



第二十九届 FHC上海 环球食品展



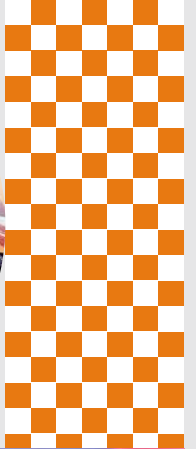
2026.11.10-12

上海新国际博览中心·浦东

Shanghai New International Expo Centre (SNIEC), China

臻选美食·品味全球

SHAPING THE FUTURE OF FOOD



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75

同期展会及全球展

SIMULTANEOUS EXHIBITIONS



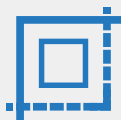
第二十八届FHC上海环球食品展由上海市餐饮烹饪行业协会、上海博华国际展览有限公司主办，中国食品土畜进出口商会联合主办。作为餐饮行业最具影响力的专业展会之一，FHC已成功举办二十八届，累计服务超百万专业买家，成为国际展商进入并开拓，加深中国市场的“首选跳板”。同时，也是本土企业及地方特色产品了解出海国际贸易，以及寻求国际市场的专业平台。

The 28th SHANGHAI Global Food Trade Show is hosted by the Shanghai Restaurants Cuisine Association, and Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd; jointly organized by the China Chamber of Commerce of I/E of Foodstuffs, Native Produce and Animal By-products (CFNA). As one of the most influential professional exhibitions in the food and beverage industry, FHC has successfully held 28 sessions, serving a total of over one million professional buyers and becoming the preferred springboard for international exhibitors to enter and expand within the Chinese market. Simultaneously, it provides a specialized platform for domestic enterprises and regionally distinctive products to explore international trade opportunities and seek access to global markets.

展会概况 Exhibition Overview



2,800+ 家
全球参展商
Exhibitors



200,000 平方米
展会面积
Exhibition Scale



173,143 位
专业观众
Trade Visitors



21 个国际展团带着
350 家国际展商入驻
21 international pavilions
consisting of 350
international exhibitors



Exhibit Categories

展品类型

本届展会也是首次纳入药食同源和婴童食品两大潜力板。



肉制品
Meat



水产品
Aquatic Product



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



预制菜品及中央厨房
Prefabricated dishes &
Central Kitchen



罐藏食品及原辅材料、机械设备
Canned Food & Raw Materials,
Machinery And Equipment



火锅食材及用品
Hot pot Ingredients And Supplies



休闲食品及饮料
Leisure Food & Beverage



婴童食品
Baby & Child Food Products



药食同源
Food & Medicine Homology





50+ International Pavilions

50+ 国际展团



U.K
英国



EU
欧盟



CANADA
加拿大



URUGUAY
乌拉圭



ITALY
意大利



CZECH
捷克



NETHERLANDS
荷兰



U.S.A
美国



RUSSIA
俄罗斯



MALAYSIA
马来西亚



AUSTRALIA
澳大利亚



SINGAPORE
新加坡



GERMANY
德国



VIETNAM
越南



THAILAND
泰国



TURKEY
土耳其



SOUTH AFRICA
南非



SPAIN
西班牙



AUSTRIA
奥地利



CYPRUS
塞浦路斯



JAPAN
日本



SOUTH KOREA
韩国

Domestic Pavilions

地方展团

浙江
宁波
甘肃
安顺
海南
蒙山

霞浦
漳州
云南
海安
湖北
.....



部分参展商 / Partial Exhibitors



Exhibitors' Message

部分展商寄语

BENNS贝纳丝

此次亮相 FHC 环球食品展, BENNS 满怀热忱与期待。作为深耕可可行业 52 载、秉持“专注亚洲可司高端风味和坚持可持续发展”的企业, 我们既借展会收获了与行业伙伴的深度交流, 也赢得了合作商的认可, 彰显品牌力量。愿以展为桥, 共探行业趋势与机遇。感谢每一份驻足关注, 未来 BENNS 将持续研发优质产品, 携手共创食品行业新可能!

been deeply rooted in the cocoa industry for 52 years and upholds the philosophy of "focusing on high-end Asian cocoa flavors and committing to sustainable development", we have not only gained opportunities for in-depth exchanges with industry partners through this exhibition, but also won recognition from collaborators, demonstrating our brand strength. We are willing to take this exhibition as a bridge to jointly explore industry trends and opportunities. Thanks for every moment of attention and stop. In the future, BENNS will continue to develop products with high-quality and work together with all partners to create new possibilities for the food industry!

王兆原 Tim Wang
BENNS中国区CEO
BENNS China CEO

认养一头牛

很高兴能代表拥有40多年品牌历史的永和食品集团, 携全系产品亮相本次上海环球食品展。此次展会也带来了我们的药食同源系列产品, 精准适配当下不少消费者的亚健康状态。此次参展, 我们很大的收获是在此寻求到更多优质渠道商和供应商, 进一步拓宽产品流通链路; 也希望展会让更多人了解我们的健康产品, 让所有消费者都能喝到更健康、更美味的豆浆。

It is a pleasure to represent YONHO SOYMILK, a brand with over 40 years of heritage, at 2025 Shanghai Global Food Trade Show with our product portfolio. This exhibition also showcased our medicinal food series, precisely catering to the sub-health conditions among many consumers today. A significant outcome of our participation has been high-quality distributors and suppliers, thereby further expanding our product distribution channels. We also hope this exhibition will introduce more people to YONHO SOYMILK 's health-focused offerings, ultimately enabling all consumers to enjoy healthier and more delicious soy milk.

高晶晶 Eliza Gao
永和食品集团外贸总监
Director of international trade





中焙食品

很荣幸能携中焙全系蛋挞相关产品亮相本届 FHC 展会。深耕蛋挞行业十余年来，我们始终专注于烘焙、餐饮、茶饮、商超等专业客户提供蛋挞半成品，并配套涵盖烤制指导、陈列优化、销售分析在内的蛋挞整体解决方案。目前，我们已与好利来等知名烘焙品牌，以及 Ole、沃尔玛等商超达成深度合作。此次参展，我们收获了更多经销商、零售商的合作意向，进一步拓宽合作版图，也希望让中焙的优质蛋挞产品走进千家万户，甚至迈向更广阔的国际市场。

It is an honor to bring Zhongbei Tart's comprehensive range of egg tart products at this year's FHC exhibition. With over a decade of specialization in the egg tart industry, we remain dedicated to supplying semi-finished egg tart products to professional clients across baking, catering, tea beverage, and supermarket sectors. Our offering includes holistic solutions of baking guidance, display optimization, and sales analysis. We have established deep partnerships with renowned baking brands such as Holiland, and supermarkets including Ole and Walmart. This exhibition has gained further cooperation intentions from distributors and retailers, expanding our collaborative footprint. We also aspire to bring Zhongbei Tart's premium egg tarts into thousands of households, towards broader international markets.

