服务事业部副总裁



**周俄健** 倍市得CEM咨询总经理  
**白秀峰** 美团新餐饮研究院院长  
**刘开春** HR创客工场创始人  
**汪志刚** 中烹协休闲餐饮委员会执行主席  
**牟彦郡** 熊困困私域运营总监  
**孟一烽** 無他嘉选执行总裁



The FHC Digital Technology Empower Catering Industry Forum

**FHC数字科技助力餐饮类论坛**

- 餐饮数字化战略转型升级研讨会**  
 Digital Transformation and Upgrading of Catering Seminar
- 数字科技助力食品供应链降本增效高峰论坛**  
 Summit on Digital Technology Supports Food Supply Chain Efficiency
- 2021中国罐藏食品技术进步与创新论坛**  
 2021 China Canned Food Technology Progress and Innovation Development Forum
- 中国餐饮新媒体营销峰会—引爆年轻力**  
 China Catering New Media Marketing Summit - Detonate Young Power



**高永明** 水獭信息科技联合创始人  
**大飞** 止见私域创始人  
**刘一鸣** 壹鸣咨询创始人  
**李宁** 享开店联合创始人  
**陈玉高** 微盟智慧餐饮成本管家事业部总经理  
**陈健** 昂递科技创始人



**朱明军** 善志·蓝品牌战略咨询创始人  
**吴忠述** 哗啦啦上海分公司销售副总经理  
**叶子** 主办方橙子餐学创始人  
**范海燕** 上海博华国际博览有限公司常务副总经理  
**杜煜天** 小高新餐课堂创始人  
**肖淑琴** 可峰餐饮咨询创始人



**方世玉** 时餐教育集团创始人  
**汤明磊** 盛景嘉成基金合伙人  
**曹欣韵** 商有商学院创办人  
**王玉刚** 知名餐饮定位专家  
**Lucas** 必上餐饮课堂创始人  
**牛牛** 耗牛道米线创始人



**大韭哥** 广东省连锁经营协会茶饮委员会专家顾问  
**老甄** 抖音百万粉丝达人老甄聊餐饮博主  
**柴园** 抖音《柴大官人聊品牌》创始人  
**王涛** 餐见涛略创始人  
**李承静** 网红火锅品牌楠火锅创始人  
**朱骏** 茶饮品类头部品牌新时潮创始人



王文军  
火锅头部品牌大龙火锅  
联合创始人



王美新  
米粉头部品牌霸蛮湖南米粉  
合伙人



姜华  
夜宵包子品类开创者  
包饽夜包子品牌创始人



## The FHC Circulation Development of Hospitality Industry Forum

### FHC 餐饮行业流通发展类论坛

- 2021 ( 第三届 ) 中国食品供应链大会  
2021 (The Third) Chinese Food Supply Chain Conference
- 流量爆炸 2021第三届世界外卖产业大会  
Explosive Flow, 2021 the Third World Takeout Industry Conference
- “有界之外” 2021中国新烘焙影响力峰会 ( 烘焙本土化专场 )  
"Outside Boundedness" 2021 China Baking New Force Brand Sharing Conference  
(Baking localization)
- 再论上海菜传承创新发展论坛  
Re-discussion on Shanghai Cuisine Inheritance and Innovation Summit



安良  
原华莱士  
江苏电商经理



龙红丹  
餐北抖营销课堂  
合伙人



武力  
世界中餐业联合会  
监事主席



夏怀雷  
正新集团副总裁  
快了汉堡总经理



王海  
正新集团  
副总裁



曾相洲  
串意十足  
合伙人



六六  
洪七数字餐饮  
CEO



安神  
洪七数字餐饮  
创始人



汤明磊  
盛景桐创基金  
创始人



李岱军  
满东烧烤排骨串  
董事长



芮雪梅  
芮可丽品牌  
创始人



杜延涛  
新雅轩集团  
董事长



蔡持星  
烘焙伴手礼  
品牌顾问



张雯  
江苏南京沪溪河  
市场部总监



李夏  
全国工商联烘焙业  
公会副秘书长



曹继桐  
世界面包大使团(中国)主席



米金明  
河北唐山包记营销  
运营总监



白东海  
醇冠天然酵母液创始人  
沈丽丽



沈丽丽  
伊利集团奶酪事业部B2B  
市场研究负责人



沈思明  
上海市餐饮烹饪行业协会  
名誉会长



韩明  
中国饭店协会  
会长



沈一峰  
上海市餐饮烹饪行业  
协会秘书长



高春明  
上海市非物质文化遗产  
保护协会会长



周元昌  
周舍创始人/  
上海市餐饮烹饪行业  
协会副会长



沈嘉禄  
新民周刊  
主笔、著名作家



## The FHC Food Industry Brands Hub Forum

### FHC 食品行业品牌交流类论坛

- **2021FHC国际进出口肉类高峰论坛**  
2021 FHC Import and Export Meat Forum
- **可持续水产品交流峰会 - 多元化市场与减少食物浪费**  
China Sustainable Seafood Summit - Diversifying Markets and Reducing Food Waste
- **FHC上海环球食品展预制食品论坛**  
FHC Shanghai Global Food Trade Show Prepared Foods Forum
- **2021FHC全球乳制品论坛暨首届欢乐奶酪节**  
2021 FHC Global Dairy Forum and Happy Cheese Day



侯斌

山东灯塔水母海洋  
科技有限公司 CEO



房璐

青岛市海洋生态研究会渔业  
及水产项目官员



王虹月

WWF世界自然基金会  
可持续食物及绿色供应链  
高级项目专员



朱亚平

中国水产流通与加工协会  
秘书长



方清

ASC  
中国区代表



李丽婵

国际牛羊肉  
产业大会创始人



黄耕

百胜中国中餐事业部  
首席顾问  
黄记煌集团 创始人



龙伟

李先生牛肉面  
集团总经理



沈国文

中国副食流通协会采购与  
供应链专业委员会  
轮值会长



王秋实

黄肖氏一汁成菜  
创始人



夏荷

上海一碗宇宙商贸有限公司  
CEO



王容

泉鲤-品牌  
创始人



# 部分赛事评委 JUDGES

2022 China Brewers Cup – Shanghai Division

## 2022世界咖啡冲煮大赛中国区选拔赛-上海分赛区



2022 China Latte Art Championship – Shanghai Division

## 2022世界拉花艺术大赛中国区选拔赛-上海分赛区



2021 CFCA Chocolate Talent

## 2021 CFCA 中国精品巧克力大赛



The 3<sup>rd</sup> Group Meal Competition

## 2021中国巧克力应用大赛



The 9<sup>th</sup> Shanghai Fashion Drinks Competition – Shanghai Division

## 第九届上海国际潮流饮品创意制作大赛-上海分赛区





China Gelato Championship – Shanghai Division

## 上海国际手工冰淇淋大师赛-上海赛区



陈博知



刘健



路超磊

The 3<sup>rd</sup> National Contract Catering Competition

## 第三届全国团餐大赛



丰自有



阮汝伟



侯玉瑞



李臻



江森民



张元松





## 重点专题论坛和赛事

# Leading Thematic Forums & Competitions

- 
**创变 · 增长 – 第 15 届中华餐饮双创论坛**  
 Innovation and Growth-The 15<sup>th</sup>  
 China Catering Innovation and Entrepreneurship Forum
- 
**可持续水产品交流峰会 – 多元化市场与减少食物浪费**  
 China Sustainable Seafood Summit -  
 Diversifying Markets and Reducing Food Waste
- 
**2021FHC 全球乳制品论坛暨首届欢乐奶酪节**  
 2021 FHC Global Dairy Forum and Happy Cheese Day
- 
**数字科技助力食品供应链降本增效高峰论坛**  
 Summit on Digital Technology Supports Food Supply Chain Efficiency
- 
**再论上海菜传承创新发展论坛**  
 Re-discussion on Shanghai Cuisine Inheritance and Innovation Summit
- 
**2021 中国罐藏食品技术进步与创新论坛**  
 2021 China Canned Food Technology Progress  
 and Innovation Development Forum
- 
**融合之路 · 链接共创 – 中国食品内外贸融合发展大会**  
 China Food Conference on the Integration of Domestic & Foreign Trade
- 
**2021FHC 国际进出口肉类高峰论坛**  
 2021 FHC Import and Export Meat Forum
- 
**FHC 上海环球食品展预制食品论坛**  
 FHC Shanghai Global Food Trade Show Prepared Foods Forum
- 
**2021 ( 第三届 ) 中国食品供应链大会**  
 2021 (The Third) Chinese Food Supply Chain Conference
- 
**餐饮数字化战略转型升级研讨会**  
 Digital Transformation and Upgrading of Catering Seminar
- 
**流量爆炸 2021 第三届世界外卖产业大会**  
 Explosive Flow, 2021 the Third World Takeout Industry Conference
- 
**中国餐饮新媒体营销峰会—引爆年轻力**  
 China Catering New Media Marketing Summit - Detonate Young Power
- 
**“有界之外” 2021 中国新烘焙影响力峰会 ( 烘焙本土化专场 )**  
 "Outside Boundedness" 2021 China Baking New Force Brand  
 Sharing Conference(Baking localization)
- 
**第三届中国餐饮产业潮流峰会**  
 2021 The 3<sup>rd</sup> China Catering Industry Trend Summit
- 
**FHC 商贸配对会**  
 FHC Business Match-making

