

第二十六届 FHC上海环班貿品展

THE 26th SHANGHAI GLOBAL FOOD TRADE SHOW

/ 臻 选 美 艮·品 嗉 宝 琎 / SHAPING THE FUTURE OF FOOD

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第二十六届FHC上海环球食品展

THE 26TH SHANGHAI GLOBAL FOOD TRADE SHOW



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根据《2022中国进口食品行业报告》所述, 2012-2021年,中国进口食品总额年均复合增长率 达13%。2021年,进口食品总额1354.6亿美元,同 比增长24.5%,创近10年新高。

这是一个创造奇迹的时代!

中国食品进口的构成也发生了较大变化,2012年中国进口的前五大进口食品品类依次为植物油、水海产品及其制品、粮食及制品、乳品和肉类及制品。2021年,中国进口的前五大进口食品品类依次为肉类及制品、粮食及制品、水海产品及其制品、乳品、水果及制品。肉类及制品十年年均复合增长率达25.3%,杂粮、水果及制品呈现快速增长趋势。

同时中国进口食品行业的发展主要得益于四大要素: 世界超大规模单一市场、关税的降低、进口食品来源 地的扩大以及进口食品品种的增加。海外优质食品源 源不断进入百姓餐桌,让中国百姓不出国门即可尽享 全球美食。

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!不仅深耕食品餐饮领域,更聚焦食品业上下游产业链,旨在为广大从业者呈现出别样丰富的专业层次。

2023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! 2023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 "2022 Industrial Report of China's Imported Food", the compound annual growth rate of China's total imported food reached 13% from 2012 to 2021. In 2021, the total amount of imported food will be 135.46 billion US dollars, with a year-on-year growth of 24.5%, reaching a new high in nearly 10 years.

This is an era of miracles!

The composition of China's food imports has changed greatly. In 2012, the top five imported food categories were vegetable oil, aquatic products, grains, dairy products and meat products. In 2021, the top five imported food categories of China are meat and products, grains, aquatic products and products, dairy products, fruits and products. The compound annual growth rate of meat and products in the past ten years has reached 25.3%, and the growth of cereals, fruits and products is fast.

The development of China's imported food industry mainly benefits from four factors: the world's super large single market, the reduction of tariffs, the expansion of the source of imported food and the increase of imported food varieties. Overseas high-quality food keeps coming to China, so that Chinese people can enjoy global food without leaving the country.

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 2023, the scale of FHC and its co-located exhibitions is expected to reach 200,000m². 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 2023, delicious online, ready to go!







3,000+家 全球参展商



200,000 平方米

展示规模 Exhibition Space



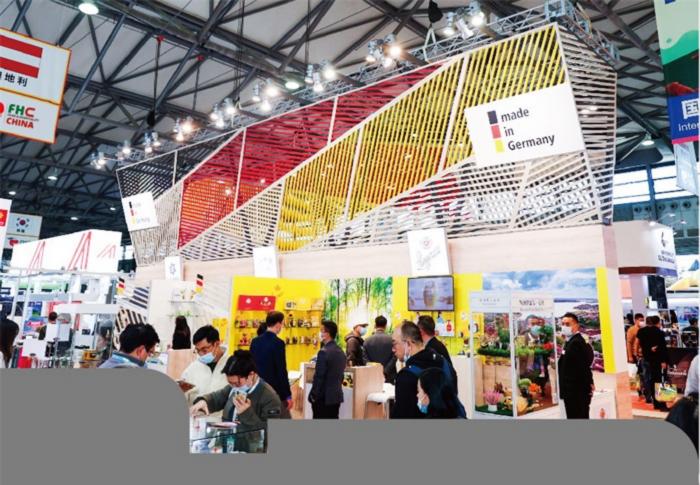
150,000 位

专业观众 Trade Visitors



国家及地区 Countries & Regions







Distribution of Previous Exhibitors

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。第二十五届 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、中国台湾等超 16 个国家及地区的展团,超过 200 家海外企业莅临。27 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 the 25th FHC Shanghai Global Food Trade Show, we welcomed the international pavilions from 16 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 27years, 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.



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186㎡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 186m² 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 366 m°。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 366m². The exhibits include potato products, dairy products, cheese, popcom, prunes, dried fruits, leisure food, etc.

巴西展团面积达120㎡,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。

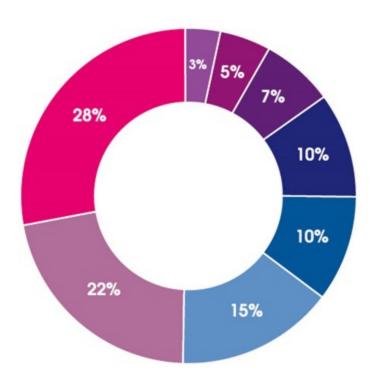
With an area of 120m², the Brazilian Pavilion brought buyers' products such as beef, poultry, pork, fruit juice, wine, sugarcane wine (Brazilian spirits), dairy products, coffee, Mate Tea, honey, organic and whole wheat products.