黄延平 Yanping Huang
中焙蛋挞全国营销中心总经理
Marketing manager of Zhongbei Tart

度小月

很荣幸能携度小月全系产品亮相本次 FHC 展会，与各界同仁、消费者们共同分享品牌的美食理念与优质产品。也借这场行业盛会，传递品牌 130 周年的专属心意。度小月是源自中国台湾台南的百年品牌，进入中国内地市场也超 20 年。此次展会，我们带来了最新的港町忆城系列产品，将中国台湾传统的面条与粉丝，从单纯的美味升级为承载地域文化的温情产品，让每一份食品都兼具风味与文化记忆。此次参展，我们一方面希望结识更多合作伙伴，触达更多年轻消费者与各渠道专业买主，拓宽品牌合作版图；另一方面，也想让更多人感知度小月的饮食文化魅力，让这份文化与温情的百年味道，走进更多家庭的厨房。最后想对每一位支持我们的人，轻声道一句“多谢”。

It is an honor to present the full range of DOSHEE products at this exhibition, sharing our brand's philosophy and premium offerings with industry peers and consumers. We also want to take this to convey our exclusive sentiments for the brand's 130th anniversary. Originating from Tainan, Taiwan, China, Du Xiaoyue is a century-old brand with over two decades of presence in the mainland Chinese market. At this exhibition, we present our latest products: Gang Ting Yi Cheng. This range elevates traditional Taiwanese noodles and vermicelli to transform into products with regional cultural warmth. Each item thus embodies both flavor and cultural memory. Our participation aims to forge new partnerships, engage younger consumers and professional buyers across channels, and expand our collaborative footprint. Equally, we wish to introduce more people to the culinary charm of DOSHEE, bringing this century-old blend of cultural heritage and warmth into more family kitchens. Finally, to each one who has supported us, we would like to say "Thank you".

林凡舜 Pierce Lin
营销市场部 部长
Head of Sales & Marketing



Overseas Pavilion's Message

部分海外展团寄语

欧盟 EU

我们参加2025年FHC展会的主要目标是增强市场影响力,促进中欧文化交流。FHC为我们提供了展示欧洲食品典型特质的契机:卓越风味、深厚传统、丰富文化底蕴与专业技艺。我们向中国进口欧盟食品的企业及消费者传递这样的理念:欧盟食品生产遵循全球最严苛的健康标准、动物福利规范与品质体系。我们期待通过FHC这样的平台,持续提升中国市场对欧盟食品卓越品质与独特特性的认知与认可,推动未来数年双方农业食品贸易的持续增长。我们热切期盼与中国市场建立稳固的合作伙伴关系。欢迎品味欧洲!

Our key objectives for participating in FHC 2025 are to strengthen market presence and foster cultural exchange between Europe and China. FHC provides the opportunity to present the typical characteristics of European food: excellent taste, deep-rooted traditions, rich cultural heritage and know how. We tell Chinese importers of EU food and customers that, in the EU, food is produced with one of the highest standards of health, animal welfare and quality worldwide. We expect that, through events such as FHC, awareness and appreciation of the quality and unique characteristics of EU food will continue grow in China helping to further increase the agri-food trade between our markets in the years ahead. We look forward to building strong partnerships with the Chinese market. Welcome to the taste of Europe!

Mr. Wojciech Ptak • Agriculture Counsellor

农业参赞

Delegation of the European Union to China

欧洲联盟驻华代表团

意大利 Italy

意大利贸易促进局(ITA)始终致力于加强和深化两国间的合作,促进双边商业与贸易关系的蓬勃发展。意大利美食完美融合了营养、健康、品质与风味,为全球消费者呈现均衡愉悦的饮食体验,彰显地中海饮食精髓,使“意大利制造”理念广受推崇且体系完善。

Italian Trade Agency (ITA) constantly works to strengthen and develop the cooperation between our two nations, and to favor a flourishing growth in mutual business and commerce relationships. Representing a harmonious combination of nutrition, health, quality, and flavor, Italian cuisine offers a balanced and delightful culinary experience that exemplifies the Mediterranean diet to consumers across the globe, making the concept of "Made in Italy" significantly appreciated and well-recognized. - From November 12th to 14th, in the Italian Pavilion organized by ITA Shanghai at FHC, 30 Italian food companies presented their cutting-edge products and expertise to Chinese and Asian partners, celebrating the essence of Italian cuisine in the realm of Settimana della Cucina Italiana nel Mondo (Week of Italian Cuisine in the World) and embracing the theme "Cucina italiana tra salute, cultura e innovazione" (Italian Cuisine: A Balance of Health, Culture, and Innovation).

Velia Filippelli 俞客

Deputy Trade Commissioner 副代表

Italian Trade Agency (ITA) 意大利对外贸易委员会上海代表处

会上海代表处



美国 USA

我们生产的人参中,有98%出口到中国,所以结识新的潜在客户建立关系非常好。

We produce the 98 percent of the ginseng that we produce comes to China, so it's just great to meet new potential customers.

Robert Daniel Kaldunski -President
美国威斯康辛州花旗参农业总会 主席
Ginseng Board of Wisconsin

菲律宾 Philippines

我认为我们在这里有很大的潜力,明年我们还会再来!

I think we have a very good potential here, and we will be coming again next year.

BLESILA LANTAYONA - Undersecretary
菲律宾贸易与工业部 副部长
Philippine Department of Trade and Industry



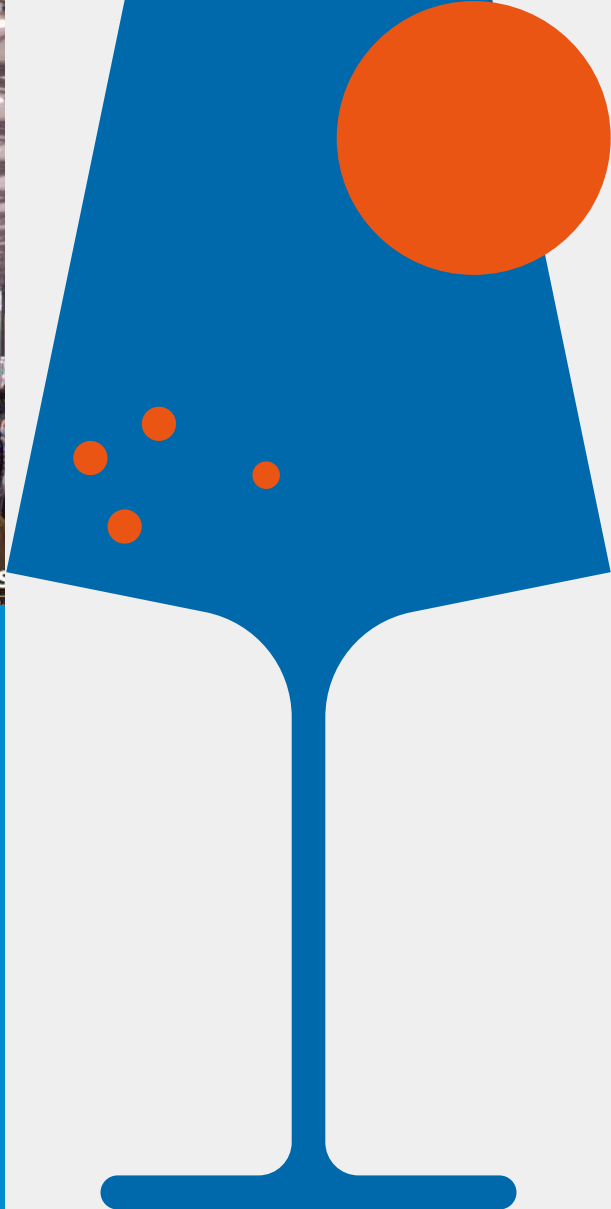
乌拉圭 URUGUAY

我们认为这是一个非常好的贸易展会来定位我们的品牌,因为这个贸易展会拥有很多专业参

We think it's a very good place for positioning our brand due to the type of professional visitors that this trade show has.