# 2021

工业技术能手  
 中国IBA世界面包师大赛中国区冠军  
 中国IBA世界面包师大赛中国区《最佳艺术面包》  
 中国国际甜品烘焙比赛金牌

第二十三届 FHC 中国国际烹饪艺术比赛  
 The 23<sup>rd</sup> FHC China International Culinary Arts Competition  
 赛事详情咨询: [shelly.bao@imsinoexpo.com](mailto:shelly.bao@imsinoexpo.com)

第二十三届 FHC 中国国际甜品烘焙比赛  
 The 23<sup>rd</sup> FHC China International Pastry and Bakery Competition  
 赛事详情咨询: [shelly.bao@imsinoexpo.com](mailto:shelly.bao@imsinoexpo.com)

2021 FHC 上海国际厨艺锦标赛  
 2021 FHC Shanghai International Culinary Championship  
 赛事详情咨询: [shelly.bao@imsinoexpo.com](mailto:shelly.bao@imsinoexpo.com)

2022 世界咖啡冲煮大赛中国区选拔赛 - 上海分赛区  
 2022 China Brewers Cup - Shanghai Division  
 赛事详情咨询: [han.geng@imsinoexpo.com](mailto:han.geng@imsinoexpo.com)

2022 世界咖啡杯测大赛中国区总决赛  
 2022 China Cup Tasters Championship  
 赛事详情咨询: [han.geng@imsinoexpo.com](mailto:han.geng@imsinoexpo.com)

2022 世界拉花艺术大赛中国区选拔赛 - 上海分赛区  
 2022 China Latte Art Championship - Shanghai Division  
 赛事详情咨询: [blue.yu@imsinoexpo.com](mailto:blue.yu@imsinoexpo.com)

第九届上海国际潮流饮品创意制作大赛 - 上海分赛区  
 The 9<sup>th</sup> Shanghai Fashion Drinks Competition - Shanghai Division  
 赛事详情咨询: [miya.zhong@imsinoexpo.com](mailto:miya.zhong@imsinoexpo.com)

2021 CFCA 中国精品巧克力大赛 / 中国咖啡冠军表演秀  
 2021 CFCA Chocolate Talent / China All-Star Shanghai  
 赛事详情咨询: [blue.yu@imsinoexpo.com](mailto:blue.yu@imsinoexpo.com)

2021 中国巧克力应用大赛  
 2021 China Chocolate Application Competition  
[blue.yu@imsinoexpo.com](mailto:blue.yu@imsinoexpo.com)

上海国际手工冰淇淋大赛  
 2022 China Gelato Championship  
 赛事详情咨询: [stephen.zheng@imsinoexpo.com](mailto:stephen.zheng@imsinoexpo.com)

第三届全国团餐大赛  
 The 3<sup>rd</sup> Group Meal Competition  
[michael.guo@imsinoexpo.com](mailto:michael.guo@imsinoexpo.com)



# 第二十三届 FHC 中国国际烹饪艺术比赛

## The 23<sup>th</sup> FHC China International Culinary Arts Competition



### 2021 FHC Chinese and Western Cuisine Challenge Review

#### 2021 FHC 中西餐比赛回顾

- 21个中西餐参赛项目  
Categories
- 516位比赛选手  
Contestants
- 96位中西餐专业裁判  
Professional judges
- 673比赛人次  
Participants



49位金牌选手  
Gold medals



100位银牌选手  
Silver medals



135位铜牌选手  
Bronze medals

### 2021 FHC Pastry and Bakery Challenge Review

#### 2021 FHC 烘焙和甜品比赛回顾

- 8个甜品烘焙参赛项目  
Categories
- 189位比赛选手  
Contestants
- 65位烘焙甜品专业裁判  
Professional judges
- 214比赛人次  
Participants



22位金牌选手  
Gold medals



19位银牌选手  
Silver medals



40位铜牌选手  
Bronze medals

### 2021 FHC Shanghai International Culinary Championship

#### FHC 上海国际厨艺锦标赛

- 第一名 / The First Place**  
万豪国际, 大中华区, 厨艺团队  
Marriott International, Greater China, Culinary Team
- 第二名 / The Second Place**  
上海宝立食品荣耀烹饪队  
Shanghai Bolexfoods Glory Culinary Team
- 第三名 / The Third Place**  
杭州市烹饪协会  
Hangzhou Cuisine Association
- 第四名 / The Fourth Place**  
深圳行膳餐饮研究院代表队  
Shenzhen XINGSHAN Culinary Academy Team
- 第五名 / The Fifth Place**  
贵州 7 号西餐烹饪队  
Guizhou No. 7 Western food cooking team
- 第六名 / The Sixth Place**  
西藏自治区烹饪餐饮饭店业协会西藏烹饪协会  
Tibet Autonomous Region Cooking, catering and hotel industry Association





# FHC 25<sup>TH</sup> ANNIVERSARY GALA DINNER FHC 25周年晚宴

暨2021 FHC金苹果奖颁奖典礼





# 2022年度展望 FHC 2022 Prospect

## FHC 2022 展品分类 FHC 2022 Exhibit Categories



肉制品  
Meat



水产品  
Aquatic Products



烘焙轻餐、咖啡茶饮  
Bakery & Light Food;  
Coffee & Tea



休闲食品、甜食、巧克力  
Leisure Food; Sweets;  
Chocolate



调味品及油品  
Condiments & Oil



高端食材供应链及预制食品  
High-end Food Supply Chain  
& Prepared Food



餐饮及智能店装设计  
Catering &  
Intelligent Shop Design



饮料  
Beverage



乳制品  
Dairy



婴童食品  
Kids Food



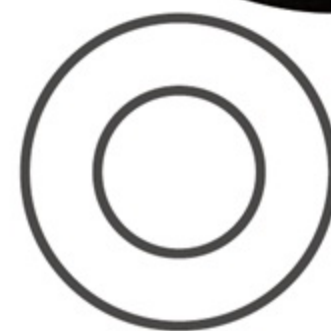
食品包装及设计  
Food Packaging & Design



火锅食材及用品  
Hotpot Ingredients &  
Supply

# 肉制品

Meat



# 肉制品

Meat



中国是世界上重要的肉类市场，2018 和 2019 年肉类消费量均超过欧盟和美国的总和。作为人口大国，居民可支配收入的增加推动中国肉类需求持续增长，未来行业市场发展潜力巨大。相关统计显示，中国肉类及制品进口额增长迅速，2020 年进口总额 303.4 亿美元，同比增长 60.6%；2010 至 2020 年间，复合增长率为 29.8%，远高于 14.8% 的中国进口食品整体复合增长率。

China is an important meat market in the world, with meat consumption exceeding the EU and US combined in both 2018 and 2019. As a populous country, the increase in residents' disposable income drives the continuous growth of meat demand in China, and the industry has huge market development potential in the future. Relevant statistics show that China's imports of meat products have grown rapidly. In 2020, the total import value was 30.34 billion US dollars, a year-on-year increase of 60.6%; from 2010 to 2020, the compound growth rate was 29.8%, much higher than the 14.8% of China's imported food overall compound growth rate.

### 展出类别 / CATEGORY

肉食及成品 | 保鲜分割肉 | 生态有机肉食品 | 高端牛羊肉 | 家禽和禽蛋类产品 | 冷冻食品 | 生鲜肉系列 | 调味加工肉系列 | 肉类切割 | 肉类保鲜 | 肉类烹饪设备等

Meat and finished products | Fresh-cut meat | Ecological organic meat food | High-end beef and mutton | Poultry and poultry products | Frozen food | Fresh meat | Flavoured meat | Meat cutting | Meat preservation | Meat cooking equipment and etc.

## 水产品 Aquatic Products



## 水产品 Aquatic Products

中国也是世界上重要的海鲜水产品市场，国内消费水平提升，水产品营养和健康价值得到更多消费者认知，以海鲜为代表的水产品消费市场稳步发展。相关统计显示，我国水海产品及制品 2020 年进口总额为 128.8 亿美元。根据联合国粮农组织的预测，到 2030 年中国市场海鲜消费将占到全球消费总量的 38%。

China is also an important seafood and aquatic products market in the world. The domestic consumption level has improved, and the nutritional and health value of aquatic products has been recognized by more consumers. The aquatic product consumption market represented by seafood is developing steadily. Relevant statistics show that China's total imports of aquatic and seafood products in 2020 was 12.88 billion US dollars. According to the forecast of the FAO (Food and Agriculture Organization), by 2030, seafood consumption in China will account for 38% of global consumption.