参展商业务品类分布

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,今后我们会持续出展!

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 strate–gy 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领奖。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



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专业观众主要业务类型

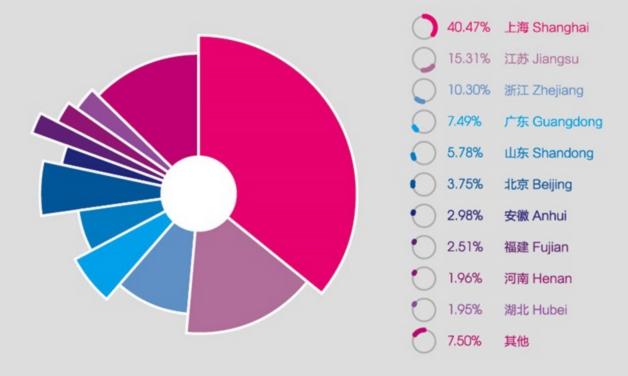
TOP 10 Visitor Distribution - Business

(2)	咖啡饮品店 / 烘焙店 / 中西餐厅 Café / Tea Shop / Bakery / Restaurant	20.18%
600	食品饮料进口商 / 总代理 Food & Beverage Importer / Agency	11.84%
	餐饮 / 食品服务商 Catering Service Provider	11.15%
	食品饮料制造 Food & Beverage Manufacturer / Processing	10.95%
(1)	食品饮料经销商 / 分销商 Food & Beverage Distributor	10.66%
	电商 / 直播 E-commerce / Live Streaming	8.81%
	连锁餐饮 / 特许经营店 Franchise Chain / Franchise Store	6.42%
	大型商超 / 便利店 / 零售店 Supermarket / Retail Shop / Grocery	6.86%
	酒店 / 教育 Hotel / Education	6.39%
②	医疗 / 航空 Medical / Aviation	3.01%



国内观众主要来源地

TOP 10 Domestic Visitor Distribution - Region



港澳台及海外观众

TOP 10 Visitor Distribution

中国台湾 Taiwan, China	22.50%
中国香港 Hong Kong, China	16.16%
日本 Japan	8.08%
法国 France	5.23%
加拿大 Canada	3.96%
意大利 Italy	3.80%
中国澳门 Macao, China	2.85%
澳大利亚 Australia	2.38%
德国 Germany	2.38%
美国 America	2.22%
其他 Others	1.90%



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, 也增加了很多与同行交流的话题。

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

Shanahal 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 professiona 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,以后我也要多接触这样 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





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 15th China Catering Innovation and Entrepreneurship Forum
- 第三届中国餐饮产业潮流峰会 2021 The 3rd 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 曼玲湖 副总裁



周捷 巴西专场 代表团



袁泽陆 寺父炸串 创始人



杨鸥 快乐小羊 副总裁





肖小军 姚稷大铁锅 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



電云 魔学院 华东区负责人



小马歌



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 ^{返港记} 创始人



吹峰 军师智库模钦 研究旅游长



孟繁伟 悸动燒仙草 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





鶴九 《餐饮界》新媒体 创始人



杨震宇 日华轩 总经理



吳正希 亨聯科技 合伙人



狮明亮 品牌全域增长 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 論論科技 创始人兼CEO



杨斌 劳勒 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 信市得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 中室协休闲餐饮委员会 执行主席



牟彦郡 熊田田私城 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发展论坛 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 童鸣咨询 创始人



李宁 享开店 联合创始人



陈玉高 微量智慧餐饮成本管家 事业部总经理



陈健 思递科技 创始人



朱明军 善志·蓝品牌战略咨询 创始人



吴忠述 蜂啦啦上海分公司 销售副总经理



叶子 主办方程子餐学 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 可幹餐饮咨询 创始人



方世玉 时餐教育集团 创始人



汤明磊 臺灣嘉成基金 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 牦牛道米线 创始人



大韭哥 广东省连银经营协会茶饮 委员会专家题问



老甄 抖音百万粉丝达人 老飯期餐饮博主



柴园 抖音 (柴大官人罪品牌) 创始人



王涛 餐见涛略



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间 创始人



王文军 火锅头部品牌大龙颜火锅 联合创始人



王美新 米粉头部品牌器密湖南米粉 合伙人



要华 夜宵包子品类开创者 包馔夜包子品牌创始人



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 磁景料创基金 创始人



李岱军 满东统城排骨串 董事长



芮雪梅 芮可爾品牌 创始人



杜延涛 新雅轩集团 董事长



蔡持星 烘焙伸手礼 品牌原问



5长要 江苏南京泸溪河 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 河北唐山包记言等 运营总监



白东海 蘇冠天然蘇母液创始人 次問題





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 周舎创始人/ 上海市餐饮烹饪行业 协会副会长



次 据禄 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 Shanghal 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