MARIA CECILIA SHAW
乌拉圭国家肉类协会 促销广告项目专员
NATIONAL MEAT INSTITUTE OF URUGUAY -
URUGUAY MEATS
PROMOTION AD PROJECT SPECIALIST





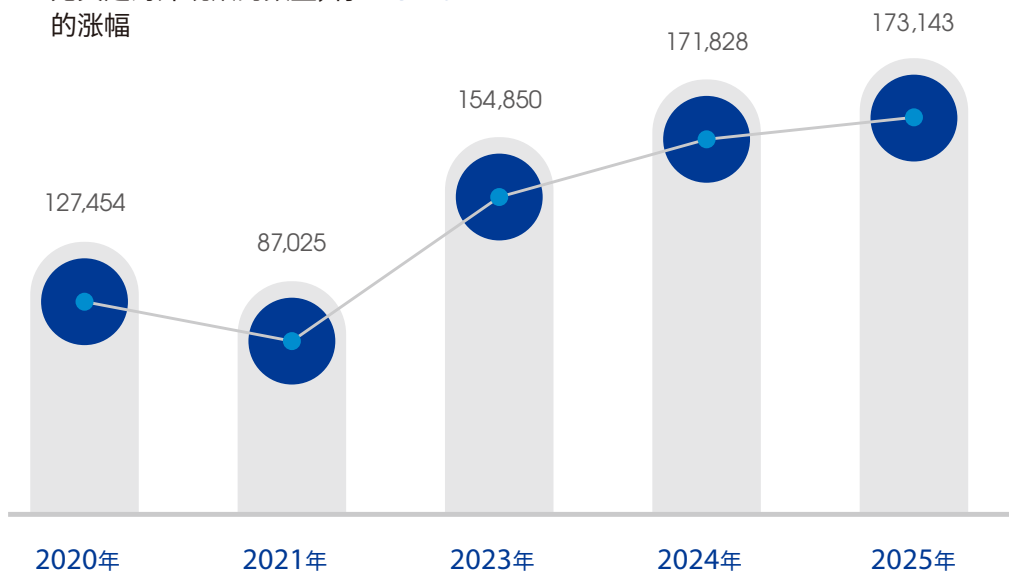
Targeted Visitors Analysis

专业观众分析

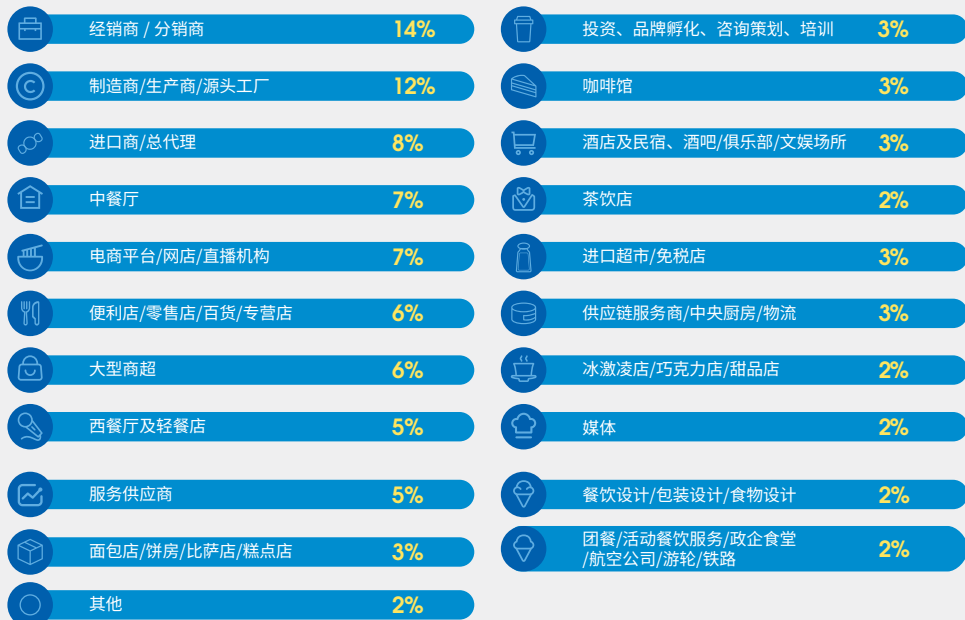
Number of professional audiences from 2019-2024

历年观众增长数据

相较去年，整体观众数量稳定增长，
尤其是海外观众的数量，有**20%**
的涨幅

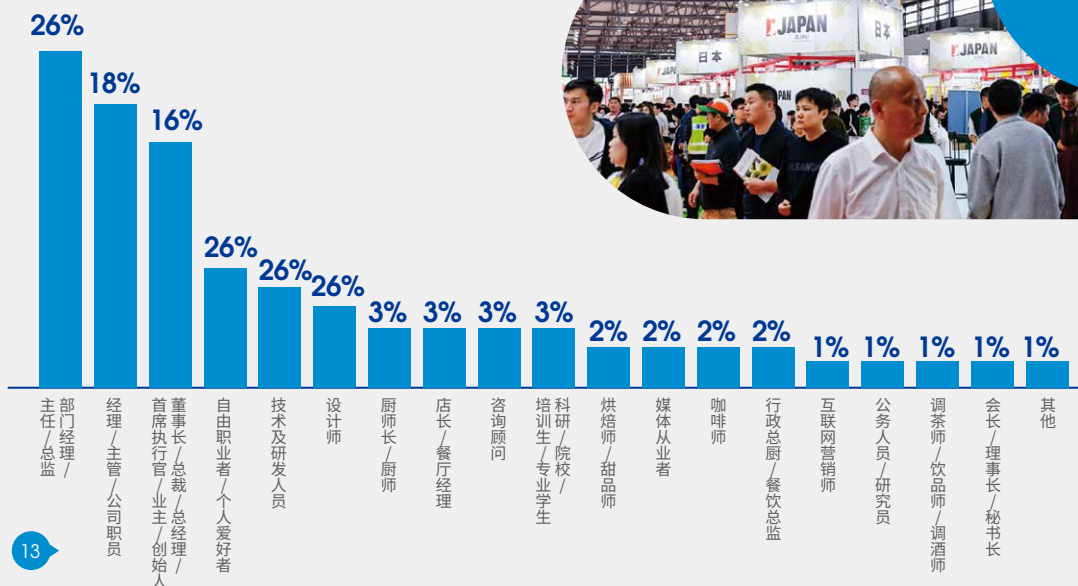


行业属性来源

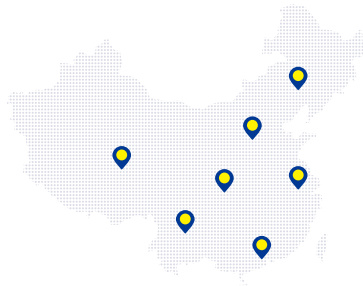
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Source of Positions