### 展出类别 / CATEGORY

鱼类 | 贝类 | 海鲜类 | 其他水产类 | 深加工类水产品 | 养殖技术和设备 | 冷冻冷藏设备 | 渔机渔具等

Fish | Shellfish | Seafood | Other aquatic product | Deep processing aquatic products | Aquaculture technology and equipment | Refrigeration & freezer equipment | Fishery machinery & fishing gear and etc.



## 烘焙轻餐、咖啡茶饮

Bakery & Light Food, Coffee & Tea



## 烘焙轻餐、咖啡茶饮

Bakery & Light Food, Coffee & Tea

2000 年以后，中国烘焙行业开始进入快速发展期。近年来，烘焙食品已经成为年轻一代消费者崇尚的时尚潮流，越来越多的消费者选择以短中保烘焙食品代替传统早餐。相关数据显示，2020 年中国烘焙行业市场规模为 2,358 亿元，2015 至 2019 年行业市场规模增速均超过 9%，高于全球烘焙行业市场规模增速。

随着食品安全与健康的观念日益传播，传统茶文化在持续推广过程中注入了更多新鲜时尚活力。而茶饮产品因其天然、健康的特点吸引着越来越多的消费者，中国茶饮消费量位于全球前列。作为饮品大国，中国同样成为世界重要咖啡消费市场，国内咖啡行业发展进入快速发展阶段，前景可观。目前中国咖啡消费正以每年 15%~20% 的速度增长，远高于全球 2% 的平均增速。

After 2000, China's baking industry began to enter a period of rapid development. In recent years, baked goods have become a fashion trend advocated by the young generation of consumers, and more and more consumers choose to replace the traditional breakfast with short and medium baked goods. Relevant data show that the market size of China's baking industry was 235.8 billion yuan in 2020, and the growth rate of the industry market from 2015 to 2019 exceeded 9%, higher than the growth rate of the global baking industry market.

With the spread of the concept of food safety and health, traditional tea culture has injected more fresh and fashionable vitality in the continuous promotion process. Tea products are attracting more and more consumers because of their natural and healthy characteristics, and China's tea consumption ranks among the top in the world. As a beverage country, China has also become an important coffee consumption market in the world, and the domestic coffee industry has entered a stage of rapid development with promising prospects. At present, coffee consumption in China is growing at an annual rate of 15%~20%, much higher than the global average growth rate of 2%.

### 展出类别 / CATEGORY

烘焙原料 | 预包装食品 | 烘焙设备 | 烘焙包装 | 家庭烘焙 | 烘焙加盟 | 家用咖啡机及器具 | 咖啡生豆 | 熟豆 | 咖啡烘焙设计  
及技术 | 精品茶 | 传统茶 | 茶饮加盟等

Baking ingredients | Prepackaged foods | Baking equipment | Baking packaging | Home baking | Bakery franchise | Coffee machines and utensils | Coffee green beans | Roasted coffee beans | Coffee roasting design and technology | Specialty tea | Traditional tea | Tea franchise and etc.

## 休闲零食、甜食、巧克力

Leisure Food; Sweets; Chocolate



## 休闲零食、甜食、巧克力

Leisure Food; Sweets; Chocolate

休闲零食深受广大消费者喜爱，常见品类有烘焙类、炒货干果类、糖果类、膨化类、肉干鱼干类等。居民饮食习惯和消费方式在经济发展与生活水平提高的过程中日益呈现多元化风格，消费者对于休闲食品的需求不断增加，从情绪满足上升至营养属性，推动休闲零食行业稳步发展。据统计，2016至2020年，中国休闲食品行业市场规模从8,224亿元增长至12,984亿元，年复合增长率达到12.09%。

同样作为快速消费品的糖果和巧克力，一直受到国内外消费者的欢迎。近年来，为了满足更多消费者的需求，糖果和巧克力的产品类型更加多样化、口味更加多元化。在健康生活理念影响下，糖果和巧克力行业市场将逐渐朝着高档和健康方向发展。相关数据显示，2020年中国巧克力零售市场规模为204.3亿元，市场发展前景可观。

Leisure snacks are loved by the majority of consumers, and the common categories of leisure food are bakery, roasted dried fruit, candy, puffed, dried fish and so on. In the process of economic development and improvement of living standards, residents' eating habits and consumption patterns are increasingly presenting diversified styles. Consumers' demand for leisure food is increasing from emotional satisfaction to nutritional properties, which promotes the steady development of the leisure snack industry. According to statistics, from 2016 to 2020, the market size of China's leisure food industry increased from 822.4 billion yuan to 1,298.4 billion yuan, with a compound annual growth rate of 12.09%.

Sweets and chocolate, also fast moving consumer goods, have been welcomed by consumers at home and abroad. In recent years, in order to meet the needs of more consumers, sweets and chocolate products have become more diversified in type and taste. Under the influence of the concept of healthy life, the market of sweets and chocolate industry will gradually develop towards high-end and healthy direction. Relevant data show that the size of China's chocolate retail market in 2020 is 20.43 billion yuan, the market development prospects are considerable.

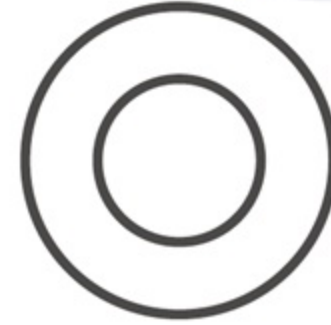
### 展出类别 / CATEGORY

糕点 | 糖果 | 蜜饯 | 饼干核仁 | 坚果 | 干果 | 巧克力 | 可可制品 | 豆制品 | 素食蔬果 | 果冻 | 果脯蜜饯 | 西式甜点派 | 膨化食品 | 肉禽类零食 | 水海产品类零食等

Pastry | Candy | Preserved fruit | Biscuit & kernels | Nuts | Dried fruits | Chocolate | Cocoa products | Bean products | Vegetarian fruits and vegetables | Jelly | Preserved fruit | Western pie | Puffed food | Meat and poultry snacks | Aquatic snacks and etc.



## 调味品及油品 Condiments & Oil



## 调味品及油品 Condiments & Oil

“民以食为天、食以味为先”。饮食层次的品类、品质日趋丰富饱满，促使调味品的使用量在餐饮消费、居家烹饪以及食品加工等领域持续增长，庞大的消费人口基数更进一步推动调味品行业规模的扩大，中国调味品市场存在巨大发展潜力。

食用植物油是居民生活饮食中的必需品之一，多年来行业规模稳步增长，发展前景广阔。相关数据显示，2015至2021年中国食用植物油进口量整体呈上升趋势。2020年中国食用植物油进口量为1,169.5万吨；2021年上半年，进口量达到630.3万吨。

“Food is the nature of the people, taste comes first of food”. The category and quality of food and drink are becoming richer and richer, which promotes the continuous growth of condiment usage in catering consumption, home cooking and food processing. The huge consumer population base further promotes the expansion of condiment industry scale, and there is huge development potential in China's condiment market.

Edible vegetable oil is one of the necessities in the diet of the residents. Relevant data show that China's edible vegetable oil imports are on the rise from 2015 to 2021. In 2020, China imported 11.695 million tons of edible vegetable oil. In the first half of 2021, imports reached 6.303 million tons.

### 展出类别 / CATEGORY

花生油 | 大豆油 | 芝麻油 | 橄榄油 | 核桃油 | 杏仁油 | 椰子油 | 米糠油 | 亚麻油 | 芥蓝油 | 山茶油 | 菜籽油 | 葵花籽油 | 葡萄籽油 | 玉米胚芽油 | 小麦胚芽油 | 食盐 | 食糖 | 食醋 | 味精 | 鸡精 | 酱油 | 蚝油 | 鱼露 | 豆豉 | 调味料酒 | 复合调味料 | 西餐调味料 | 香辛料 | 火锅底料等

Peanut oil | Soybean oil | Sesame oil | Olive oil | Walnut oil | Almond oil | Coconut oil | Rice bran oil | Linseed oil | Camellia oil | Tea seed oil | Rapeseed oil | Sunflower oil | Grape seed oil | Corn germ oil | Wheat germ oil | Salt | Sugar | Vinegar | Monosodium glutamate | Chicken essence | Soy sauce | Oyster sauce | Fish sauce | Fermented soybean | Seasoning wine | Compound seasoning | Western seasoning | Spices | Hotpot base seasoning and etc.

