



2019. 11. 12-14

Shanghai New International Expo Centre (SNIEC), China

上海 · 浦东新国际博览中心

China's Global Food & Hospitality Trade Show
环球食品及酒店设备展览会

The 23rd International Exhibition for the Food, Drink, Hotel,
Restaurant, Foodservice, Bakery & Retail Industries

第二十三届上海国际食品饮料及餐饮设备展览会

美食无国界！ FHC2019 18万平方米“食”不可挡！
Unprecedented growth to 180,000 sqm in 2019

Organised by:
主办单位:



Co-located:
同期举办:



国际出口商为何专注于中国市场？

WHY ARE INTERNATIONAL EXPORTERS FOCUSING ON CHINA?

18%

占世界总人口的18%
(14亿人口)
OF THE
TOTAL WORLD
POPULATION
(1.4 billion
people)



34.7%

同比增长
水产品
进口量达34,000吨
growth
year-on-year for
SEAFOOD
(34,000 tons imported)



76%

中国人口属于中产阶级
(数据截止到2020年)
of the population
will be classified as
MIDDLE CLASS (BY 2022)



水果进口量
增长快速
Fruit imports
RAPIDLY GROWING



世界第一大
肉类市场
WORLD'S TOP
MEAT MARKET



计划成为世界上最受吸引的
谷物和烤制类食品市场
Set to become most attractive
cereals
& baked foods
markets worldwide



截止到2020年，
巧克力的销量
预计达58亿美元
SALES OF
chocolate
forecast to grow by 2020



到2019年，
软饮料市场
收益将达到
235.81亿美元
Revenue in
SOFT DRINKS
US\$23,581
million in 2019



世界第一大
油料籽和食用油
消费国家
WORLD'S LARGEST
CONSUMER OF
oil seeds &
cooking oil

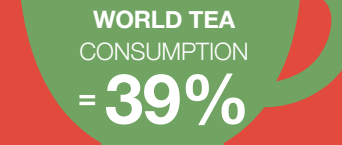


预计2019年
酒类饮料收益将达到
2019 expected
revenue for:
ALCOHOLIC BEVERAGES



2.93 亿美元
US\$293 million

茶饮消费占世界上其总消费
WORLD TEA
CONSUMPTION
= 39%



FHC – 一个进驻中国食品饮料市场的平台

Food and Hotel China

- Your platform for entering the Chinese food & beverage market

经过24年的发展，FHC已经成为业内领先的贸易展览。随着中国经济的发展以及中产阶级消费群体的扩大，FHC为着眼于中国市场的各大跨国公司提供了重要的平台。

2018年6月，主办方博闻与英富曼的合并，使博闻成为世界上最大的展览会主办方。随着两家优质资源的强强合并，FHC在2018年的展会面积扩大至12万平方米，这打破了以往所有的记录，加强了各国在中国市场对国际食品和服务的需求。

展望2019，FHC展会面积将增加50%，达到前所未有的180,000平方米。各大专业展区和一系列广泛的国际活动赛事每年都将吸引大量的专业观众，其中在2018年，观众较以往增长了23%。

展会邀请本地或国际的进口商、分销商、零售商和食品服务商的专业人士将与来自世界各地的食品制造商会面并建立联系，寻找新的商业伙伴并塑造中国食品和酒店市场的未来。

For the past 24 years, Food & Hotel China (FHC) has grown to become the leading tradeshow for international companies looking to introduce their products into the Chinese market – a market that is continuously evolving as the country's economy grows and its middle-class consumer base expands.

In June 2018, organisers UBM combined with Informa PLC to become the largest exhibition organiser in the world. With a strong combination of quality resources, FHC grew to 120,000m² in 2018 – breaking all previous records and reinforcing the demand for international food products and services across China.

Looking ahead, FHC 2019 will grow by 50% reaching an un-paralleled 180,000m². Targeted sectors and a wide range of international competitions and events drive the growth each year, resulting in a 23% increase in visitors in 2018.

See you there!

中国首选全球美食餐饮盛会

Join China's premier food and hospitality tradeshow for international exporters

上届展会在2018年11月15日谢幕，共接待了来自48个国家和地区的3000家企业参展。展会面积扩展至120,000平方米，规模超越以往。

为期三天的展会共迎来了118,274名专业观众，出席率较以往增加23%，使得展厅充满生机，活力四射。

The 22nd edition of Food & Hotel China (FHC) closed on the 15th November 2018. The show was bigger than ever, expanding to 120,000m² and hosting over 3,000 companies from 48 countries and regions.

FHC welcomed 118,274 trade visitors over three days – representing a 23% increase in attendees and ensuring a lively and action-packed show floor.