职位来源



国内观众主要来源地分布



- 85.64% 华东
- 4.78% 华北
- 2.88% 华南
- 2.75% 华中
- 1.81% 东北
- 1.36% 西南
- 0.78% 西北

Overseas Visitor's Regional Distribution

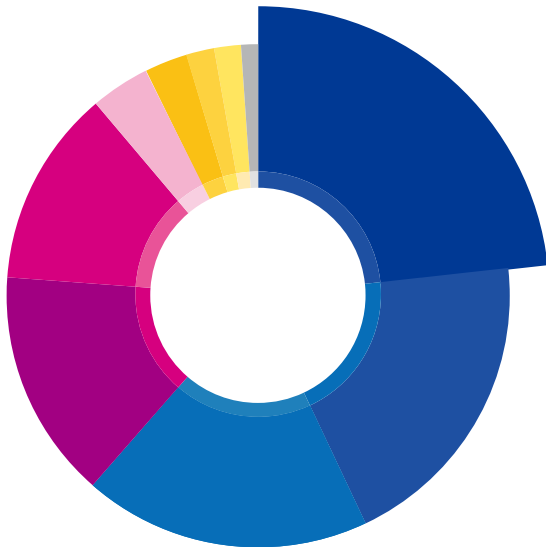
海外观众地区分布



- 26.5% 港澳台地区
- 6.6% 马来西亚
- 5.9% 泰国
- 4.9% 韩国
- 4.5% 阿尔及利亚
- 3.9% 印度尼西亚
- 3% 俄罗斯
- 2.8% 加纳
- 2.5% 澳大利亚
- 39.59% 其他国家及地区

Purpose of Visit

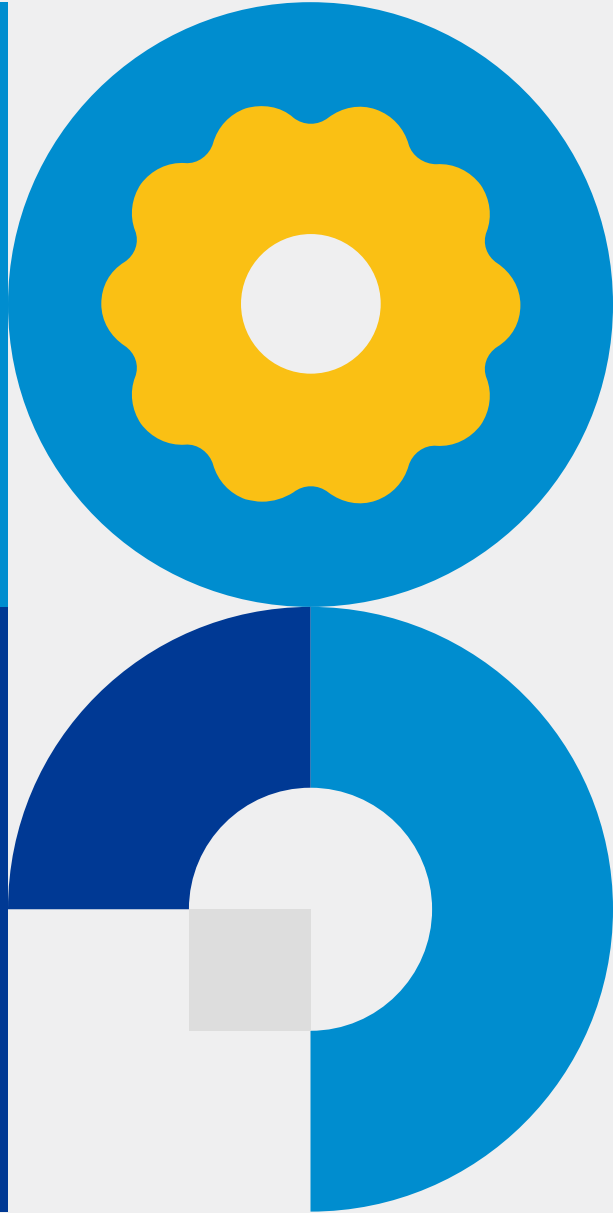
专业观众参观目的



- 22.29% 采购/下单/寻找新供应商
- 19.76% 了解市场讯息
- 18.73% 巩固与供应商/伙伴的联系
- 16.73% 寻找新产品
- 8.62% 个人兴趣爱好
- 7.36% 寻求加盟商代理
- 1.93% 其它
- 1.91% 评估参展的可行性
- 1.55% 观看专业赛事
- 1.12% 参加行业论坛



传播力拉满：
多家主流平台联动，
全渠道搜索及曝光量超1.46亿，
官方直播观看达21.7万人次



Media&Communication

媒体与传播

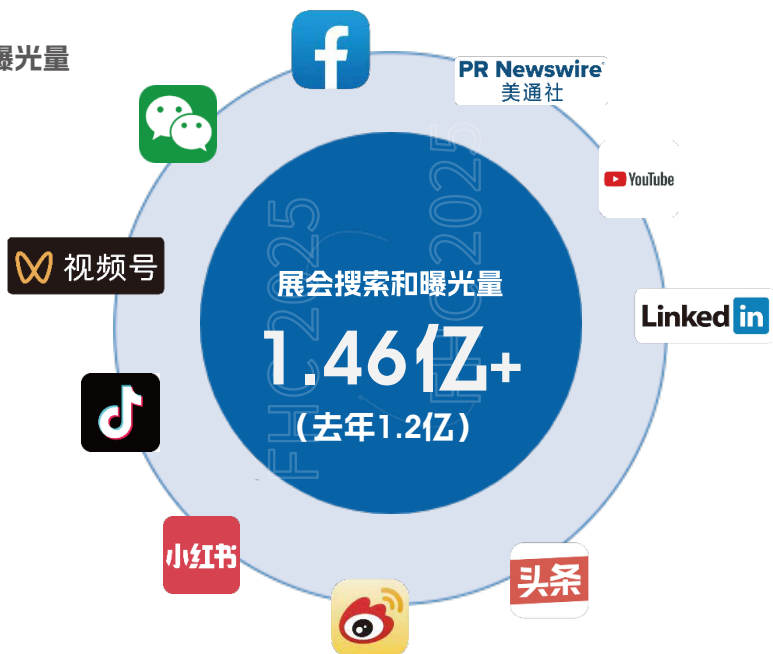
大会合作媒体

Official Media Partner
官方合作媒体Domestic Media Partners
国内合作媒体International Media Partners
国际合作媒体