## 高端食材供应链及预制食品

High-end Food Supply Chain  
& Prepared Food



## 高端食材供应链及预制食品

High-end Food Supply Chain  
& Prepared Food

在传统餐饮的食材供应链中，配送、研发等环节都要由餐饮企业自行承担，菜品生产、加工等步骤也都在餐饮门店中执行。区别于传统的供应模式，现如今一些大型的餐饮企业，大部分食材的流通环节由餐饮供应链企业直接参与，不仅提高了产品生产的标准化，而且进一步促进品牌的规模化发展。

预制食品已经覆盖广阔的食品销售通路，包括餐饮、商超、便利店、电商、专业外卖渠道等。它不仅节省了烹饪制作和出餐时间，还极大地降低了企业的原材料及人工成本。相关数据显示，中国目前预制菜市场存量约为 3,000 亿元；如果按照每年 20% 的复合增长速度估算，未来 6-7 年中国预制菜市场或将进入万亿元规模，因而被业界称为“下一个万亿餐饮市场”。

In the supply chain of traditional catering ingredients, the distribution, research, development and other links usually should be undertaken by catering enterprises themselves. As for the dishes production, processing and other steps are also carried out in catering stores. Different from the traditional supply model, now some large catering enterprises cooperate with food supply chain companies to help circulate their ingredients. In this way, it can not only improve the standardization of production, but also further promote the large-scale development of the catering brand.

Prepared food has showed itself in a wide range of food sales channels, including restaurants, supermarkets, convenience stores, e-commerce platforms, professional delivery channels, etc. It not only saves cooking and meal time, but also greatly reduces the raw materials and labor costs of enterprises. Relevant data show that the stock of China's prepared vegetable market is about 300 billion yuan. Estimated from the compound growth rate of 20% per year, China's prepared food market may enter a scale of one trillion yuan in the next six to seven years, so it is called "the next trillion catering market" in the industry.

### 展出类别 / CATEGORY

即食肉制品 | 食品原辅料 | 冷冻半成品 | 预制菜肴 | 速食食品 | 餐饮调味品 | 预加工薯类产品 | 技术类添加剂 |  
食品加工包装 | 冷库设备 | 冷链物流 | 信息化服务商 | 成品供应链园区 | 交易市场等

Ready-to-eat meat products | Food raw materials | Frozen semi-finished ingredients | Prepared food | Fast food |  
Catering condiments | Pre-processed potato products | Pre-made dishes | Technical additives |  
Food processing & packaging | Refrigeration storage equipment | Cold-chain logistics |  
Logistics network system service provider | Supply chain park | Trading market and etc.

# 餐饮及智能店装设计

Catering & Intelligent Shop Design



# 餐饮及智能店装设计

Catering & Intelligent Shop Design

互联网数字化浪潮下，实体零售转型升级和数字化发展趋势日益显著。2021年7月，商务部办公厅印发《智慧商店建设技术指南（试行）》，旨在引导实体零售数字化、智能化改造和跨界融合，更好地满足数字时代消费者新需求。

数字化与智能化日益深入渗透餐饮及智能店装设计的过程中，优秀的设计从洞察市场趋势和消费者心理出发，更好地展示品牌与产品特性，激活新的营销热点，从而提升产品市场价值。作为专业的食品饮料商贸平台，FHC 致力于为相关领域企业提供服务，打造餐饮及智能店装设计主题板块，汇集众多领域内优质品牌，为市场提供更丰富前沿资讯及资源。

Under the wave of Internet digitization, the transformation and upgrading of physical retail and the trend of digital development are becoming increasingly significant. In July 2021, the General Office of the Ministry of Commerce issued the Technical Guide for The Construction of Smart Stores (Trial), aiming to guide the digitalization, intelligent transformation and cross-border integration of physical retail, so as to better meet the new demands of consumers in the digital era.

In the process of digitization and intelligence increasingly penetrating into catering and intelligent shop outfit design, excellent design starts from insight into market trends and consumer psychology, better displays the brand and product characteristics, activates new marketing hot spots, so as to enhance the market value of products. As a professional food and beverage business platform, FHC is committed to providing services for enterprises in related fields, creating a theme section of catering and intelligent shop decoration design, gathering high-quality brands in many fields, and providing more cutting-edge information and resources for the market.

## 展出类别 / CATEGORY

包装设计 | 空间设计 | 软装设计 | 品牌策划 | 连锁加盟 | 桌面用品 | 视觉创意显示 | 照明 | 智能系统 | 餐饮家具 | 厨房设备 | 店铺安防等

Packing design | Space design | Soft decoration design | Brand planning | Chain franchise | Tableware | Visual creative display | Lighting | Intelligent system | Dining furniture | Kitchen equipment | Security and etc.

# 饮料

## Beverage



# 饮料

## Beverage

饮品饮料行业是我国食品消费领域的发展热点和新增长点。随着食品工业快速发展，居民消费理念和消费模式迎来重大变化，消费者对于中高端饮料的需求持续上升。根据中国轻工业信息中心发布的相关数据整理显示，2021 年饮料行业 1~8 月全国规模以上饮料制造企业营业收入 3,470.6 亿元，同比增长 16.6%；产量达到 12,815.1 万吨，同比增长 14.3%。

Beverage industry is the development hotspot and new growth point in the field of food consumption in China. With the rapid development of the food industry, residents' consumption concept and consumption pattern usher in major changes, and consumers' demand for high-end drinks continues to rise. According to the data collation released by China Light Industry Information Center, from January to August in 2021, the operating revenue of beverage manufacturing enterprises above designated size in China was 347.06 billion yuan, with a year-on-year growth of 16.6%. Production reached 12,815.1 million tons, up 14.3 percent year on year.

### 展出类别 / CATEGORY

酒花 | 麦芽 | 添加剂 | 防腐剂 | 酶制剂 | 酵母 | 高端水 | 碳酸饮料 | 功能饮料 | 果蔬饮料 | 果醋饮料 | 固体饮料 | 植物蛋白饮料 | 瓶装或袋装含水饮料 | 果汁 | 蔬菜汁 | 包装容器 | 加工设备等

Hops | Malt | Additive | Enzyme | Preservative | Yeast | High-end water | Carbonated drinks | Functional drinks | Fruit and vegetable drinks | Fruit vinegar drinks | Solid drinks | Plant protein drinks | Bottled or bagged water-containing drinks | Juice | Vegetable juice | Packaging container | Processing equipment and etc.



## 乳制品 Dairy



## 乳制品 Dairy

全球乳制品行业中，中国既是生产大国又是消费大国。近年来，中国乳制品行业市场平稳扩容，并逐渐向高端乳制品市场转型。居民生活品质提升，在健康生活理念影响下消费者对于乳制品及奶酪类产品的需求更加旺盛。据相关数据统计，2020 年中国乳品进口总额达 124 亿美元，同比增长 6.5%；2010 年以来始终处于中国进口食品进口额排名前三。

In the global dairy industry, China is a big producer and consumer. In recent years, China's dairy industry has steadily expanded its market and gradually transformed into a high-end dairy market. The quality of life of residents is improved, and the demand for dairy products and cheese products is more vigorous under the influence of the concept of healthy life. According to relevant statistics, in 2020, China's total import of dairy products reached 12.4 billion US dollars, with a year-on-year growth of 6.5%. Since 2010, China's food imports have been ranked among the top three.

### 展出类别 / CATEGORY

豆奶 | 牛奶 | 羊奶 | 椰奶 | 奶油 | 奶酪 | 奶酒 | 奶粉 | 奶茶 | 炼乳 | 冻乳 | 乳清粉 | 消毒乳 | 发酵乳 (酸乳) | 乳粉 | 乳品添加剂 | 设施设备等

Soy milk | Milk | Goat milk | Coconut milk | Cream | Cheese | Milk powder | Milk tea | Condensed milk | Frozen milk | Whey powder | Sterilized milk | Fermented milk (yogurt) | Milk powder | Dairy additives | Facility & equipment and etc.



## 婴童食品 Kids Food



## 婴童食品 Kids Food

近年以来我国婴幼儿辅食消费市场规模持续处于高位，在各类细分食品领域扮演了重要角色。以进口乳品行业为例，婴幼儿配方乳粉以大比例领先状态连年处于首位，2020年进口额达到50.6亿美元，占进口总额的40.9%。在品质和安全等方面，婴童食品标准也日益受到更高关注并提出了更为严格的监督体系管理要求。2021年7月，中国副食流通协会在首届中国儿童食育高峰论坛提出食品安全可追溯体系为婴童食品保驾护航。2021年12月，中国青少年儿童健康安全食品管理委员会启动了首个青少年儿童食品营养标准的制定。未来婴幼儿食品市场将朝向规范化、健康化方向有进一步升级。

China's infant supplementary food consumption market plays an important role in all kinds of subdivided food fields. Taking imported dairy as an example, volume of infant formula milk powder reached US \$5.06 billion in 2020, accounting for 40.9% of the total. Quality and safety are coordinative standards for kids food, requiring stricter supervision and management. CNFCA proposed at the 1st China Children's Food and Education Summit in July 2021 that food safety traceability system shall escort infant food production and consumption. In December 2021, China Children's Health and Safety Food Management Committee launched the primary food nutrition standard for adolescents and children. In the future, infant food market is expected to be further upgraded towards standardization and health.