120,000m²
平方米展览面积
OF EXHIBITION
AREA

118,274
名贸易买家
TRADE
VISITORS

3,000
家参展企业
EXHIBITING
COMPANIES

48
个国家和地区展团
COUNTRIES & REGIONS
PARTICIPATING

展商数据分析 (按英语首字母排序)

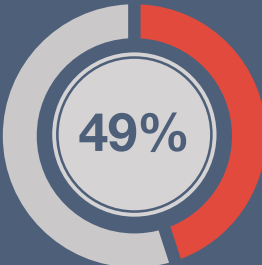
EXHIBITOR STATISTICS (IN ALPHABETICAL ORDER)

参展国家和地区

| | | | |
|-------------------|------------------|-------------------|----------------|
| 澳大利亚Australia | 法国France | 马来西亚Malaysia | 斯洛伐克Slovakia |
| 奥地利Austria | 格陵兰岛Greenland | 摩尔多瓦Moldova | 南非South Africa |
| 比利时Belgium | 印度India | 荷兰Netherlands | 西班牙Spain |
| 保加利亚Bulgaria | 印度尼西亚Indonesia | 挪威Norway | 斯里兰卡Sri Lanka |
| 加拿大Canada | 意大利Italy | 新西兰New Zealand | 瑞典Sweden |
| 智利Chile | 以色列Israel | 秘鲁Peru | 瑞士Switzerland |
| 中国China | 日本Japan | 波兰Poland | 泰国Thailand |
| 澳门特别行政区Macau Sar | 韩国Korea | 葡萄牙Portugal | 土耳其Turkey |
| 台湾地区Taiwan Region | 吉尔吉斯斯坦Kyrgyzstan | 罗马尼亚Romania | 英国UK |
| 塞浦路斯Cyprus | 拉脱维亚Latvia | 俄罗斯Russia | 乌克兰Ukraine |
| 丹麦Denmark | 立陶宛Lithuania | 沙特阿拉伯Saudi Arabia | 美国USA |
| 厄瓜多尔Ecuador | 马其顿Macedonia | 新加坡Singapore | 越南Vietnam |



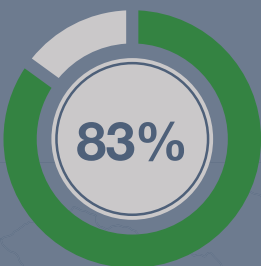
国际展商
International exhibitors



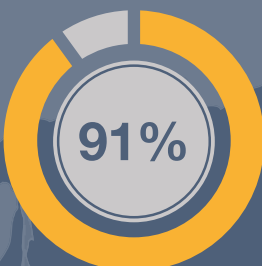
本地展商
Local exhibitors



满意度
Satisfaction rate

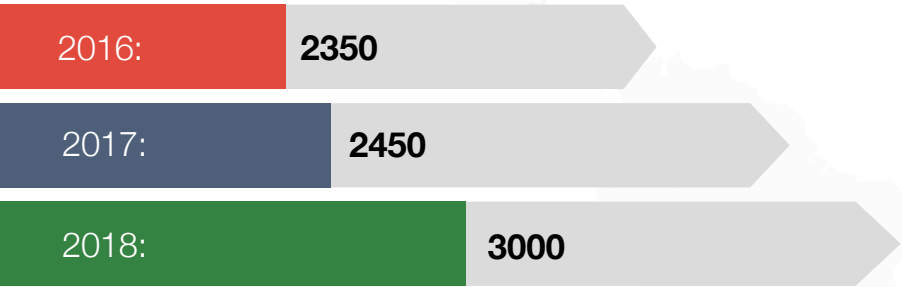


参展商有意向参展FHC2019
Next edition participants



参展商会向朋友/同行推荐展会
Recommendation rate

展商增长 Exhibitors growth:



参展目的 Exhibitors objectives:

新产品发布
Launch new products

品牌建设及品牌推广
Brand-building & brand awareness

扩展亚洲市场业务
Expanding business into Asia

建立新老客户关系
Networking opportunities

收集市场信息
Collect market information

这是我们第一次在中国参展，我必须承认，主办单位的组织非常专业。我们这次的参展也很顺利。从预定展位到展馆布展以及到最后海关出境都很顺利。

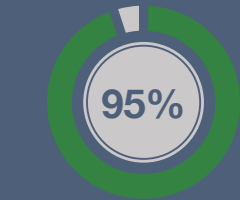
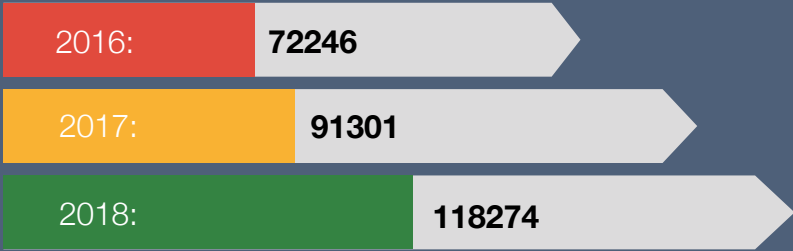
"It was our first show in China and I must admit that the organisation of the hall place was very professional, and it went smooth for us. From the registration through the booth building, right up until the customs at the end."