仮斌 山东灯塔水母海洋 科技有限公司 CEO



75年 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



失亚平 中国水产流通与加工协会 秘书长



方清 ASC 中国区代表



字 別 理 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



花伟 李先生牛肉面 集团总经理



中国副會流遷协会采购与
 供应链专业委员会
 轮值会长



王秋实 黄肖氏—汁成菜 创始人



夏何 上海一碗宇宙商質有限公司 CEO



王容 泉鯉-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



柏锴



蔡佩倩



陈逸风



高嵩



邝野



李若愚



苏子岩



孙蒙蒙



吴琼



尤滟滟



张赫



张文娇

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



朱佳露



郑沛伦



肖兵



王玉倩



孙路



林享伟



李表丛



陈颖





2021 CFCA 中国精品巧克力大赛











徐倩

王彤

孙丽

梁杰

蔡佩倩

Chocolate application contest

2021中国巧克力应用大赛









内田富夫

黎国雄

韩磊

The 9th 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



尚超



梁吉智



胡丽君



陈倩雯



吴建伸



上海国际手工冰淇淋大师赛-上海赛区







路超磊

The 3rd National Contract Catering Competition

第三届全国团餐大赛



丰自有



阮汝伟



侯玉瑞





江森民



张元松







重点专题论坛和赛事 Leading Thematic Forums & Competitions

2021

创变 · 增长 - 第 15 届中华餐饮双创论坛

Innovation and Growth-The 15th

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 Effliciency

再论上海菜传承创新发展论坛

Re-discussion on Shanghal Cuisine Inheritance and Innovation Summit

2021 中国罐藏食品技术进步与创新发展论坛

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一引爆年轻力

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 3rd China Catering Industry Trend Summit

FHC 商贸配对会

FHC Business Match-making

第二十三届 FHC 中国国际烹饪艺术比赛

The 23rd FHC China International Culinary Arts Competition 赛事详情咨询: shelly.bao@imsinoexpo.com

第二十三届 FHC 中国国际甜品烘焙比赛

The 23rd FHC China International Pastry and Bakery Competition 寨事详情咨询: 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

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 賽事详情咨询; 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

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

第九届上海国际潮流饮品创意制作大赛 - 上海分赛区

The 9th Shanghai Fashion Drinks Competition – Shanghai Division 賽事洋情咨询: 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

2021 中国巧克力应用大赛

2021 China Chocolate Application Competition 赛事详情咨询: 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

第三届全国团餐大赛

The 3rd Group Meal Competition 賽事详情咨询: michael.guo@imsinoexpo.com



第二十三届 FHC 中国国际烹饪艺术比赛





The 23rd FHC China International Culinary Arts Competition

2021 FHC Chinese and Western Cuisine Challenge Review

2021FHC中西餐比赛回顾

21个中西餐参赛项目 Categories

Professional judges

516位比赛选手 Contestants

673比赛人次 **Participants**

96位中西餐专业裁判



49位金牌选手 Gold medals



100位银牌选手 Silver medals



135位铜牌选手 Bronze medals

/感谢以下赞助品牌倾情参与 / Thanks to all sponsors





























































2021FHC烘焙和甜品比赛回顾



189位比赛选手 Contestants



214比赛人次 **Participants**



22位金牌选手 Gold medals



19位银牌选手 Silver medals



Bronze medals

/感谢以下赞助品牌倾情参与 / Thanks to all sponsors































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 Shanghal 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

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* * *

FHC 25周年晚宴

暨2021 FHC金苹果奖颁奖典礼



重磅业界嘉宾齐聚 FHC 25 周年庆祝晚宴现场,回顾展会成长历史,展望产业发展美好前景; 并在晚宴期间见证了FHC 金苹果奖的隆重颁发, 向所有获奖企业及人物致以诚挚祝贺! Distinguished guests gathered at FHC 25th anniversary gala, sharing precious memories and foreseeing brilliant future of the industry. During the dinner, FHC Golden Apple Awards were presented to nominated corporations and personage with sincere congratulation from all attendance.