### 展出类别 / CATEGORY

奶粉 | 休闲食品 | 辅食 | 保健及营养品 | 奶粉 | 零食 | 药品 | 原辅料 | 天然及有机食品 | 肉类水产 | 天然及有机饮品 | 营养品 | 素食产品 | 天然及有机调味 | 天然及有机用品 | 特色产品等

Milk powder | Snack food | Supplementary food | Health and nutrition products | Milk powder | Snacks | Pharmaceuticals | Raw materials | Natural and organic food | Meat and aquatic products | Natural and organic drinks | Nutrition | Vegetarian products | Natural and organic seasoning | Natural and organic products | Featured products and etc.



## 食品包装及设计 Food Packaging & Design



## 食品包装及设计 Food Packaging & Design

食品包装及设计应用广泛，在餐饮、商超、外卖市场等场景随处可见，不仅可以增强产品的美观性和趣味性，还是传递品牌文化价值的良好载体。随着经济的迅速发展和生活质量的不断提高，人们对食品包装也提出了新的要求。食品包装及设计多样化发展，其理念也显现出新特色，要以多样化满足现代人不同层次的消费需求；目前，无菌、便捷、个性化是食品包装发展的新时尚，拓展食品包装的功能、减轻包装废弃物对环境污染的绿色包装也已成为新世纪食品包装的发展趋势。

Food packaging and design are widely used in catering, supermarket, delivery market and other scenes. Applicable package can not only enhance the beauty and interest of products, but also a good carrier of brand cultural value. With the rapid development of economy and the continuous improvement of the quality of life, people also put forward new requirements for food packaging. The diversified development of food packaging and design, its concept also shows new characteristics, to meet the needs of different levels of modern consumption with diversification; At present, aseptic, convenient, personalized food packaging trend is a new fashion. Now the popular trend of food packaging is to expand the function of food packaging, reduce the pollution of packaging waste and advocate green package.

### 展出类别 / CATEGORY

铝箔餐盒 | 快餐包装 | 可降解快餐盒 | 保温盒 | 外卖包装机 | 封口机 | 加热杀菌设备 | 保鲜包装 | 速冻包装 | 无菌包装 | 绿色包装 | 智能包装 | 方便化包装 | 商标设计 | 包装设计 | 图形设计 | 包装色彩设计等

Aluminum foil containers | Fast food packaging | Biodegradable fast food containers | Insulated containers | Delivery packaging machines | Sealing machines | Heating sterilizing equipment | Fresh packaging | Frozen packaging | Aseptic packaging | Green packaging | Smart packaging | Convenience packaging | Logo design | Packaging design | Graphic design | Packaging color design and etc.

## 火锅食材及用品

Hotpot Ingredients & Supply



## 火锅食材及用品

Hotpot Ingredients & Supply

火锅作为中国独创的美食之一，因其样式、食材、口味的变化多样，成为了一种老少皆宜的食物，受到众多消费者青睐。近年来，随着火锅外卖的兴起与发展，餐饮、商超等多方企业入局火锅赛道，进一步推动中国火锅行业发展。行业竞争日益激烈，除了在食材和配料方面坚持精选，火锅赛道的众多企业同样致力于味型、食材及用品的创新，并吸引了越来越多年轻人的关注，消费市场也因此变得更加广阔。

As one of the original Chinese cuisine, hotpot has become a type of cuisine suitable for all ages and favored by many consumers due to its varied styles, ingredients and tastes. In recent years, with the rise and development of hot pot takeaway, catering, super and other enterprises into the local hot pot track, further promote the development of China's hot pot industry. Industry competition is increasingly fierce, in addition to adhere to the selection of ingredients and ingredients, many enterprises of hot pot track are also committed to the innovation of taste, ingredients and supplies, and attract more and more young people's attention, the consumer market has become broader.

### 展出类别 / CATEGORY

火锅调理制品 | 火锅底料 | 鱼糜及肉糜制品 | 肉类食材 | 水产海鲜 | 配餐调料 | 食品配料 | 禽类食品 | 速冻面点 | 蔬菜菌菜 | 餐具 | 火锅相关设备 | 品牌火锅及餐饮连锁加盟物流服务

Hot pot preparation products | Hot pot base material | Surimi and minced meat products | Meat ingredients | Aquatic seafood | Meal seasoning | Food ingredients | Poultry food | Quick-frozen noodles | Vegetable mushroom dishes | Tableware | Hot pot related equipment | Brand hot pot and restaurant chain franchise logistics services

# 第二十四届 FHC 中国国际烹饪艺术比赛



## The 24<sup>th</sup> FHC China International Culinary Arts Competition

第二十四届 FHC 中国国际烹饪艺术比赛将于 2022 年 11 月 8-10 日于第二十六届 FHC 上海环球食品展同期举行。

该项赛事由上海博华国际展览有限公司主办，获得世界厨师联合会 (World Association of Chefs' Societies) A 级国际赛事官方认证，且是国内唯一一个获得该项认证的国际级赛事。

The 24<sup>th</sup> FHC China International Culinary Arts Competition will be held during November 8-10, 2022 at the 26<sup>th</sup> FHC Shanghai Global Food Trade Show.

The event was organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. and was the only officially certified the international Level-A event by World Association of Chefs' Societies.

**6大烹饪协会**  
6 Culinary Associations

**5大挑战赛**  
5 Challenges

**6大参赛类别**  
6 Categories

**29个参赛项目**  
29 Projects

- 上海市餐饮烹饪行业协会  
Shanghai Restaurants Cuisine Association
- 深圳市烹饪协会  
Shenzhen Cuisine Association
- 吉林省饮食文化研究会  
Jilin Cuisine Culture Research Association
- 长春市饭店餐饮烹饪协会  
Changchun Association of Hotels, Restaurants and Cuisine Business Catering
- 陕西省烹饪餐饮行业协会  
Shaanxi Cuisine Industry Association
- 西藏自治区烹饪餐饮饭店业协会  
Tibet Cooking Meal Restaurant Trade Association of Autonomous Region

- FHC 国际西式烹饪挑战赛  
FHC International Western Cuisine Challenge
- FHC 国际中式烹饪挑战赛  
FHC International Chinese Cuisine Challenge
- FHC 国际甜品挑战赛  
FHC International Pastry Challenge
- FHC 国际烘焙挑战赛  
FHC International Bakery Challenge
- FHC 上海国际厨艺锦标赛  
FHC Shanghai International Culinary Championship

\* 排名不分先后 In no particular order

### Organizing Committee

#### 比赛组委会



李耀云  
赛事荣誉主席



Dr. Rick Stephen  
赛事荣誉主席



王明亮  
赛事荣誉主席



朱一帆  
赛事主席



Alan Orreal  
赛事副主席



董彦  
赛事副主席



邱琼  
赛事副主席



涂志祥  
赛事副主席



叶卫  
赛事副主席



陈咏佶  
赛事副主席



范海燕  
赛事副主席



钟伟  
赛事执行秘书长



包旭  
赛事秘书长



宋皇志  
赛事秘书长



徐迅  
赛事秘书长



厨师赛事服务号

\* 赛事详情和合作请联系: shelly.bao@imsinoexpo.com / +86 21 3339 2234

2022 FHC GOLDEN APPLE AWARD

# FHC金苹果奖



美食的制作需要好的食材和优秀的工匠人才。FHC金苹果奖（FHC Golden Apple Award）是 FHC 上海环球食品展组委会全力倾情打造，旨在表彰全球食品餐饮行业各个主流品类的卓越成就和喜人表现。这些奖项将进一步帮助品牌方和产品扩大知名度并获得业内认可的绝佳方式和途径。获奖企业品牌或个人将在 FHC 开幕晚宴中得到颁奖认可，并可以突出其对食品餐饮行业的贡献与成效。

该奖项评选涵盖供应商产品、食品创设、匠心人物三大领域，共 23 个单项奖评选。

The production of delicious food needs good ingredients and excellent craftsmen. FHC Golden Apple Award was created by the organizing committee of FHC Shanghai Global Food Trade Show, aiming to recognize the outstanding achievements and gratifying performance of various mainstream categories in the global food and catering industry. These awards will further help brands and products to expand their popularity and gain industry recognition. The winning enterprise brands or individuals will be awarded and recognized at the FHC opening dinner, and their contributions and achievements to the food and catering industry can be highlighted.

This award selection covers three areas: supplier products, food creation and ingenuity, with a total of 23 individual awards.