Ziki Hirsberg,
以色列 lepidolite 创始人兼首席执行官
Founder & CEO, Lepidolite, Israel



观众数据分析 VISITOR STATISTICS

观众增长 Visitors growth:



找到了意向公司和产品
Found the company & products
they would like to see



满意度
Satisfaction rate

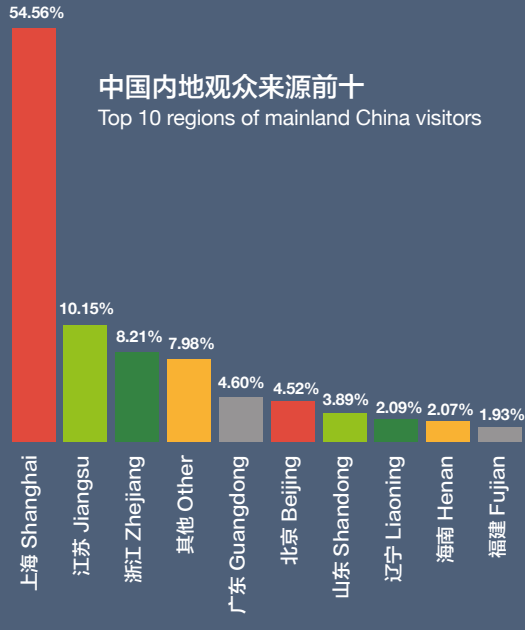


意向参加FHC2019
Next edition participants

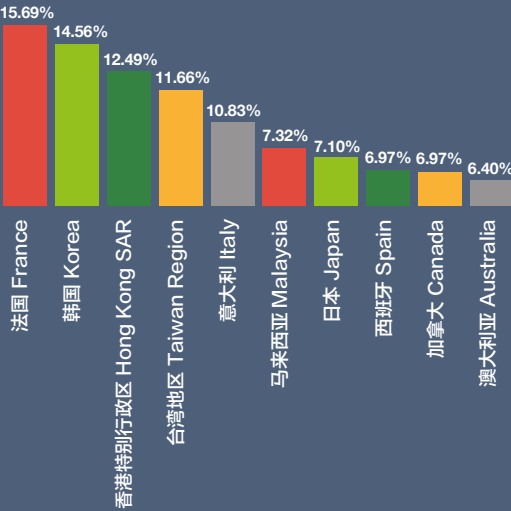


推荐展会给朋友/同行
Recommendation rate

参观商分类之地区 Visitor breakdown by region:



港澳台及海外观众来源前十 Top 10 countries & regions of HK, Macao, Taiwan and overseas visitors



参观目的 Visitor expectations:



参观商分类 Visitor breakdown by sector:

| | |
|--|--------|
| 零售业 Retail Trade | 33.25% |
| 餐饮业 Hospitality | 18.62% |
| 进口商 / 经销商 / 批发商 Importer / Distributor / Wholesaler | 21.31% |
| 机构膳食供应 Institutional Catering | 2.79% |
| 制造商 Manufacturers | 11.54% |
| 顾问及管理服务 Consultants / Management / Services | 12.50% |



参观商分类之兴趣产品/服务 Visitor breakdown by product/service interest*:

Visitor breakdown by product/service interest*:

*可多选

| 专区 SECTOR | | 展商 EXHIBITORS |
|-----------|----------------------------------|---------------|
| | 肉类 Meat | 295 |
| | 水产 Seafood | 191 |
| | 啤酒 Beer | 102 |
| | 茶与咖啡 Tea & Coffee | 266 |
| | 生鲜 Fresh product | 287 |
| | 乳制品 Dairy | 155 |
| | 烘焙 Bakery | 301 |
| | 油 Oil | 114 |
| | 饮料（不含酒精） Non-alcoholic beverages | 373 |
| | 原料 Ingredients | 142 |
| | 休闲食品 Snack food | 357 |

展商反馈 EXHIBITORS FEEDBACK

对于麦西恩食品来说，2018年的FHC非常成功。迄今为止，我们已经参加了13届FHC，并将继续参加。我们在展会上接待的观众专业，同时展后也衍生出了很大的商机和潜力。主办方与我们对接的工作人员均尽可能地给予我们协助，提供有优势的展位位置，提供专业建议，对我们的成功参展功不可没。

“The 2018 FHC Shanghai show for our company was very successful. We have been participating in the FHC Shanghai Expo for 13 years and will continue to do so due to the quality of visitor that we host in our stand and the opportunities that are generated from this expo. The staff that we work with to set up the Expo have always been most helpful in getting our company the most beneficial stand location and giving our team suggestions on how to make the show more successful for our group.”

优达先生/亚太区高级销售副总裁/麦西恩食品
Mr Lucio Ricardo Kreimer,
SVP of Sales Asia & Oceania, Mission Foods



从上海回来，我们参加了FHC中国，现在是第22届。此次博览会不仅给了我们探索中国市场的机会，也让我们把目光投向了韩国，台湾和越南等邻国的视野。意大利产品出口到中国的比例显著增长了3.7%，营业额3.81亿欧元。除了葡萄酒和石油外，乳制品代表了中国市场的最大需求。展会为我们提供了与远东市场建立联系和关系的绝佳机会。

“Latteria Sorrentina is back from Shanghai, where we attended FHC China, now at its 22nd edition. The expo gave us not only the opportunity to explore the Chinese market, but also to cast our gaze to other horizons, those of neighbouring countries, such as Korea, Taiwan and Vietnam. Export to China of Italian products grew significantly by 3.7%, with a turnover of 381 million euros. Along with wine and oil, dairy products represent the greatest demand of the Chinese market. The exhibition centre has provided this year to an excellent opportunity to establish new contacts and relationships with the Far East markets.”