In no particular order 以上排名不分先后

媒体曝光数据

全渠道搜索及曝光量



官方及合作媒体



公众号

阅读量47万+(订阅号粉丝增长达25%)



视频号

播放量69万+



抖音

累计播放量1600万+



小红书

话题浏览量约137万次(增长两倍)



海外媒体

播放量9万+



合作媒体

浏览量3320万+(较去年增长2倍)



其他

浏览量169万+



Media Photos

媒体现场图

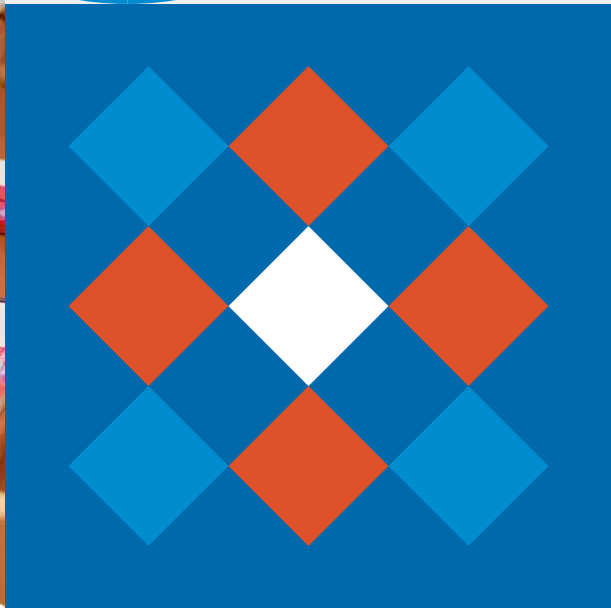
2025 FHC媒体传播形式多样，不仅有沉浸式逛展直播，还设有专属展商深度访谈，全方位覆盖展会亮点。





FHC Matchmaking





商贸配对会

资源精准对接：涵盖三大会场，九场配对会，2天搞定全年渠道



2025 FHC Matchmaking

2025 FHC 商贸配对会

主办单位 / Organizer : 上海博华国际展览有限公司

Three venues, nine matchmaking sessions-lock in a full year of distribution in just two days.

三大会场，九场配对会，2天搞定全年渠道



195家

Business Channels 采购渠道

包括但不限于永辉超市、奥乐齐、利群集团、麦德龙、上海罗森、好特卖、快乐蜂、合肥百大集团等超头部品牌

FHC Matchmaking 餐饮优选对接会

品牌连锁酒店专场
经销商、贸易批发专场
商超、零售连锁专场
连锁品牌餐饮、咖啡茶饮专场
食品进出口、供应链专场
主厨选品-品牌酒店、餐饮专场

E-commerce Matching Hub 新渠道选品对接专区

品牌团长达人、社区团购、私域直播、电商平台、MCN带货机构

New Retail Closed-Door Meeting 新零售专场闭门会

2025 FHC Matchmaking

2025 FHC 商贸配对会

排名不分先后

Partial Matchmaking List

部分餐饮优选对接会名单

- | | | |
|---------|--------------|----------------------|
| • 京东 | • 苏小柳 | • 上海锦江国际餐饮投资管理有限公司 |
| • 叮咚买菜 | • 掌柜的店 | • 上海老城隍庙餐饮(集团)有限公司 |
| • 爱森肉食品 | • 耶里夏丽 | • 小杨生煎企业管理发展(上海)有限公司 |
| • 百联 | • 凑凑火锅 | • 杨国福企业管理(集团)有限公司 |
| • 光明国际 | • 和记餐饮 | • 上海闵行后勤管理有限公司 |
| • 东航食品 | • 醉辉煌 | • |
| • 豫园集团 | • 上海东湖宾馆有限公司 | |
| • 光明919 | • 上海龙厨食品有限公司 | |
| 杏花楼集团 | | |

Partial E-commerce Channel List

部分新渠道商名单

- | | | |
|-------------|------------------|----------|
| • 得物 | • 真稀好物 | • 马哥精选 |
| • 丛子星球 | • 修正源修正康 | • 对品吧 |
| • 上海广电链生活 | • 乐家精品汇 | • 群接龙 汤团 |
| • 亿达通, 亿绘载绘 | • 北京天旭明创国际贸易有限公司 | • 浪平优选 |
| • 悠简甄选 | • 富贵小颖&大小姐 | • 云蚁文化 |
| • 浙江海舟鲜 | • 天悦鑫选 | • 山东乐龄 |
| • 婷姐来了 | • 热度电商 | |

Partial New Retail Closed-Door Meeting List

部分新零售闭门会名单

- | | | |
|---------|--------------|----------|
| • 永辉超市 | • 新佳宜 | • 北京尚维创科 |
| • 麦德龙 | • 合家福便利店 | • 淘宝天猫 |
| • 利群集团 | • 名品世家 | • 得物App |
| • 罗森 | • 中粮名庄荟 | • 上海田野集团 |
| • 好特卖 | • 丰e足食 | • 一米市集 |
| • 快乐蜂 | • 元气森林零售业务中心 | • 宝购供应链 |
| • 逸刻EGO | • 折扣MAMA | |



Forum & Seminar



论坛与研讨会

“以会带展”：涵盖20+场行业论坛，覆盖零售、电商、餐饮、连锁、设计等食品及餐饮业核心领域

2025 FHC Shanghai Global Food Trade Show
Hainan Coffee Promotion Conference

2025 FHC 上海环球食品展海南咖啡推介会

主办单位 / Organizer : 海南省农业农村厅

协办单位 / Co-Organizer : 海南省农产品加工企业协会咖啡专委会

2025年11月12日至14日,海南省农业农村厅组织海口、五指山、万宁、澄迈、琼中等市县及省内13家咖啡企业参加第二十八届FHC上海环球食品展,并于11月12日举办“海南咖啡专场推介会”,这不仅是产品的集中展示,更是海南咖啡文化与产业从“区域特产”走向“世界品牌”的关键举措。

From November 12th to 14th, 2025, the Department of Agriculture and Rural Affairs of Hainan Province organized 13 coffee companies from cities and counties including Haikou, Wuzhishan, Wanning, Chengmai, Qiongzhong, and other provinces to participate in the 28th FHC Shanghai Global Food Trade Show. On November 12th, they held a "Hainan Coffee Special Promotion Conference". This is not only a concentrated display of products, but also a key measure for Hainan coffee culture and industry to move from a "regional specialty" to a "world brand".



6

分享嘉宾
Speakers

100+

到场观众
Audience



"Strength in Products" Drives Brand Growth:
The Feigua E-commerce Forum for Food Industry Practitioners

“食”力破局，引爆品牌高效增长 ——飞瓜食品电商实战论坛

主办单位 / Organizer : 飞瓜 上海博华国际展览有限公司



论坛于11月12日下午13:20在上海新国际博览中心N2馆论坛区顺利举办!5位品牌方、数据专家、零售渠道商等一线嘉宾,聚焦趋势洞察、带货技巧、选品策略、种草营销,拆解案例经验、剖析市场变化,赋能食品品牌破局增长,现场座无虚席!