## Golden Apple - Fine Food

### 金苹果奖 — 年度优选供应商产品奖（拟）

- 年度最佳肉类食材品牌  
Best Ingredients Meat Brand of The Year
- 年度最佳加工肉食品品牌  
Best Processed Meat Brand of The Year
- 年度最佳水产海鲜品牌  
Best Aquatic Seafood Brand of The Year
- 年度最佳调味品品牌  
Best Condiment Brand of The Year
- 年度最佳预制食品品牌  
Best Prepared Food Brand of The Year
- 年度最佳烘焙甜品品牌  
Best Pastry & Bakery Brand of The Year
- 年度最佳休闲食品品牌  
Best Snacks Brand of The Year
- 年度最佳乳制品品牌  
Best Dairy Brand of The Year
- 年度最佳罐头食品品牌  
Best Canned Food Brand of The Year
- 年度最佳咖啡及饮品品牌  
Best Coffee & Beverage Brand of The Year

## Golden Apple - Fine Brand

### 金苹果奖 — 年度食品行业创设奖 (拟)

- 年度最佳健康食品  
Best Healthy Food of The Year
- 年度最佳国际伙伴  
International Partner of The Year
- 年度最佳合作单位  
Best Cooperation Partner of The Year
- 年度最佳食品出口品牌企业  
Best Food Export Enterprise of The Year

## Golden Apple - Best Ingenuity Award Of The Year

### 金苹果奖 — 年度最佳匠心大奖 (拟)

\* 个人奖项由组委会统一评定 / Individual awards shall be uniformly evaluated by the organizing committee

FHC GOLDEN APPLE AWARD 金苹果奖为杰出的厨师和饮品咖啡师也设立了专属奖项, 传递匠心工艺, 鼓励为餐饮, 饮品咖啡行业献力献策的匠人。

FHC Golden Apple award has also set up exclusive awards for outstanding chefs and beverage baristas to convey the craftsmanship of ingenuity and encourage craftsmen who contribute to the catering, beverage and coffee industries.

- 年度最佳厨师  
Chef of the Year
- 年度最佳青年厨师  
Young Chef of the Year
- 年度最佳集团总厨  
Corporate Chef of the Year
- 年度最佳行政总厨  
Executive Chef of the Year
- 终身成就奖  
Lifetime Achievement Award
- 年度最佳烘焙师  
Baker of the Year
- 年度最佳糕点师  
Pastry Chef of the Year
- 年度最佳咖啡师  
Barista of the Year
- 年度最佳饮品师  
Beverage Master of the Year



## 食饮在线 B2B 网站

# SYgle — Free B2B Sourcing Web Creating Value Online

食饮在线 (www.sygle.com) 是酒店餐饮行业的垂直 B2B 网站, 依托 HOTELEX (国际酒店及餐饮业博览会) 展会和 FHC 上海环球食品展的优势资源, 作为业内独创的“展网融合”专业 B2B 平台, 为采购商和供应商提供不受时空限制、线上线下完美结合的全天候服务, 是上海博华国际展览有限公司多元化 B2B 业务 (展会、网站、杂志、小程序、APP) 的重要组成部分。

SYgle is a B2B trade platform for hospitality and catering, food and beverage verticals. For attracting more buyers, suppliers can create SYgle store (CN&EN) to showcase their products and company profile. SYgle has become a crucial and effective platform to help you create value online.



**25,075,900** 浏览量  
Page View

**6,000+** 诚信供应商  
Trustworthy Suppliers

**500,000** 实名认证买家  
Reliable Buyers

**45,000+** 产品数据库  
Product Database

# sygle.com

## 食饮在线

买·卖就是这样简单

500,000 实名认证买家数据库  
臻选 6,000 家诚信供应商  
集团买家专属定制服务



扫码加客服微信



## 餐饮在线采购通

# EZbuy — Buy Food & Beverage Online

“餐饮在线采购通”小程序依托 HOTELEX 酒店餐饮展及 FHC 环球食品展资源，汇聚国内外高端食品饮料及原料设备的一站式线上采购平台。顺丰速运直达、一对一在线客服、365 天采购无忧。

Food & Beverage EZbuy is an online one-stop sourcing platform for high-end Food, Beverage and Hospitality Equipment worldwide. VIP customer can open their own online shop in EZbuy for free and upload all products to attract potential buyers. Buyers can place an order and paying directly on EZbuy. To reopen your business, EZbuy could be a good option.



600+ 商家数  
Suppliers



7,000+ 产品数  
Products



590,000+ 累计成交金额  
Turnover



上千品类  
一键采购

# 餐饮在线 采购通

## 开启线上采购新维度



餐饮在线  
采购通小程序



采购通客服微信



### FOOD & BEVERAGE EZBUY

上海博英电子商务有限公司  
IMsinoexpo Digital Services Co., Ltd.



# 媒体伙伴 Media Partners



## 国内媒体 DOMESTIC MEDIA



## 海外媒体 OVERSEAS MEDIA



## 线上广告 ONLINE PROMOTION CHANNELS



\* 以上排名不分先后  
in no particular order





ProWine Shanghai 2022

## 国际葡萄酒与烈酒贸易展览会



作为全球领先的葡萄酒与烈酒贸易展览会系列 ProWine World 旗下系列展会, ProWine Shanghai 自 2013 年登录中国以来, 迅速成长为国际展商与中国市场建立重要业务联系的优质平台。第十届 ProWine Shanghai 将于 2022 年 11 月 8-10 日在上海新国际博览中心举办。

ProWine Shanghai, as part of ProWein World, the world's leading wine and spirits trade fair, has grown rapidly since its entry into China in 2013 and has grown into a true qualified platform for international exhibitors to establish important business contacts in the Chinese market. The next edition of ProWine Shanghai will be held during 8-10 November 2022 at SNIEC.

作为在中国大陆地区的葡萄酒与烈酒贸易的龙头展会, ProWine Shanghai 2021 于 11 月 11 日圆满落下帷幕。在新冠疫情仍未得到完全控制的情况下, ProWine Shanghai 2021 仍然能够傲立于行业风向标地位, 并如期举办, 无疑振奋人心。

As the leading wine and spirits trade fair in Chinese mainland, ProWine Shanghai 2021 came to a successful conclusion on November 11, 2021. Given the current COVID-19 pandemic situation, it is undoubtedly inspiring that ProWine Shanghai 2021, the industry trendsetter, took place as scheduled.

红葡萄酒 / 白葡萄酒 / 起泡葡萄酒 / 桃红葡萄酒 / 品牌葡萄酒 / 有机葡萄酒 / 烈酒 / 研讨会与葡萄酒教育 / 加强型葡萄酒 / 其他酒精饮品 / 果酒 / 葡萄酒相关设备及服务

Red wine / White wine / Sparkling wine / Rose wine / Fine wine / Organic wine / Spirits / Forum and wine education / Fortified wine / Other alcoholic beverage / Fruit wine / Wine-related equipment & service

## 同期精彩展会 Concurrent Exhibitions





SFE 上海国际连锁加盟展览会创办于 2005 年，由上海连锁经营协会、上海博华国际展览有限公司和上海伊比逊会展有限公司共同主办，并由中国百货商业协会战略支持。展会涵盖餐饮、零售、服务、教育及连锁资源五大板块中的等 120+ 市场主流细分业态，为优质连锁加盟品牌和专业观众及买家提供精准高效的加盟配对服务。

展会始终秉持市场化和专业化的办展理念，持续深耕国内加盟投资市场，从创办至今，在全国各地成功举办 45 场展会，服务参展品牌超过 6000 家，接待超过 200 万国内外专业观众，是国内连锁品牌招商加盟业务拓展和投资人项目考察的首选平台，也是业内公认的加盟投资市场风向标。

SFE Shanghai International Franchise Exhibition was founded in 2005 and is co-organized by Shanghai Chain Enterprises Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. and Shanghai Ibisson Exhibition Co., Ltd., and strategically supported by China Commerce Association for General Merchandise. The exhibition covers 120+ market mainstream subdivisions in the five major sectors of catering, retail, service, education and chain resources, providing accurate and efficient franchise matching services for high-quality chain franchise brands and professional visitors and buyers.

The exhibition has always been adhering to the concept of marketization and professionalization, continue to cultivate the domestic franchise investment market, from its inception to the present, successfully held 45 exhibitions throughout the country, serving more than 6,000 participating brands, receiving more than 2 million domestic and foreign professional visitors, is the domestic chain brand investment business development and investor project inspection of the preferred platform, but also recognized in the industry to join the investment market vane.



餐饮 / 零售 / 教育 / 服务 / 连锁资源

Food franchise / Retailing franchise / Education franchise / Hospitality / Franchise resources



自 2008 年起，中国罐头工业协会每年在上海定期举办上海国际罐藏食品及原辅材料、机械设备博览会，迄今已连续举办十一届，其客户满意度逐年提升，专业程度得到企业的广泛认可，成为行业交流合作的平台。中国罐头工业协会再度携手上海博华国际展览有限公司，在 FHC 上海环球食品展期间，同期同地主办此次展会，总体展示规模达到 20 万平米，其中罐藏展的展示面积近万平米，届时将吸引来自全球各地的海量专业观众齐聚一堂。展会将成为罐藏食品行业一年一度的盛会。

Since 2008, the China Canned Food Industry Association has regularly held the Shanghai International Canned Food and Raw Materials, Machinery and Equipment Expo in Shanghai every year. So far, it has been held 11 consecutive sessions. Its customer satisfaction has been increasing year by year, its professionalism has been widely recognized by enterprises as well. The exhibition has become a platform for industry exchanges and cooperation. During the FHC 2021, the China Canned Food Industry Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. in the 200,000 square meters exhibition scale, the 10,000 square meters. At that time, it will attract a large number of professional visitors from all over the world to gather together. The exhibition is bound to become an annual industry event for all canned food, raw and auxiliary materials and mechanical equipment in the food industry



罐藏食品及原辅材料生产企业 水果罐头 / 肉类罐头 / 水产罐头 / 蔬菜罐头 / 坚果罐头 / 母婴罐头 / 宠物罐头 / 农产品 / 水产品 / 畜产品等

Production companies of canned food and raw materials canned fruits / Canned meat / Canned aquatic products / Canned vegetables / Canned nuts / Canned foods for mothers and babies / Canned foods for pets / Agriculture products / Aquatic products / Livestock products, etc.