Carmela Milito,
出口销售经理, Latteria Sorrentina, 意大利
Export Sales Manager, Latteria Sorrentina, Italy

在众多选择里，我们有许多机会在上海不同的食品饮料展会上展出。在这一刻，我们可以肯定地说，FHC仍然是迄今为止最专业的和最成熟食品贸易博览会，并可以在中国开展业务和建立坚实的贸易伙伴关系。对企业来说，这绝对是一个很好的机会，因为他们步入了合适的商业活动中，在这里客户可以搜索到特定产品并充分利用这些产品。就我们参加这次FHC展会的个人体验来讲，我们在FHC展会上能够与最大的零售商，进口商和分销商建立联系，从潜在客户身上获得很大的想法，甚至实现重要的交易。

“During the process of internalization, we had numerous opportunities to exhibit at different food and beverage fairs in Shanghai. At the moment we can say for sure that FHC continues to be, by far, the most professional and proficient trade fair to achieve business and build solid trade partnerships in China. For companies this is definitely one of the best opportunities as they're directed to the right business activity and are available for clients to help search for specific products and making the most of it. In our personal experience of this FHC edition, we can say that we were able to get in touch with the biggest retailers, importers and distributors, getting great leads from potential clients and even closing important deals.”

Stephanie Silva,
葡萄牙 S. A., Outeirinho 出口经理
Exports Manager, Outeirinho, S.A. Portugal

观众反馈 VISITORS FEEDBACK



FHC展会的观众和进口商很多。有在洽谈的肉类，海鲜等对口展商。现场活动很精彩，氛围很好。让我们更好的了解到产品的质量和制作过程。期待明年展会越来越好。

“There are many trade buyers and importers at the FHC exhibition. We are very interested in meat and seafood and have built business relations with matched suppliers. There are plenty of wonderful onsite events which help us know about the food's quality and processes. I hope FHC 2019 will be even better.”

刘丙须先生/销售经理/上海金莓进出口有限公司
Ms Bingxu Liu, Sales Manager, Shanghai Golden Berry Import and Export Co. Ltd.

参加FHC展会有三次了。今年展会规模更加大了，商家也比去年的多了很多。目前我们在与2家对口餐饮展商进行沟通与合作。明年还会继续来

“This is the third time I have attended the FHC exhibition. The scale of the show is larger, and there are more exhibitors than last year. We have built business relationships with two matched exhibitors. See you next year!”

Frankie FOO先生/销售经理/北京福楼餐馆有限公司
Mr. Frankie FOO, Sales Manager, Beijing Fulou Restaurant Co. Ltd

今年展会是我第一次参加的FHC展会。给我的观感度很好，现场极具氛围。跟肉类，杂货等对口展商进行了洽谈。明年还会再来参观。

“This is the first time I have attended an FHC exhibition. There is a good atmosphere onsite and we have made business contact with some counterpart exhibitors whose products contain meat and groceries. I will certainly visit FHC 2019 next year.”

杜维恒先生
总经理/四川法味朵朵餐饮有限公司
Mr. Weiheng Du,
General Manager,
Chengdu Faweiduo Catering Co. Ltd.



扩大视野占据行业领先地位

EXPAND YOUR ENTERPRISE

FHC 2019展馆分布图 / Venue Map



去年FHC展会面积创新高，打破了以往所有的记录，加强了各国在中国市场对国际食品和服务的需求。占据行业领先地位，成为引领国际企业进军中国市场的行业风向标。展望2019，今年FHC展会面积将继续扩张至180000平方米。专业展区种类齐全。并新增三个展馆，满足行业各方需求。

Last year, the FHC breaking all previous records and reinforcing the demand for international food products and services across China. Looking ahead, FHC 2019 will grow by 50% reaching an un-paralleled 180,000m² exhibiting space. We add 3 new halls this year to meet the demand of customers from different industry.

FHC展会精彩专区 FHC sectors:



FHC 2019 全新的展区体验

FHC 2019 NEW EXHIBITION EXPERIENCE



E系列“新餐饮”体验系列馆为FHC2019年全新打造的餐饮生活方式展区及文化体验展区，其中囊括了目前餐饮潮流趋势的主流，咖啡、烘焙以及餐饮配套，新展区以垂直类文化及消费体验为主旨，注重产品在零售端的实际应用以及消费群体的体验感受，通过文化体验展的形式来让消费者更好的理解和接受产品，并将FHC的影响力从零售端扩大到消费端。

The “New Catering” Experience halls is a newly created exhibition space in FHC 2019 which is about dining and life-style and cultural experience. The products are from coffee, bakery and catering industry. This new exhibition area focus on the practical application of the product on the retail and the experience of the consumer process. Through this exhibiting space, consumers can better understand and accept the product, and it also expand the influence of FHC.