5

分享嘉宾

Speakers

200+

到场观众

Audience

"Strength in Products" Drives Brand Growth:

The forum was successfully held on November 12th at 13:20 in the forum area of Hall N2 at the Shanghai New International Expo Centre, breaking through the barriers of "food" power and igniting efficient brand growth! Five frontline guests including brand owners, data experts, and retail channel merchants focused on trend insights, sales techniques, product selection strategies, and grassroots marketing. They analyzed case experiences and market changes to empower food brands to break through and grow, with no empty seats on site!

演讲嘉宾 / SPEAKERS



陈景润

飞瓜数据
分析师



黑水

黑域文化
创始人&CEO



赵万里

零定律
创始人&董事长



肖寓萩

栖海营销、锐持MCN
创始人



赵晓茜

西谷产业生态中心
总经理

"Food" Forward · "Beverage" Leading the
Future: 2025 Food and Beverage E-commerce
New Growth Summit and Channel Buyer Forum

与“食”俱进 · “饮”领未来 2025食品饮料电商新增长峰会暨渠道买手论坛

主办单位 / Organizer : 丛子星球 上海博华国际展览有限公司

由上海博华国际展览有限公司联合行业知名电商组织丛子星球联合举办,致力于搭建一个国际化、专业性和高效率的平台,为食品饮料行业的企业提供交流合作的机会,推动行业的发展和创。与此同时邀请了直播渠道、线下渠道和团购渠道的流量主及行业专家分享他们在食品饮料领域的经验和见解。内容的干货盛宴,行业最新资讯,垂直领域专家,亿级操盘手,超头部达人代表,优质TOP品牌,论坛中嘉宾就市场趋势、消费者偏好、营销策略,带货结果等方面的观点,为与会企业提供了灵感和启示,更好地应对市场挑战,抢占商机。

The forum was organized by Shanghai Bohua International Exhibition Co., Ltd. and the well-known e-commerce organization Congzi Planet in the industry, this event aims to build an international, professional and efficient platform to provide opportunities for communication and cooperation among enterprises in the food and beverage industry, promoting the development and innovation of the industry. At the same time, we invited traffic masters and industry experts from live-streaming channels, offline channels and group-buying channels to share their experiences and insights in the food and beverage field. There would be a feast of valuable content, the latest industry news, vertical field experts, billion-level operators, top influencers, and high-quality top brands. The viewpoints of the guests on market trends, consumer preferences, marketing strategies, and sales results in the forums will provide inspiration and enlightenment for the participating enterprises, helping them better cope with market challenges and seize business opportunities.

||+

分享嘉宾
Speakers

400+

到场观众
Audience

演讲嘉宾 / SPEAKERS



仙仙

果集数据
高级数据分析师



丛子

品牌渠道商业顾问
丛子星球主理人



Eric

渔福食品CEO
炎亭渔夫品牌创始人



红元帅

予之文化
主理人



张露曦

隆平膳食
副董事长



王泽旋

魔都大小王



黄昊庆

交个朋友食品饮料行业
类目总监



唐健

“烤肠大叔”
品牌创始人&美食博主



韩怡

一行天下
创始人



王星然

九度生活平台
创始人



杭州大宝

鑫宝
创始人



简一

行业知名主持人
星球荟主理人

Super Cocoa & Chocolate Forum

SCCF超级可可&巧克力论坛

主办单位 / Organizer : 上海博华国际展览有限公司

合作单位 / Cooperative Units : 上海麦基信息科技有限公司

“SCCF超级可可&巧克力论坛”是聚焦可可全产业链国际化发展的高端行业峰会。今年以“全球价值链重构·可持续未来探索”为核心主题，现场特邀泰国可可与巧克力贸易协会主席、瑞士品牌CANONICA CEO、百乐嘉利宝大中华区市场总监、及国内巧克力品牌主理人等嘉宾，共同深度解构国内外产业情况、贸易生态情况。

“Super Cocoa & Chocolate Forum” is a high-end industry summit focusing on the international development of the entire cocoa industry chain. This year, with the core theme of “Global Value Chain Restructuring · Exploring a Sustainable Future”, the event features distinguished guests including the President of Thai Trade Association of Cocoa and Chocolate, Swiss brand CANONICA CEO, the Marketing Director of Barry Callebaut Greater China, and founders of domestic chocolate brands. They have jointly deconstructed the domestic and foreign industrial situation and trade ecology.

13

分享嘉宾
Speakers

100+

到场观众
Audience

演讲嘉宾 / SPEAKERS



崔建彬

丞溢(上海)国际贸易有限公司
经理



何剑波

都巴巧克力
总经理



何文豪

福予FORU巧克力
创始人&主理人



华春伟

上海嘉绘贸易有限公司
总经理



怀小海

怀小海巧克力培训
创始人



Vincent
Canonica

瑞士巧克力品牌
CANONICA CEO



贾竞珂

杭州巧诺梵食品有限公司
研发总监



倪函然

广州番思文化创意有限公司
创始人



秦程

上海馨盛实业有限公司
总经理



冉昇

STANLEY & HIS CHOCOFRIENDS
礼冉精品巧克力创始人
自然食物倡导者
巧克力疗愈艺术家



陶健

《可可资讯》公众号
主编



Bordin
Charoenpongchai

泰国可可
与巧克力贸易协会
主席



Eileen Lu

百乐嘉利宝大中华区
市场总监

EcoHowFun: Mother Earth Talk

公平田野-大地母亲Talk

主办单位 / Organizer : 上海博华国际展览有限公司 地球生态(北京)农业发展有限公司
联合主办 / Co-Sponsored : 社会生态农业 CSA 联盟

地球孕育万物生机,提供给我们食物,我们应善待地球母亲。我们在市集区域设置地球形状的主舞台,各品牌展商和生态新农人分享自己的品牌故事,进行才艺表演等活动,和公平田野共同呈现丰收喜悦。

The Earth nurtures all life and provides us with food, so we should treat Mother Earth with care. In the EcoHowFun Market area, we set up a main stage in the shape of the Earth, where various brand exhibitors and eco-friendly new farmers share their brand stories, perform talents, and participate in other activities, presenting the joy of harvest together with Fair Fields.