## 国际巧克力（上海）展



国际巧克力展 SALON DU CHOCOLAT 是全球最久负盛名的巧克力行业展览会，自 1995 年在法国巴黎创办以来，云集众多巧克力产业链的相关可可豆种植国，巧克力生产商，甜品制造商等与巧克力相关领域的参展商，堪称巧克力产业的世界杯。

上海博华国际展览有限公司在 2021 年获得了法国 SALON DU CHOCOLAT 巧克力展中国区唯一授权，首届 SALON DU CHOCOLAT 国际巧克力（上海）展将在 2022 年 11 月 8 日 -10 日在上海新国际博览中心（SNIEC）举办，届时将与 2022 年 FHC 上海环球食品展同期举办，致力于为国内外巧克力生产企业及上下游供应链打造一个专业高效的巧克力贸易平台及交流盛会，也为巧克力爱好者们创建一个独一无二的巧克力王国。

The famous Salon du Chocolat tradeshow is the world's most prestigious chocolate industry exhibition. Since its creation in Paris, France in 1995, it gathers plenty of companies in the chocolate industry chain, such as cocoa-growing countries, chocolate and dessert manufacturers, etc., which can be called the World Cup of the chocolate industry.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. was granted the exclusive authorization of Salon du Chocolat (Shanghai) in July 2021. Co-located with FHC Shanghai Global Food Trade Show, the inauguration of Salon du Chocolat (Shanghai) will be held in November 2022. To better promote the exhibition, the organizers will plan chocolate festival and fashion show. Salon du Chocolat (Shanghai) and FHC Shanghai Global Food Trade Show are committed to creating a professional and efficient chocolate trade platform and exchange event for domestic and foreign chocolate manufactures and the upstream and downstream supply chains, as well as creating a unique chocolate kingdom for chocolate lovers.

巧克力 / 可可原材料 / 巧克力生产商

Chocolate / Cocoa raw material / Chocolate producer



Asia Fruit & Vegetable Industry Expo

## 亚洲果蔬产业博览会

iFresh 亚洲果蔬产业博览会是中国领先的水果产业链贸易盛会，现已成为国内果品主产区政府、协会、龙头企业等果品种植者宣传推广、产品销售的首选平台。

iFresh Asia - Fruit & Vegetable Industry Expo is the China leading trade show for this industry. It has become the one of the most important platform for government, associations, leading companies to promote their product and find the purchasers.

鲜果/进口水果 / 果蔬深加工产品 / 水果保鲜及采后处理技术及设备 / 生鲜配送及冷链仓储 / 包装技术及设备 / 生鲜零售业及技术设备 / 育种、育苗、种植技术及设备 / 先进农资技术

Fresh fruit / Imported fruits / Fruit and vegetable deep processing products / Fruit preservation and post-harvest processing equipment / Fresh delivery and cold chain logistics technology / Packaging technology and equipment / Fresh retail and technical equipment / Breeding / Nursery and planting techniques / Advanced agricultural technology



Shanghai International Modern Agricultural Brand Products Exhibition

## 上海国际现代农业品牌产品展览会

展会突出追求天然消费主题，推动农产品向健康食品转变，提升品牌美誉度，丰富品牌文化，扩大参展品牌在长三角城市群的市场份额。

The exhibition will highlight the theme of pursuing natural, promote the transformation of agricultural products into healthy food, enhance brand reputation, enrich brand culture, and expand the market share of participating brands in the Yangtze River Delta city group.

营养产品 / 食疗产品 / 有机农产品 / 天然绿色农产品 / 特色农产品 / “一带一路”沿线国家农产品 / 天然有机食品生产设备 / 农产品包装机械

Nutritional products / Food therapy products / Organic agricultural products / Natural green agricultural products / Featured agricultural products / Agricultural products along the "Belt and Road" countries / Natural organic food production equipment / Agricultural products packaging machinery

## 增值服务

# Value-added Services



### 优选商贸配对

FHC 商贸配对会为参展商、采购商打造更多高效的资源交流机会，为参展企业拓展市场需求，提升曝光度，协助采购企业打造更优质的观展体验，以此促进市场资源及信息流通，发挥专业贸易展览会的平台效应，在有限的展览时段内实现更高效成果。

### 丰富广告类型

FHC 为广大参展企业提供更多品牌宣传渠道，提供线上平台、各类印刷品以及展馆现场等广告空间。在增加曝光率的同时，为企业引流更多潜在商机。多渠道的广告类型，可以满足参展企业在不同环境下的推广需求，提升市场品宣效果。

### 详情咨询 / INQUIRY

+86 21 3339 2149

vivi.liu@imsinoexpo.com

### Business Matchmaking

FHC matchmaking will create more resource exchange opportunities for exhibitors and buyers, expand market demand for exhibitors, improve exposure, and assist purchase companies to create a better visiting experience, so as to promote market resources and information circulation and empower the trade fair's professional level. Achieve more efficient results within limited duration.

### Rich Advertising Channels

FHC provides more brand publicity channels for exhibitors, online platforms, various printed materials, exhibition hall site and other advertising space. While increasing the exposure rate, it will drain more potential business opportunities for enterprises. Multi advertising channels can meet the promotion needs of exhibitors in different backgrounds and improve their market publicity.

### 升级赞助方案

FHC 为广大参展企业提供有针对性的综合赞助方案，重磅赛事、专业论坛、主题专区等众多展示空间。提升参展企业的行业知名度，使品牌最大程度地得到曝光，并将产品强势推入市场，成就最佳的参展效果。