E7 – 咖啡茶饮潮流馆 Coffee & Tea

展品类别: 咖啡设备及器具，咖啡烘焙设计和技术、咖啡豆，精品茶，茶饮加盟，果汁原料及制作设备，食品包装，软饮料及高端饮用水

活动: 2019上海国际咖啡节秋季篇、咖啡产业文化体验展

Exhibit categories: coffee equipment and appliances, coffee roaster design and technology, coffee beans, boutique tea, juice raw materials and production equipment, food packaging, soft drinks and high-end drinking water

Events: 2019 Shanghai International Coffee Festival (Autumn), Coffee Industry Cultural Experience Exhibition

E6 – 烘焙甜点生活馆 Bakery & Dessert

展品类别: 烘焙原料、烘焙设备、烘焙包装、家庭烘焙、烘焙加盟

活动: 烘焙小镇、烘焙印象

Exhibit categories: baking ingredients, baking equipment, baking packaging, home baking, baking franchise

Events: Baking Town, Baking Impression

E5 – 餐饮配套设计馆 Catering Accessories & Design

展品类别: 食材及半成品食品、轻餐食品、配餐用品、餐饮供应链、餐饮店设计及装潢、后厨设计、餐饮家具、食品包装设计、餐厅灯光设计及灯具、商业空间设计及装潢、餐饮收银系统及菜谱设计

活动: 上海FINEFOOD美食节秋季篇、轻餐生活文化体验展

Exhibit categories: food and semi-finished foods, light foods, food supplies, catering supply chain, restaurant design and decoration, kitchen design, catering furniture, food packaging design, restaurant lighting design, catering cashier System and menu design

Events: Shanghai FINEFOOD Festival (Autumn), Light Food Lifestyle Experience show



第二十一届中国国际烹饪艺术比赛 The 21st FHC China International Culinary Arts Competition

中国国际烹饪艺术大赛是一项国际性活动。比赛的目的是为了培养年轻的厨师，加强中国西餐的发展。2015年FHC中国国际烹饪艺术大赛成为中国唯一获得世界厨师联合会（WACS）认证的洲际烹饪比赛。在过去的两年中，随着参赛选手和参赛国家数量的不断增加，这项赛事已成为亚洲乃至世界上规模最大、影响力最大的赛事。

为期三天的比赛中，参赛选手将在包含现场烹饪及战展评在内的22个赛题中进行角逐。1000多人的参赛选手中最最后角逐出属于自己的排名！

The FHC China International Culinary Art Competition is an international event and has become the only accredited intercontinental culinary competition endorsed by the World Association of Chefs' Societies (WACS) in China. The purpose of the competition is to train young chefs and strengthen the development of Western food in China. In the past two years, the number of contestants and participating countries has continued to increase making the event very large and influential in Asia and around the world.

上届赞助商Previously supported by:



第二届亚洲杯烹饪比赛 2nd Asia Culinary Cup Competition

十二个国家队，在限时内为20个人预备烹饪。分别为16位嘉宾和4位裁判员。每个厨房团队由4名员工组成，1名团队经理，3名专业厨师组成（团队经理也可以是厨师）。获胜团队将获得2019年亚洲烹饪杯。对于青年厨师和初级厨师来说，这是一个开放式的比赛类别。

Twelve international and regional teams will cook off against the clock to prepare a function for twenty people, sixteen guests and four judges. Each kitchen team consists of four people, one team manager and three qualified chefs. The winning team will receive the 2019 Asia Culinary Cup.



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烘焙小镇及高峰论坛 Bakery Event & Summit

烘焙专区一直是FHC的特色组成部分。多年来FHC致力于搭建烘焙行业与餐饮、酒店、进口商、贸易商之间的桥梁。FHC 2019 特设E6馆（FHC烘焙生活馆），从烘焙原料、烘焙设备、烘焙包装，到家庭烘焙、烘焙加盟，一应俱全。在展会现场，不仅能与众多海外供应商会面，同时也可以了解烘焙制作工艺等最新潮流信息。

今年，由全国工商联烘焙业公会主办的“行业之力”中国烘焙行业发展峰会，也将再次亮相展会现场。企业、导师、资源、平台汇聚一堂，共同研讨烘焙行业发展中遇到的热点问题、前沿问题。进口的烘焙原料以及来自海外的优质展商将为与会人士带来不一样的烘焙感受。

The bakery area has always been a featured part of the FHC. Over the years, FHC has been building a bridge between the baking industry and restaurants, hotels, importers and traders. FHC 2019 Specially set a FHC Baking Life Museum on Hall E6, covering from baking ingredients, baking equipment, baking packaging, to home baking, and baking franchise. At the exhibition site, Visitors can not only meet with overseas suppliers, but also learn about the latest trends in Bakery industry.