2023年度展望 FHC 2023 Prospect

FHC 2023 展品分类 FHC 2023 Exhibit Categories



肉类及水产品 Meat & Aquatic Product



休闲食品 Leisure Food



乳制品 Dairy



甜食及巧克力 Sweets & Chocolate



餐饮供应链及食材 Catering Supply Chain & Raw Material



调味品及粮油 Condiments & Oil



咖啡茶饮 Coffee & Tea



烘焙轻餐 Bakery & Light Meal

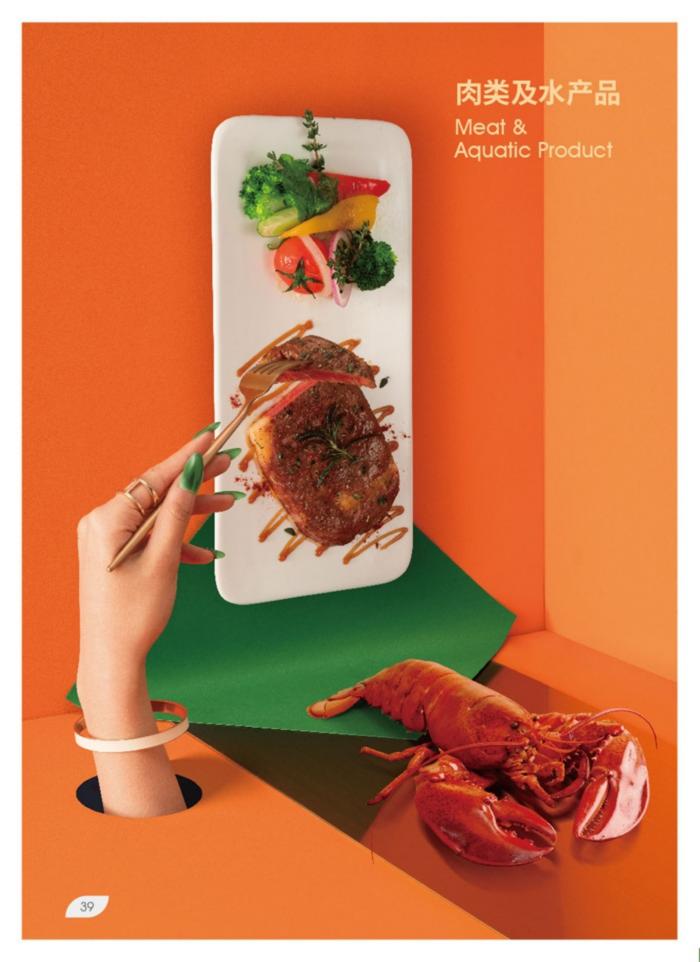


食品加工及包装 Food Processing & Packaging



预制菜及中央厨房 Prefabricated dishes & Central Kitchen







肉类及水产品Meat & Aquatic Product

中国是世界上重要的肉类及的海鲜水产品市场,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。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 an important market for meat, seafood and aquatic products in the world. 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. ayear-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 com-pound growth rate. Relevant statistics show that China's total imports of aquatic and seafood products in2020 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

肉食及成品 | 保鮮分割肉 | 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 | 植物肉 | 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 | Vegetarian meat | Meat cooking equipment and etc.





休闲食品

Leisure Food

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%。

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 822.4billion yuan to 1,298.4 billion yuan, with a compound annual growth rate of 12.09%.

展出类别 / CATEGORY

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

Bean products I Vegetarian fruits and vegetables I Jelly | Preserved fruit | Western pie | Puffed food |

Meat and poultry snacks I Aquatic snacks and etc.





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.