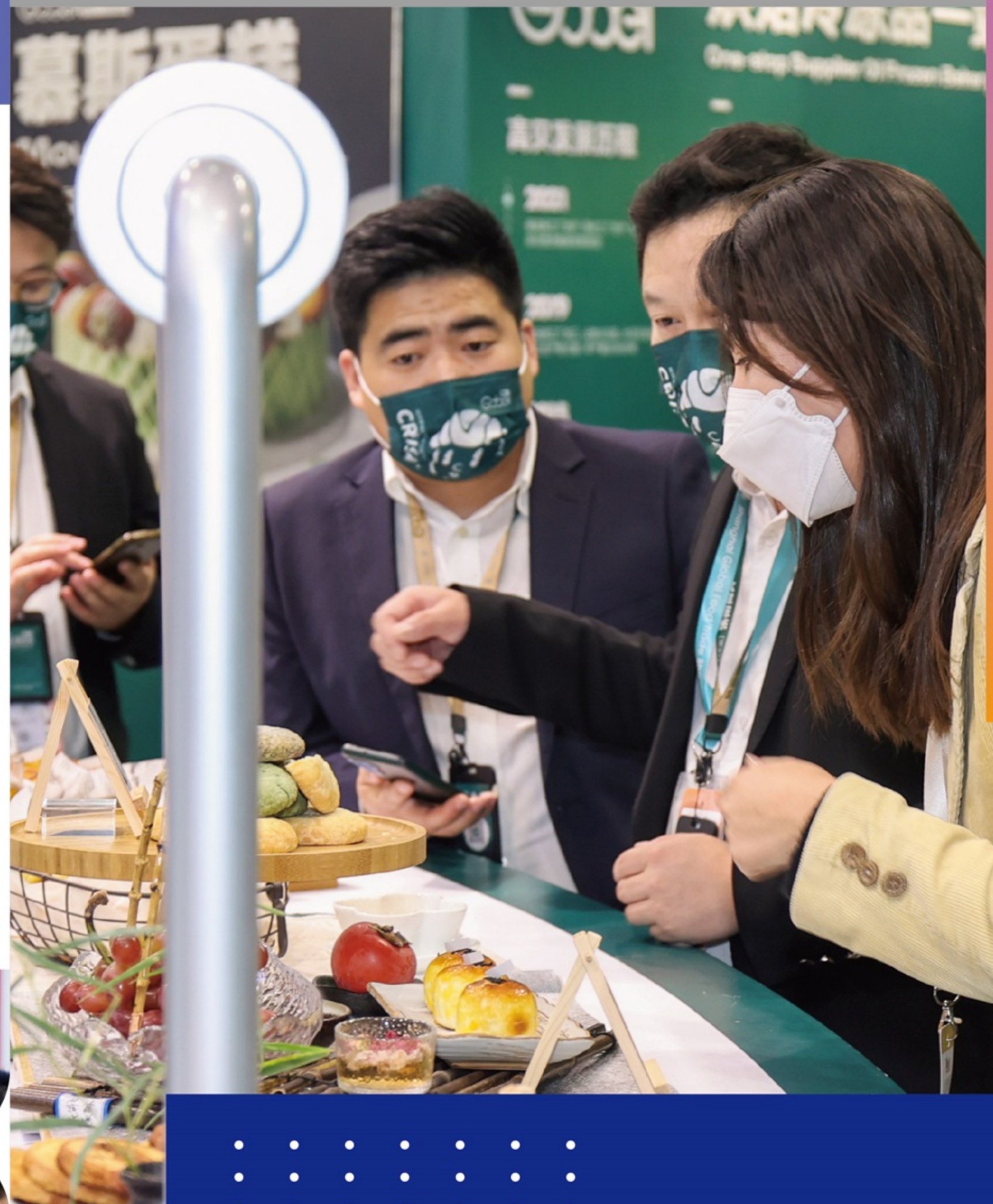
### 详情咨询 / INQUIRY

+86 21 3339 2234

shelly.bao@imsinoexpo.com

### Upgrade Sponsorship Project

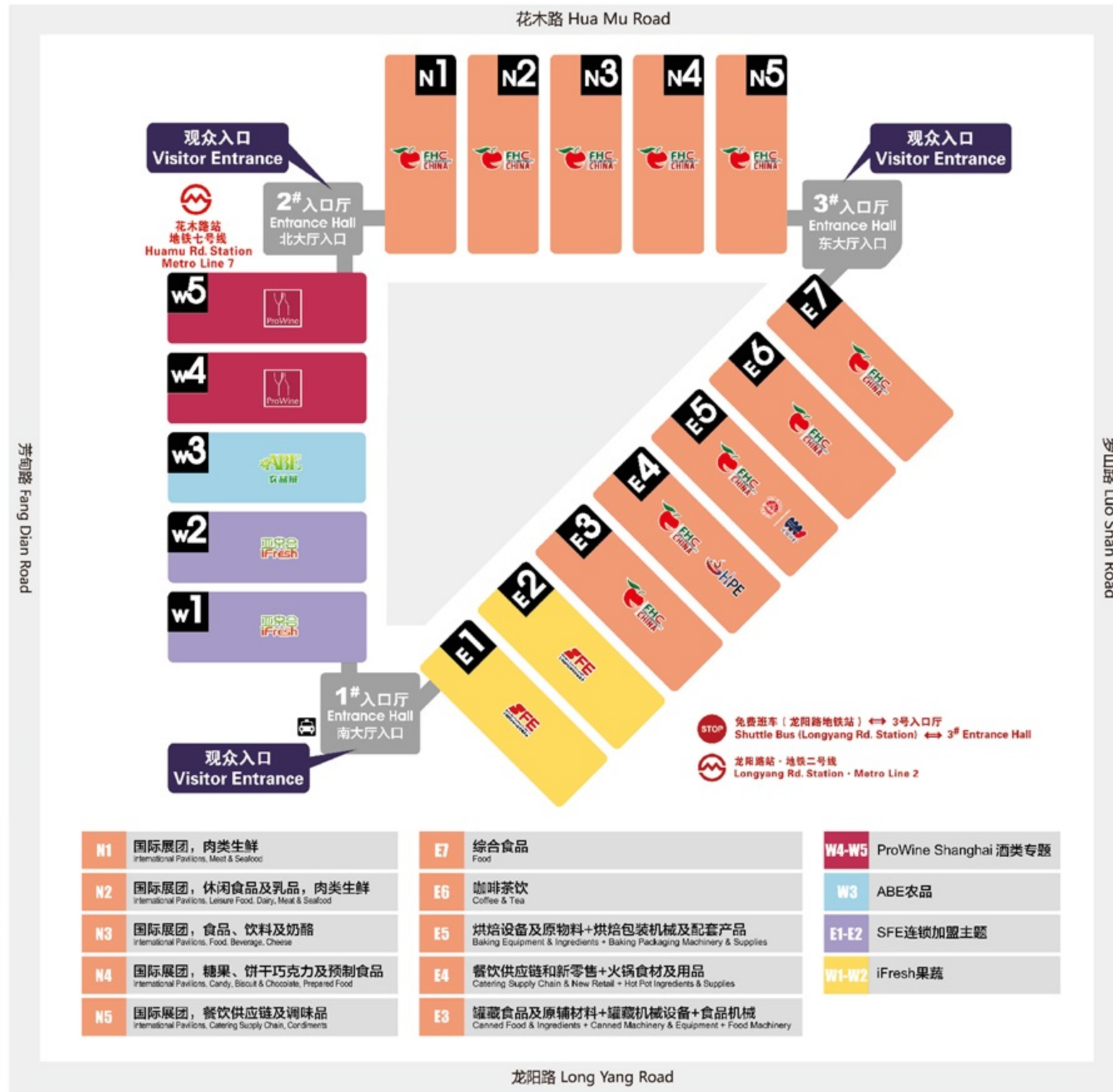
FHC provides targeted comprehensive sponsorship project for the majority of exhibitors, including many exhibition spaces such as large-scale events, professional forums and themed areas. Enhance exhibitors' popularity, expose the brand to the greatest extent, and strongly push the products into the market to achieve the best exhibiting effect.



# 第二十六届FHC上海环球食品展

## SHANGHAI GLOBAL FOOD TRADE SHOW

2022.11.8-10 上海新国际博览中心  
Shanghai New International Expo Centre (SNIEC), China



# Calendar of Events



## 2022

**HOTELEX Shanghai**  
3月28-31日  
Hotelex Shanghai  
中国·上海

**HOTEL & SHOP PLUS Shanghai**  
3月29日-4月1日  
Hotel & Shop Plus Shanghai  
中国·上海

**FHM FOOD & HOTEL MALAYSIA**  
3月29日-4月1日  
Food & Hotel Malaysia  
马来西亚·吉隆坡

**FOOD AND HOSPITALITY SOUTH CHINA (GUANGZHOU)**  
5月25-27日  
Food & Hospitality South China (Guangzhou)  
广州

**FISPAL FOOD SERVICE**  
6月7-10日  
Fispal Food Service  
圣保罗州

**FISPAL SORVETES**  
6月7-10日  
Fispal Food Service  
圣保罗州

**SFH FOOD & HOTEL SEOUL**  
6月7-10日  
Seoul Food & Hotel  
韩国·首尔

**HOTELEX Chengdu | Finefood Chengdu**  
7月7-9日  
Hotelex & Finefood Chengdu  
中国·成都

**FHI FOOD & HOTEL INDONESIA**  
7月26-29日  
Food & Hotel Indonesia  
印度尼西亚·雅加达

**HOTELEX Indonesia**  
7月26-29日  
Hotelex Indonesia  
印度尼西亚·雅加达

**SPECIALTY FEED INDONESIA**  
7月26-29日  
Hotelexpo Indonesia, Specialty Food  
印度尼西亚

**FHA FOOD & BEVERAGE**  
9月5-8日  
FHA - Food & Beverage  
新加坡

**ProWine**  
9月5-8日  
ProWine Singapore  
新加坡

**ABASTUR**  
8月31日-9月2日  
Abastur  
墨西哥·墨西哥城

**GOURMET ASIA**  
9月6-8日  
Gour met Asia  
中国·香港

**RBHK RESTAURANT & BAR**  
9月6-8日  
Restaurant & Bar  
中国·香港

**Natural & Organic Asia**  
9月6-8日  
Natural & Organic Asia  
中国·香港

**HOTELEX Tianjin | Finefood Tianjin**  
9月16-18日  
Hotelex & Finefood Tianjin  
中国·天津

**FHT FOOD & HOTEL THAILAND**  
9月21-24日  
Food & Hotel Bangkok  
泰国·曼谷

**FHTB FOOD, HOTEL & TOURISM BALI**  
9月22-24日  
Food, Hotel & Tourism Bali  
印度尼西亚

**FHA HoReCa**  
10月25-28日  
FHA - HoReCa  
新加坡

**FHC FOOD HOSPITALITY CHINA**  
11月8-10日  
Food & Hotel China  
中国·上海

**ProWine**  
11月8-10日  
ProWine Shanghai  
中国·上海

**FHV FOOD & HOTEL VIETNAM**  
12月7-9日  
Food & Hotel Vietnam  
越南·胡志明市

**HOTELEX Shenzhen**  
12月14-16日  
Hotelex & Finefood Shenzhen  
中国·深圳

## 2023

**HOFEX**  
5月10-12日  
HOFEX  
中国·香港

**ProWine**  
5月10-12日  
ProWine Hong Kong  
中国·香港

**FHH FOOD & HOTEL HANOI**  
11月21-23日  
Food & Hotel Hanoi  
越南



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