This year, the “Industry Power” China Baking Industry Development Summit, hosted by the National Federation of Industry and Commerce Baking Industry Association, will also be on display again. Enterprises, mentors, resources, and platforms will gather together to discuss key issues in the development of the baking industry. Additionally, imported baking ingredients and quality exhibitors from overseas will bring different experiences to the participants.

合作伙伴Partners:



第二十一届中国国际西点大赛 The 21st China International Pastry Competition

第二十一届中国国际西点大赛是一项国际赛事，赛事的目的是培养年轻厨师，加强中国西点的发展。这项比赛一共包含7个主题——自助餐造型、翻糖蛋糕、盘式甜品、巧克力蛋糕、主题下午茶、餐后小点、面包展示。

The 21st China International Pastry Competition is an international competition that aims to train young chefs and help to improve the Chinese Pastry. There are 7 themes of this competition - buffet style, fondant cake, dish dessert, chocolate cake, themed afternoon tea, post-meal snacks, and bread display.





2019-2020世界拉花艺术大赛中国区选拔赛华东分赛区

2019-2020 China Latte Art Championship East China Division

World Latte Art Championship世界拉花艺术大赛是由世界咖啡与活动先驱-WCE (World Coffee Events) 基于推广精品咖啡以及基于精品咖啡发起的专业咖啡大赛，是世界第二大赛事，是咖啡拉花艺术的最高级别专业赛事。最终的冠军选手更将代表中国赴海外参加世界大赛，与世界级咖啡拉花高手一决“盟主”之冠。LATTE ART是继WBC后掀起第二波咖啡竞技狂潮。

World Latte Art Championship is founded by WCE (World Coffee Events) and highlights artistic expression in a competition platform that challenges the barista in an on-demand performance. The top six semi-finals competitors qualify for the final round, where competitors make two different matching sets of free-pour latte patterns, and one matching set of designer lattes. The top scoring competitor in the final round is declared the World Latte Art Champion.

战略合作伙伴:



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2019-2020中国区咖啡冲煮大赛华东分赛区

2019-2020 China Brewers Cup East China Division

伴随着咖啡产业在国内不断地高速发展和文化的兴起，国际市场更多的将目光投向中国。赛事由上海博华国际展览有限公司于2003年引入中国，并一直致力于弘扬中国咖啡文化理念和事业。

2020世界咖啡冲煮大赛中国区选拔赛将设7个分赛区，预计招募100名选手参赛。该赛事重点在于突出选手用过滤器自己冲煮咖啡，目的在于提升手工咖啡冲煮的技艺和优秀的服务体验。

Last year, over 300 coffee contestants from around the world battled it out to be crowned the winner of the China Brewers Cup. This year, they will compete and show off their skills to represent their coffee communities. Each competitor will present their courses to a variety of judges who will score them on different sensory and technical points. Through various rounds, the winner will be crowned the China Brewers Cup of the year.

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2019-2020第七届上海国际潮流饮品创意制作大赛上海分赛区

The 7th Shanghai Fashion Drinks Competition Shanghai Division

上海国际潮流大赛已在 FHC成功举办六届，旨在激发饮品研发人员的创造能力。比赛全年分为3个阶段，吸引了来自饮品行业的专业人士参与比赛。

Shanghai International Fashion Drinks Competition has been successfully held at FHC for six editions and aims to stimulate the creativity of beverage makers. The competition is divided into three stages throughout the whole year and attracts professionals from across the beverage industry.

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2019年
人均饮料消费达
26升

THE AVERAGE
PER CAPITA
drinking
consumption
STANDS AT
26 litres
in 2019



 **Dairy imports**
REACHED AN INCREASE OF
13.4% in volume
& **39.7% in value**
during Jan-Nov 2017

2019国际橄榄油品鉴会
2019 International Olive Oil Summit

从2017年成功推出后，FHC橄榄油品鉴会将迎来第三次的回归。展会吸引了该地区最具影响力的买家和决策者聚集于此，并从而帮助提高FHC中的各国油品展商的品牌知名度，协助他们与行业内的配对买家进行会面和建立联系。现场邀请了纽约国际油赛（NYIOOC）专业评委参与品鉴，并且邀请名厨在现场使用展商的橄榄油进行烹饪结合，让现场的买家以及专业观众真正的了解橄榄油的魅力所在。

After its successful launch in 2017, the FHC Olive Oil Tasting seminar will make its return for the third time, attracting the region's most influential buyers and decision makers. The seminar will raise awareness for international exhibitors and assist them in meeting and networking with the right contacts in the industry. International judges, including New York International Oil Competition (NYIOOC) will participate alongside other celebrity chefs and use exhibitors' products to cook and place these meals in front of buyers, allowing them to truly understand the charm of international olive oil.