20

分享嘉宾
Speakers

150+

到场观众
Audience

演讲嘉宾 / SPEAKERS



石嫣

公平田野创始人
分享收获农场创始人



罗克祥

赣鼎宏·靖安白茶
主理人



梨花姐姐

河北乐植堂农业
主理人



赵金鑫

红苹果庄园
主理人



陆鑫

佳晨生态农业
农场主



康丽

开心农业
主理人



张晓波

乐隐谷
主理人



张家祯

妙耕
主理人



刘童书

秦岭刘童书
项目创办人



李春花

青岛九龙山农产品专业合作社
主理人



程利霞

天津瓜乐农业
主理人



卢强

五常中卢农业
创始人



焦丽华

小活包
益生菌酵母创始人



张惠英

雅琪朵
CEO



小花

一小时绿色生活圈
发起人



刘惠兰

有机盒子
Sonett中国总代理



孔溪

云南良道农业
主理人



彭艳安

云南米乐果业
主理人



张雄

云南臻和农业
主理人

Embracing Change—Co-creating the Future
of the Catering Industry Forum

拥抱变革 共创餐饮业未来论坛

主办单位 / Organizer : 上海博华国际展览有限公司 上海市餐饮烹饪行业协会



当前,国内餐饮市场进入明显的调整期,伴随着供给压力日增和消费降级叠加,沪上餐饮企业普遍感到经营艰难。在新的市场形势下,餐饮企业该如何转型突围?11月12日,上海市餐饮烹饪行业协会与上海博华国际展览有限公司将共同主办“拥抱变革 共创餐饮业未来”论坛,旨在帮助餐饮企业为自身转型升级、拓展新增长空间找到切实可行的发展路径。论坛将邀请餐饮行业内有影响力的行业大咖分享他们的经验与观点。

Currently, the domestic catering market has entered a distinct period of adjustment, with increasing supply pressure and consumption downgrade, Shanghai's catering enterprises generally find it difficult to operate. Under the new market situation, how should catering enterprises transform and overcome difficulties? On November 12th, the Shanghai Catering and Cooking Industry Association and Shanghai UBM Sinoexpo International Exhibition Co., Ltd. will jointly host the "Embracing Change, Creating a Future for the Catering Industry" forum, aiming to help catering enterprises find practical development paths for their own transformation and upgrading, and expanding new growth opportunities. The forum will invite influential industry experts in the catering industry to share their experiences and perspectives.

4

分享嘉宾
Speakers

150+

到场观众
Audience

演讲嘉宾 / SPEAKERS



沈伟伟

美团



章乃华

中国饭店协会副会长
兼文化主题委员会理事长
雷迪森品牌创始人



邱艳

上海丰云餐饮(集团)股份
有限公司副总裁



商凌燕

蓝带国际学院
董事总经理

Food & Beverage Private Domain Operations and Innovative Growth Forum

餐饮私域运营及创新增长论坛

主办单位 / Organizer : 上海博华国际展览有限公司 +86 食物设计联盟

联合主办 / Co-Sponsored : 未来食物设计研究院 清华艺科院食物设计工作室 爆品工场

在餐饮行业同质化竞争日益激烈的市场环境下，传统营销模式效果递减，餐饮企业亟需建立全新的增长范式。本次论坛基于池伟老师与李国平老师联合研发的《食物系统设计与爆品私域》课程体系，旨在为餐饮企业创始人及高管提供一个深度学习、实战交流和资源对接的高价值平台，助力企业突破增长瓶颈，实现可持续创新。

In an increasingly competitive market environment with homogenized competition in the catering industry, traditional marketing models are becoming less effective, and catering enterprises urgently need to establish a new growth paradigm. This forum, based on the course system "Food System Design and Private Domain Best-Selling Products" jointly developed by Chi Wei and Li Guoping, aims to provide catering business founders and executives with a high-value platform for in-depth learning, practical exchange, and resource connection, helping enterprises break through growth bottlenecks and achieve sustainable innovation.

4

分享嘉宾
Speakers

150+

到场观众
Audience



演讲嘉宾 / SPEAKERS



池伟

+86 食物设计联盟清
华艺科院食物设计
工作室主任



李国平

爆品工场
爆品工场创始人



秦玉龙

未来食物设计研究院
未来食物设计研究院副院长



孙国民

惜食魔法袋联合发起人
共益总监

2025 FHC International Meat Summit

破局·共生2025 FHC国际肉类高峰论坛

主办单位 / Organizer : 上海博华国际展览有限公司

2025-2026年,全球肉类产业正迈入深度变革的关键周期——市场告别单一规模扩张,转向多元力量重构的复杂互联生态,品种分化与区域差异成为格局核心特征。牛肉、猪肉、禽肉供需呈现差异化态势,巴西、澳大利亚、美国、欧盟等主要生产国表现各异;中国作为全球最大肉类生产与消费国,2025年1-8月肉类进口呈现“量减价增”特征,全年“量缩价升、结构升级”态势明确。与此同时,地缘政治波动、动物疫病影响、极端气候事件持续冲击全球肉类供应链韧性,行业亟需搭建专业交流平台,共探破局路径。

为系统梳理全球与中国肉类市场关键动态,深度剖析行业变革核心议题,分享贸易风险管控实践,我们诚挚邀请您参与2025 FHC国际肉类高峰论坛,与国内外行业专家、领军者共话产业未来,筑牢2026年战略决策根基。

From 2025 to 2026, the global meat industry is entering a pivotal phase of profound transformation. The market is evolving from simple scale expansion into a complex, interconnected ecosystem, where product differentiation and regional advantages are becoming the defining features. Supply and demand trends for beef, pork, and poultry are diverging, with major producers including Brazil, Australia, the United States, and the EU showing varied performance.

As the world's largest producer and consumer, China's meat imports from January to August 2025 displayed a clear pattern of "lower volume but higher prices", solidifying the annual trend of volume contraction, price appreciation, and structural upgrading.

Meanwhile, geopolitical volatility, animal disease, and extreme climate events continue to test the resilience of the global meat supply chain. There is an urgent industry-wide need for a dedicated platform to share insights and navigate these challenges.

To systematically decipher key global and Chinese market dynamics, analyze core transformation issues, and share trade risk management strategies, we invite you to the 2025 FHC International Meat Summit. Join industry experts and leaders to gain the strategic insights needed to fortify your decision-making for 2026.

12

分享嘉宾

Speakers

150+

到场观众

Audience

演讲嘉宾 / SPEAKERS



Christian Shaw

Uruguay National Meat Institute (INAC),
Head of Market Access Development



Christopher White

Canada Pork
CEO



曲媛

CLB Management
首席市场官



严峻

独立分析师
严峻牛视界



杨彬彬

优合集团
副董事长



Dr Ramunas
FREIGOFAS(Mr)

First Counsellor for
Health and Food Safety,
Delegation of the European
Union to China



赵春野

OIG海外业务
总经理



Angelo Fialho

MBRF Global Foods Company
Executive Sales Manager



Mark Harris

Agricomm Trading Australia Pty Ltd
General Manager-Sales



沃磊浩

莱马科国际有限公司
总裁



张红亚

齐赞集团
董事长



刘若南

银藤农场
大客户经理

The 6th Food Delivery Industry Ecological Conference 2025

2025第六届外卖产业生态大会

主办单位 / Organizer : 洪七集团 上海博华国际展览有限公司 洪七公外卖课堂

协办单位 / Co-Organizer : 麻辣红包 川海晨洋 餐百万 智慧餐饮Talk
盒盒供应链 恒兴集团 佳合晟

合作单位 / Cooperative units : 窄门集团 花椒学社 正新集团 壹鸣咨询

冠名单位 / Title organizer : 华鼎冷链科技

2025第六届外卖产业生态大会于11月12日10:00-17:45在E7论坛区顺利举行。鸡柳大人、小谷姐姐、窑鸡王等品牌创始人亲临现场,首届“洪七公杯”外卖职业技术大赛现场比拼顺利召开。大会更助力推动餐饮全产业向线上多元化的积极转型,共同探索未来2亿潜力的外卖市场新格局。

The 6th Food Delivery Industry Ecological Conference 2025 was successfully held on November 12th from 10:00 AM to 5:45 PM in the E7 Forum Area.