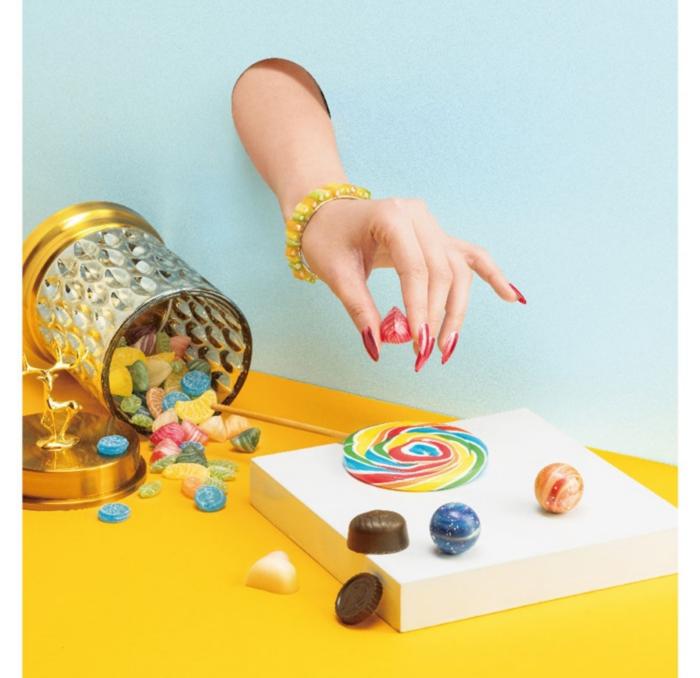
展出类别 / CATEGORY

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

甜食及巧克力

Sweets & Chocolate





甜食及巧克力

Sweets & Chocolate

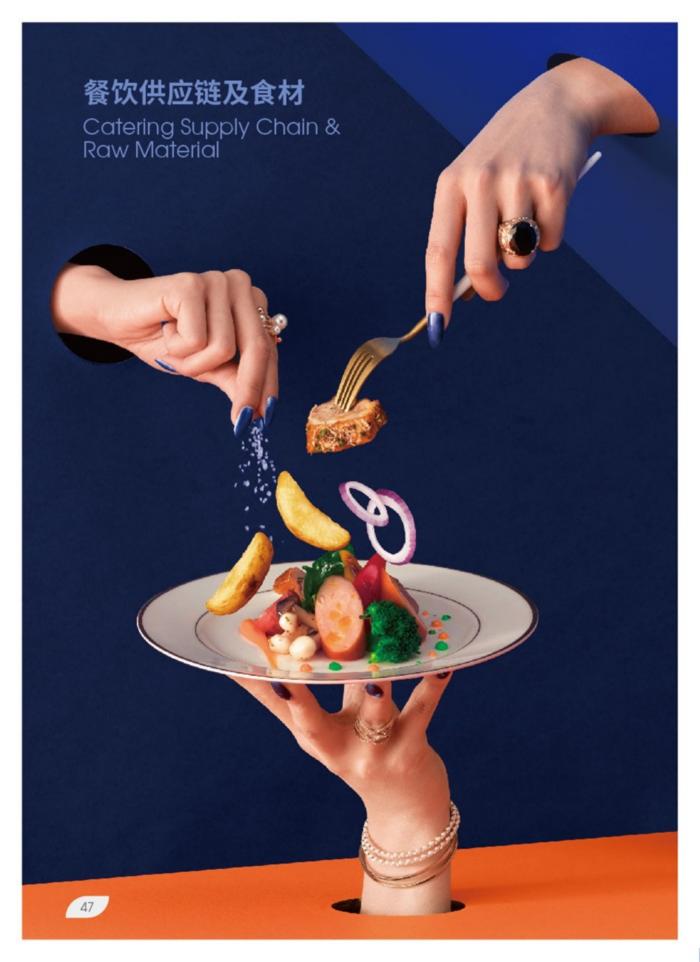
作为快速消费品的糖果和巧克力,一直受到国内外消费者的欢迎。近年来,为了满足更多消费者的需求,糖果和巧克力的产品类型更加多样化、口味更加多元化。在健康生活理念影响下,糖果和巧克力行业市场将逐渐朝着高档和健康方向发展。相关数据显示,2020年中国巧克力零售市场规模为204.3亿元,市场发展前景可观。

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 heal-thylife the market of sweets and chocolate industry willgradually develop towards high-end and healthydirection. Relevant data show that the size of China' schocolate retail market in 2020 is 20.43 billion yuan.the market development prospects are considerable.

展出类别 / CATEGORY

糕点|糖果|蜜钱|饼干核仁|坚果|干果巧克力可可制品

Pastry | Candy | Preserved fruit | Biscuit & kernels | Nuts | Dried fruits Chocolate | Cocoa products





餐饮供应链及食材

Catering Supply Chain & Raw Material

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。

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.

展出类别 / CATEGORY

冷库设备 | 冷链物流 | 信息化服务商 | 成品供应链园区 | 交易市场植物基等

Refrigeration storage equipment | Cold-chain logistics | Logistics network system service provider |
Supply chain park Trading market Plant-based food and etc.





调味品及粮油

Condiments & Oil

"民以食为天、食以味为先"。食饮层次的品类、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 6.303m 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 | 荠蓝油 | 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.

咖啡茶饮 Coffee & Tea 51



咖啡茶饮

Coffee & Tea

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。

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 brocess. 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

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

Coffee machines and utensils Coffee green beans | Roasted coffee beans | Coffee roasting design and technology | Specialty tea | Traditional tea | Tea franchise and etc.

烘焙轻餐

Bakery & Light Meal





烘焙轻餐

Bakery & Light Meal

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 2358 亿元,2015 至 219 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。

After 2000. China's baking industry began to enter a period of rapid development. In recent years, bakedgoods have become a fashion trend advocated by theyoung generation of consumers, and more and moreconsumers choose to replace the traditional breakfastwith short and medium baked goods. Relevant datashow that the market size of China's baking industrywas 235.8 billion yuan in 2020, and the growth rate ofthe industry market from 2015 to 2019 exceeded 9% higher than the growth rate of the global baking indus—try market.

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

Baking ingredients | Prepackaged foods | Baking equipment | Baking packaging | Home baking | Bakery franchise

食品加工及包装 Food Processing & Packaging





食品加工及包装

Food Processing & Packaging

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 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 expend 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.





预制菜及中央厨房

Prefabricated dishes & Central Kitchen

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3000亿元;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"。

Prepared food has showed itself in a wide range of food sales channels, including restaurants, super markets. 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 | 食品原輔料 | 冷冻半成品 | 预制菜肴 | 速食食品 | 餐饮调味品 | 预加工类产品 | 技术类添加剂

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

第二十四届 FHC 中国国际烹饪艺术比赛





The 24th FHC China International Culinary Arts Competition

第二十四届 FHC 中国国际烹饪艺术比赛将于 2023 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 24th FHC China International Culinary Arts Competition will be held during November 8–10, 2023 at the 26th 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



Shanghai Restaurants Cuisine Association



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 Restallrant Trace Association of Autonomous Region