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2018演讲人2018 Speakers:

Eleftheria Germanaki, 橄榄油感官评估的国际认证裁判
Ramón Aparicio López, 西班牙塞维利亚大学橄榄油物理学家
Konstantinos Liris, ICC纽约成员
Carola Andrea Dummer Medina, 智利品酒小组创办者

2019 全球乳制品发展论坛
2019 Global Dairy Forum

目前中国乳制品市场正处于快速发展阶段，拥有无限的前景并且年度人均在乳制品的消费在中国仍然很低。随着居民收入的快速增长，未来市场潜力巨大。那么乳品企业如何实现在中国市场销售的快速增长？在这场活动中，我们将邀请来自世界各地的乳制品专业人士和行业当局，政府官员、业务代表，行业专家以及有来自美国，意大利，乌拉圭，法国和法国的乳制品行业协会共同讨论。

China's dairy market is in a stage of rapid development with unlimited prospects. With the rapid growth of residents' income, the market potential is huge, but how do these dairy companies achieve rapid sales growth in the Chinese market? This forum invites Dairy professionals from all over the world including government officials, business representatives, industry experts, and Dairy Foods Associations from the US, Italy, Uruguay and France.

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2018演讲人2018 Speakers:

Lucy Randolph, Senior Export Manager, Dairy
Stephen Jones, Managing director of Somerdale International
慧莱·菲利娜, 国际植物性饮食推广组织ProVeg食品产业部高级经理
Nicola Aporti, Head of Corporate and Food Regulatory
丁博, 融合国际CEO
Emilie MARTIN, 法国国家乳制品行业协会(CNIEL)亚太地区总经理



EUROFRESH
经销论坛主持讨论会
Eurofresh Distribution Forum

由 Eurofresh 经销论坛主办的生鲜市集已经举办了3年，其中包括的一个极具重要的论坛聚焦生鲜行业当前和未来发展趋势，并同行业中最具影响力的行业领军人物建立联系。

The Fresh Marketplace hosted by Eurofresh Distribution Forum has taken place over the last three years and includes a very informative seminar on the industry's current and upcoming trends, while networking with the biggest influencers in the industry.

从2006年，
中国的生鲜
每年以平均**16%**的进口量增长，
到2016年，
进口量达到了**380万**的高峰。

CHINA'S
fresh products imports
have been growing
at an average of
16%
a year since 2006 + reaching a PEAK of
3.8 million tonnes
in 2016.



2018与会嘉宾 Participants have included:

Vincent Yeh
沃尔玛首席生鲜买家 Walmart's Chief Fresh Produce Buyer
Peter Zhu
百果园采购总监 Pagoda Orchard Procurement Director
Catherine Gao
Xianfeng Qufeng副总 Xianfeng Qufeng VP
Lauren Zha
天天果园CEO Fruitday CEO
Paul Sheh Hema
盒马鲜生高级总监 Supermarkets Senior Director
George Liu ruta
好果云创始人 Cloud Founder
Bjorn van der Veen
Arctic Solutions CEO



2019国际进出口肉类论坛 2019 International Import and Export Meat Forum

论坛将展示最新的肉类和家禽产品，与会的服务零售商需要增加肉类产品中国的进口量。综合的培训课程包括探索当今肉类零售最新发展的多种方式，在这里可以与行业专业人士见面和建立联系。

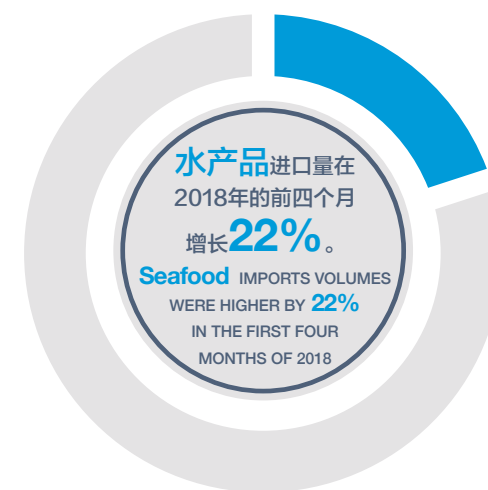
This forum will showcase the latest in meat and poultry products, and the products and services retailers need to increase imports into China. Comprehensive education sessions include a variety of ways to explore the latest developments in meat retailing today, and a great opportunity to meet and network with industry professionals.



MSC水产论坛 MSC Seafood forum

论坛回顾MSC中国五年成长旅程以及对全球和中国可持续野生捕捞渔业及市场动态的长期关注，我们将洞察中国可持续海鲜市场与其发展趋势，全球知名调研机构GlobeScan解析最新海鲜消费者特征。

This forum reviews MSC's five-year growth journey in China and its long-term focus on global and Chinese sustainable wild fisheries and market dynamics. Gain insight into China's sustainable seafood market and its development trend. GlobeScan, a world-renowned research institute, will analyse the latest characteristics of seafood consumers.





商贸配对 Business matchmaking

为了更好地促进展商与国内各渠道商的商贸洽谈，主办单位与上海商情在展会期间共同举办FHC商贸配对会，会议为买家和展商提供便捷的洽谈，确保他们尽可能的在展会高效进行商业业务。

To facilitate better business communication between exhibitors and buyers, and with the cooperation of the Business Information of Shanghai, FHC Business Matchmaking will provide easy communication between buyers and exhibitors, ensuring your time at the show is spent as efficiently as possible.