排名不分先后 in no particular order



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



Organizing Committee

比赛组委会



李耀云 赛事荣誉主席



Dr.Rick Stephen 赛事榮誉主席



王明亮 赛事荣誉主席



朱一帆 _{賽事主席}



Alan Orreal 賽車副主席



童彦 賽事副主席



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



宋皇志



徐迅 赛事秘书长



厨师赛事服务号

2023 FHC GOLDEN APPLE AWARD

FHC 全 本 果 学



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 Yea

> 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)

个人奖項由组委会統一评定 / 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,传递匠心匠艺,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 Yea

终身成就奖 Lifetime Achievement Award 年度最佳烘焙师 Baker of the Year

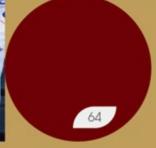
年度最佳糕点师 Pastry Chef of the Year

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





45,000 * 产品数据库 Product Database

sygle 食饮任线

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



博华食饮优选

Food & Beverage Ezbuy

寻找增量市场,探索生态互联,整合行业线上、线下资源,实现"贸易撮合、行业资讯、即时互动、社交分享"功能,赋能展会和线上 B2B 业务。

云展,基于行业垂类属性的 365 天数字展厅,精选优质会员展商企业级非展商企业,集企业信息、产品展示、贸易配对、VR 展厅等为会员提供全方位的平台服务,从产品图片到短视频直播到 3D 展示等多层面展示企业的实力,产品与品牌形象,让采购商和企业间能以快速便捷的方式进行沟通和采购对接。

电商: 精选面向 B 端和 P 端采购商的源头供应商企业,通过精选爆款热门产品和新品推介,为专业采购商提前筛选,以轻松的方式挑选到合适的产品。其拥有的自营模块,商家可以将平台作为自己的经销商,利用更广阔的背书和资源来实现渠道升级和拓展。

头条:集聚了 B2B 平台和展会最新最优的资讯、活动、直播、求购等内容,让用户直观了解到精选行业信息,洞察市场热点,直播视频及知识分享,参与最新的论坛、赛事、路演、直播等活动,邀请业内资深人士进行访谈和提供专家视角,帮助用户第一时间把握商机及热点信息,学习掌握行业知识。通过加入专题社群进行实时互动;并以 UGC (用户创造内容)的方式鼓励用户发布内容信息、评测、打卡等;将线上线下融合的方式驱动数字平台的发展。

EZbuy is the efficient platform which gather the resources from online and offline within food, hospitality and catering industry. It connects exhibition like HOTELEX, FHC and online B2B business closely.

Virtual exhibition: One of the membership service from EZbuy which make more convenient on communication between buyers and suppliers. Giving a comprehensive and clearer view of companies' information, products' display, online match-making and VR exhibition hall. Additionally it shows strength of enterprises through live-streaming and 3D display.

E-commercial: EZbuy is also a valuable e-commercial platform for buyers and suppliers. Leading suppliers are recommended to professional and business buyers through featured products selection. EZbuy can be seen as one distributor which help them to expand their own business.

Headline: As a compositive platform, it mixes exhibition and events information, live-streaming, inquiries by buyers well. Users will intuitively understand selected industrial information, gain insight into the market, and get involved in the latest forums, events, roadshows, live-streaming and other activities. EZbuy will interview industry personnel with expert perspectives, to help users grasp business opportunities at the first time, and get knowledge in the filed.



博华食饮优选

上千品类一键采购



FOOD & BEVERAGE EZBUY 开启线上采购新维度



博华食饮优选 小程序



博华食饮优选 客服微信



媒体伙伴 Media Partners



国内媒体 DOMESTIC MEDIA







































































































海外媒体 OVERSEAS MEDIA





























BAZZARA SUPPER Travel-Tour

线上广告 ONLINE PROMOTION CHANNELS









* 往届合作部分媒体,排序不分先后 Some media of previous cooperation were ranked in no particular order.



同期精彩展会 Concurrent Exhibitions

ProWine Shanghai 国际葡萄酒和烈酒贸易展览会



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 2023年 11月8-10日在上海新国际博览中心举办。

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 仍然能够做 立于行业风向标地位,并如期举办,无疑振奋人心。 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 2023 at SNIEC.

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



The 36th Shanghai International Franchise Exhibition

SFE 第 36 届上海国际连锁加盟展览会



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 Ibison 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/服务/连锁资源

Food franchise / Retailing franchise / Hospitality / Franchise resources



Shanghai International Canned Food and Raw Materials, Machinery and Equipment Expo



第十三届上海国际罐藏食品及原辅材料、机械设备博览会

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.





Shanghai International Bakery & Dessert Expo

CBE 上海国际烘焙甜点及轻餐展(秋季)



"CBE 国际烘焙甜点及轻餐展"由全国工商联烘焙业公会主办、广州博泓国际展览公司联合主办,其有别于传统专业烘焙展会,是将烘焙行业与餐饮零售行业展会联动办展,以年终烘焙新品发布及行业未来发展趋势发布为主题,以大型活动、国际烘焙赛事、产品展示为内容多元化的展示,多领域的结合,为烘焙企业稳固行业市场,同时开拓异业市场提供的更大平台。

CBE International Bakery & Dessert Expo, sponsored by the ALL CHINA BAKERY ASSOCIATION and co sponsored by Guangzhou Sinobake International Exhibition Co.,Ltd. It is different from the traditional professional bakery exhibition. It is a joint exhibition of baking industry and catering retail industry. It focuses on the release of new baking products at the end of the year and the future development trend of the industry. It is a diversified exhibition of large-scale activities, international baking events and product exhibitions. The combination of multiple fields will stabilize the industry market for baking enterprises, At the same time, it will open up a larger platform provided by different industries.

烘焙原料 / 预制烘焙 / 烘焙机械设备 / 烘焙包装 / 家庭烘焙 / 连锁加盟 / 轻餐

Baking materials / Prefabricated baking / Baking machinery and equipment / Baking packaging / Home baking, Franchise / Light meals

Salon du Chocolat Shanghai

Salon du Chocolat 上海国际巧克力展



Salon du Chocolat 国际巧克力展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,云集可可豆种植国、巧克力生产商、巧克力制造设备、甜品制造商等众多巧克力产业链相关的企业及参展商,堪称巧克力行业的世界杯。上海博华国际展览有限公司获得法国 Salon du Chocolat 中国区唯一授权,2023 年首届Salon du Chocolat 上海国际巧克力展将在 11月8-10 日与 FHC 上海环球食品展同期举办。Salon du Chocolat 上海国际巧克力展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。

Salon du Chocolat is the world's most prestigious chocolate exhibition. Since its inception in 1995 in Paris, France, many enterprises and exhibitors from cocoa bean growing countries, chocolate producers, chocolate manufacturing equipment and dessert manufacturers have gathered together on the show. It can be regarded as the World Cup of chocolate industry.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. has been authorized by the French Salon du Chocolat as the show's exclusive organizer in China. The first Salon du Chocolat Shanghai in 2023 will be held in conjunction with FHC Shanghai Global Food Trade Show from November 8–10. Salon du Chocolat Shanghai is committed to creating a professional and efficient chocolate trade platform for domestic and international chocolate manufacturers and their upstream and downstream supply chains, as well as creating a unique chocolate kingdom for chocolate lovers.

精品巧克力 / 巧克力礼盒 / 巧克力排块 / 巧克力甜点 / 可可原材料 / 巧克力生产商 / 巧克力设备及应用

High-quality Chocolate / Chocolate gift boxes / Chocolate bars / Chocolate delicacies / Cacao Raw Material / Chocolatier / Chocolate Equipment & Application

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

The 12th Shanghai International Modern Agriculture Brand Exhibition. Shanghai International Modern Agricultural Brand Products Exhibition

第 12 届上海国际现代农业品牌展览会



农品展

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

The 17th Shanghai International Meat Industry Exhibition



第17届中国(上海)国际肉类产业展

展会致力于为国内外肉类企业构建了解肉类产业 最新发展趋势的平台,构建全球肉类行业交流学 习与贸易合作的桥梁,搭建肉类行业最新产品和 科技成果的展示交易平台,以满足企业品牌各个 发展阶段的不同需求。 FHC is committed to building a platform for domestic and foreign meat enterprises to catch up the latest dynamics, a bridge for global meat industry exchange, learning and trade cooperation, and a trading platform for the latest products and R&D achievements, so as to meet the various needs for brands in different developing stages.

肉食展区 / 机械展区 / 生鮮配送展区

Meat Area / Machinery Area / Fresh Delivery Area

Haiming ·2023 Shanghai Catering Supply Chain Expo and hot pot Ingredients Exhibition



海名 · 2023 上海餐饮供应链博览会暨火锅食材展览会

海名携手上海博华国际展览有限公司,在 2023FHC 同期举办海名·2023 上海餐饮供应 链博览会暨火锅食材展览会,展会汇集火锅食材、 调味品、预制菜、水产及水产预制菜、肉禽及肉 禽预制菜、饮品、火锅配套设备等上下游企业, 精准邀约华东地及全国范围火锅连锁企业、中餐、 团快餐企业、大型餐饮连锁企业、餐饮渠道商、 经销商、商超、电商新零售、食品生产型企业等 企业中高层专业买家,实现展商与观众的供需精 准对接。 Haiming · 2023 Shanghai Catering Supply Chain Expo and hot pot Ingredients Exhibition

In collaboration with Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd (IM Sinoexpo), Haiming will host the Haiming 2023 Shanghai Catering Supply Chain Expo and Hot Pot Ingredients Exhibition during the concurrent period of the 26th Shanghai Global Food Trade Show. The exhibition will gather upstream and downstream enterprises in the hot pot ingredients, seasonings, pre-made food, seafood and pre-made seafood, meat and poultry, beverages, hot pot equipment, and other related industries. It will precisely invite professional buyers from East China and nationwide, including hot pot chain enterprises, Chinese restaurants, fast food chains, large-scale catering chains, catering channel distributors, dealers, supermarkets, e-commerce and new retail, food production companies, and other senior executives, to facilitate precise matchmaking between exhibitors and visitors.