联系人Contact: Ceci Wang / ceci.wang@ubmsinoexpo.com

FHC广告机会
FHC Advertising Opportunities

FHC致力提供展商更多线上、印刷品以及展馆现场的广告机会。增加曝光率的同时，也为您的企业带来更多的商机。FHC提供多样化的渠道帮助企业进行推广，展前的印刷品和线上的推广，展中的现场广告，形式多样，为您的企业助力。

FHC is committed to providing exhibitors with more advertising opportunities online, print and on site the expo centre to help promote your enterprises and bring more business opportunities. FHC provides a variety of channels to help companies promote, including print and online promotion before the show, and on-site advertising in the exhibition.

联系人Contact: Ceci Wang / ceci.wang@ubmsinoexpo.com

FHC赞助机会 FHC Sponsorship

拥有展会即可展示您的产品——确保你在FHC 2019 展会尽可能出众。

凭借我们令人印象深刻的品牌、会议、赛事、专业特区和可视的机会，我们可以为您提供有针对性的战略方式，最大限度地提高您公司在 FHC的知名度，并为您与配对买家进行联系。中国最知名的行业公司都将到场，这也是你被视为该地区关键角色的机会。

联系我们，为您的需求进行量身定制，为您的展台带来更多观众流量，增加您的市场支持和受众。

Your stand is your showcase – make sure your presence at FHC 2019 is as extensive as possible! With our impressive range of branding, conference, competition, feature areas and digital opportunities, we can offer you a targeted and strategic way to maximise your company's visibility at FHC and connect you with the right people for your business. The biggest names in China are in attendance and this is your opportunity to be seen as a key player within the region. Get in touch to discuss a tailored approach that suits your needs, drives more traffic to your stand and increases your marketing support and audience.

联系人Contact: Steven Zhao
steven.zhao@ubmsinoexpo.com

HOFEX
7 - 10 May 2019
HOFEX
Hong Kong

ProWine Asia
7 - 10 May 2019
ProWine Asia
at HOFEX
Hong Kong

SFH Seoul Food & Hotel
21 - 24 May 2019
Seoul Food & Hotel
Korea

FHMM Myanmar
5 - 7 June 2019
Food & Hotel Myanmar
Myanmar

FISPAL Food Service
11 - 14 June 2019
Fispal Food Service
Brazil

ife
26 - 28 June 2019
IFE China
China

Expo Food GZ
27 - 29 June 2019
Expo Food
Guangzhou
China

HOTELEX Beijing
1 - 3 July 2019
Hotelex & Expo
Finefood Beijing
China

FHI Indonesia
24 - 27 July 2019
Food & Hotel Indonesia
Indonesia

HOTELEX Chengdu
28 - 30 August 2019
Hotelex & Expo
Finefood Chengdu
China

Natural & Organic Asia
28 - 30 August 2019
Natural & Organic Asia
Hong Kong

GOURMET ASIA
3 - 5 September 2019
Gourmet Asia
Hong Kong

RBHK Restaurant & Bar
3 - 5 September 2019
Restaurant & Bar
Hong Kong

ABASTUR
3 - 6 September 2019
Abastur
Mexico

FHT Thailand
4 - 7 September 2019
Food & Hotel Thailand
Thailand

FHI India
18 - 20 September 2019
Food & Hotel India
India

FHM Malaysia
24 - 27 September 2019
Food & Hotel Malaysia
Malaysia

FHC China
12 - 14 November 2019
Food & Hotel China
China

ProWine China
12 - 14 November 2019
ProWine China
China

FHA Singapore
3 - 6 March 2020
FHA - HoReCa
Singapore

catersource
9 - 12 March 2020
Catersource
Las Vegas, USA

HOTELEX Shanghai
29 March - 1 April 2020
Hotelex & Expo
Finefood Shanghai
China

FHA Singapore
31 March - 3 April 2020
FHA - Food & Beverage
Singapore

ProWine Asia (Singapore)
31 March - 3 April 2020
ProWine Asia (Singapore)
Singapore

FHTB Bali
16 - 18 April 2020
Food, Hotel & Tourism Bali
Indonesia

FHV Vietnam
24 - 26 April 2020
Food & Hotel Vietnam
Vietnam

SFH Seoul Food & Hotel
May 2020
Seoul Food & Hotel
South Korea

FHMM Myanmar
June 2020
Food & Hotel Myanmar
Myanmar

HOTELEX Indonesia
22 - 24 July 2020
Hotelex & Expo
Finefood Indonesia
Indonesia

FHV Hanoi
25 - 27 November 2020
Food & Hotel Hanoi
Vietnam



环球食品及酒店设备展览会

China's Global Food & Hospitality Trade Show

12-14 November 2019

Shanghai New International Expo Centre (SNIEC), China

中国 · 上海新国际博览中心



UBM Sinoexpo(china enquiries)
上海博华国际展览有限公司

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