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的成果。

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.

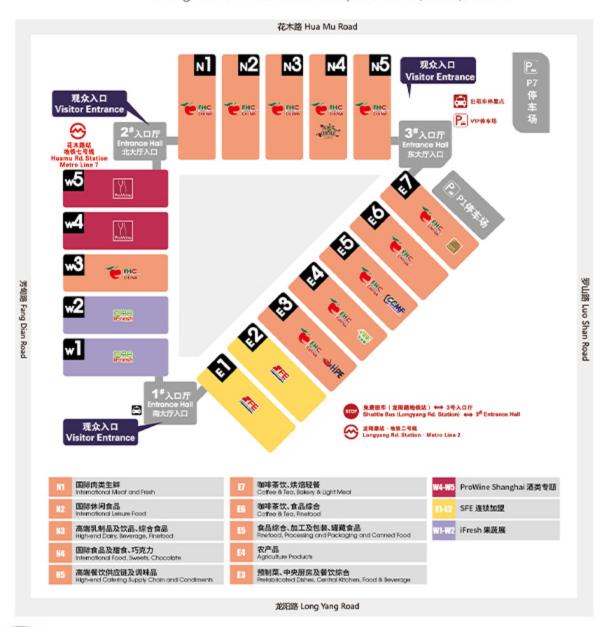


第二十六届FHC上海环球食品展

SHANGHAI GLOBAL FOOD TRADE SHOW

2023.11.8-10 上海新国际博览中心

Shanghai New International Expo Centre (SNIEC), China



Hospitality, Food & Beverage CHENGDU - CHINA SHANGHAI - CHINA SOUTH KOREA GUANGZHOU - CHINA HONGKONG-CHINA MALAYSIA





FHA FOOD & BEVERAGE ASIA FHA新加坡国际食品与适店展 2023年4月25-28日 www.fhafnb.com

新加坡



HOFEX乔淏国际食品与酒店展 2023年5月10-12日 www.hofex.com 中国香港



SEOUL FOOD & HOTEL SFH 首尔国际食品与酒店展 2023年5月30日-6月2日

www.seoulfoodnhotel.com

韩国、首尔



FOOD & HOTEL INDONESIA FHI印尼国际食品与智店展 2023年7月25-28日

www.foodhotelindonesia.com

印尼, 和加达



FOOD & HOTEL THAILAND FHT泰国国际食品与酒店展 2023年8月23-26日

www.foodhotelthailand.com

泰国, 曼谷



FOOD & HOTEL MALAYSIA FHM马来西亚国际食品与酒店展 2023年9月19-22日

www.foodandhotel.com

马来西亚, 古隆坡



FOOD & HOTEL HANOI FHH河内国际食品与酒店展 2023年11月21-23日

www.foodnhotelhanoi.com

越南,河内

上海博华国际展览有限公司(Sinoexpo Informa Markets)经过正式授权,已成为 Informa Markets 亚太地区食品酒店系列展的中国独家代理机构,食品酒店系列展的分 布讷参考上图,如果您想报名参加任何的 Informa Markets 主办的下一届食品酒店系列 展, 请与我们相关负责人联系。



sin\exp\ informamarkets

上海博华国际展览有限公司



上海博华国际展览有限公司是总部设在英国伦敦的英富曼集团 (Informa PLC.,全球最大的会展主办机构,英国富时 100 上市公司) 与上海华展国际展览有限公司于 1998 年在上海设立的 国内领先的中外合作展览公司。从初创至今 30 年以来,公司展会全年租馆总面积已达到 150 万平方米(数据源于 2019 年,占当年上海市会展全部租馆面积的十分之一),为来自全球的近100 万采购人士创造了多重贸易机会;公司自 2006 年起开始发展线上业务,至今打造了 8 个 B2B 网站,5 个 B2P 采购通小程序,1 款 APP 产品组成的线上平台。公司总部位于上海,下设机构包括:2 家全资子公司—上海博英电子商务有限公司和华汉国际会议展览(上海)有限公司,2 家分公司位于北京和广州,2 家合资公司—中山古镇灯都博览有限公司及广州博泓 国际展览有限公司。博华公司员工总数近 500 人。

Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd (IM Sinoexpo) is a leading event company in China, which is the joint venture founded by Informa PLC., (a FTSE 100 listed company, headquartered in London) Sinoexpo Exhibition in 1998. The total exhibition area managed by IM Sinoexpo covered 1,500,000 sq.m (in 2019, accounted for 1/10 of the total exhibition rental area in Shanghai of that year) and countless trade opportunities have been created to cater for nearly 1 million worldwide trade buyers. The online business platforms which stared in 2006 include 8 major B2B platforms, 5 B2P sourcing mini-programs and 1 APP. The total headcount is almost 500.





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订何号