Renowned brand founders attended the event in person, including Jiliu Daren, Xiaogu Jiejie, Yaojiwang and so on. With the successful launch of the "Hong Qi Gong Cup" Takeaway Professional Skills Competition, the conference further promoted the positive transformation of the entire catering industry toward online diversification, jointly exploring the new landscape of a potential 200 million takeaway market in the future.

21

分享嘉宾
Speakers

500+

到场观众
Audience

演讲嘉宾 / SPEAKERS



于坤
鸡柳大人
创始人



王涛
餐亿湾创始人
“王涛餐饮”账号主理人



老甄
老甄聊餐饮博主
肥鹏聊创始人



赵凯隆
麦凯隆营销咨询创始人
早晨烘焙、迦南的早晨合伙人



蛋蛋
油麻地辣子鸡手擀面
创始人



梁浩
霸天蒜香炸鸡
创始人



王君
华鼎冷链
CEO



胡磊
美味轻食
创始人



八一
洪七公外卖课堂
合伙人



蔡景鹏
熊家无二炸鸡
联合创始人



马猛
三五辣冒菜
创始人



边强
鱼鲜生
创始人



胡可健
餐百万
创始人



刘一鸣
壹鸣餐创
创始人



黄锦豪
芋圆壹号
创始人



安神
洪七公外卖课堂
洪七创投创始人



大韭哥
大韭哥聊加盟
主理人



刘辉
窑鸡王
副总经理



张可
小谷姐姐品牌创始人
2024中国福布斯餐饮领军人物



曾令彬
广东恒兴集团有限公司
水产食品运营中心总经理



王海
正新集团
副总裁

2025 Strength of Will in Action:
The 22nd Chinese Catering Entrepreneurship & Innovation Forum

2025 心力·践行：第22届中华餐饮双创论坛

主办单位 / Organizer：上海博华国际展览有限公司 餐饮界

协办单位 / Co-Organizer：喜茶 饮品报 小豆企服 餐考拉 吉米伽 石客照明
汇合惠 辰智大数据 北京宸硕律师事务所 深开务集团
云尧科技 虎嗅蔷薇

承办单位 / Co-Organizer：哈谷传媒 X 哈谷社

2025年，中国餐饮行业正经历消费趋势重构与市场竞争深化的关键转折期。随着消费者需求向“个性化、健康化、体验化”加速升级，传统餐饮模式面临效率瓶颈与创新压力，叠加供应链成本上升、数字化转型加速等行业痛点，企业亟需从“规模扩张”转向“质量深耕”，从“模式复制”转向“价值创新”。在此背景下，餐饮行业对实战经验共享、创新案例标杆、资源协同整合的需求空前迫切，亟需一个兼具深度与实践价值的行业平台凝聚共识、破解困局。2025年11月13日，上海博华携手《餐饮界》新媒体举办了该论坛，大会定向邀请超500+餐饮行业人士将汇聚一堂，汇聚行业最前沿的智慧、最务实的经验与最创新的力量，打造了一场别具一格的餐饮知识盛宴。

In 2025, China's catering industry is undergoing a crucial turning point of reconfiguring consumption trends and deepening market competition. As consumer demands accelerate their upgrade towards "personalization, health and experience", traditional catering models are facing efficiency bottlenecks and innovation pressure. Coupled with industry pain points such as rising supply chain costs and accelerated digital transformation, enterprises urgently need to shift from "scale expansion" to "quality deepening", and from "model replication" to "value innovation". Against this backdrop, the catering industry has an unprecedentedly urgent need for sharing practical experience, setting benchmarks for innovative cases, and integrating resources in a coordinated manner. There is an urgent need for an industry platform that combines depth and practical value to build consensus and break through the deadlock. On November 13, 2025, Shanghai Bohua, in collaboration with the new media of "canyinj", held the forum, specifically inviting more than 500+ catering industry professionals to gather together to focus on the "mental effort" and "practice" of "seeking inwardly and seeking outwardly". Gathering the most cutting-edge wisdom, the most practical experience and the most innovative power in the industry, a unique feast of catering knowledge has been created.

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分享嘉宾
Speakers

500+

到场观众
Audience



演讲嘉宾 / SPEAKERS



朱静逸

曼玲集团副总裁



王紫剑

领刻科技联合创始人



鹤九

《餐饮界》新媒体创始人
杨丽书作者



许家伟

锐峰资本创始合伙人



李红伟

蒙自源创始人



张好

长沙餐饮保姆哥哥



欧阳俊平

巡湘记创始人



冯金蔚

秦关面道&面巷CEO



郑伯奇

袁记云饺联合创始人



田伟

渝味重庆小面创始人



石政国

小豆金服副总裁



李伟波

黄大妈超级木桶饭创始人



张杜金

广隆蜜挑王创始人



许莹颖

虎头炸潮汕南乳炸鸡
创始人



孟繁伟

围炉锅盔总经理



蒋超

吉米信息技术总经理



陈志强

万店盈利&万店慧福创始人
蜜雪冰城和绝味食品投资人



刘辉

窑鸡王副总经理



Hai'an · Hai'an City Regional Public Brand Launch Conference

寻味海安·海安市区域公用品牌发布会

主办单位 / Organizer : 海安政府展团 上海博华国际展览有限公司



发布会的签约环节成为亮点，两组战略合作的达成，为“寻味海安”品牌建设注入新动能。在市场拓展方面，海安市与上海市现代食用农产品交流促进中心达成协议。此举将充分发挥上海作为长三角消费中心的区位优势，打通“海安产地—上海餐桌”的直销通道，让河豚、大米、菜籽油等海安特色农产品通过专场展销、社区直供等形式，直接服务上海市民。

The signing phase of the launch conference became a highlight, and the achievement of the two strategic partnerships injected new momentum into the construction of the "Haian Flavor Seeking" brand. In terms of market expansion, Hai'an City has reached a cooperation agreement with the Shanghai Modern Edible Agricultural Products Exchange Promotion Center. This move will fully leverage Shanghai's location advantage as the consumption center of the Yangtze River Delta, open up the direct sales channel of "Hai'an origin - Shanghai dining table", and enable Hai'an characteristic agricultural products such as pufferfish, rice, rapeseed oil to directly serve Shanghai citizens through special exhibitions, community direct supply and other forms.



2025 China-EU Geographical Indication & Regional Brand Development International Forum

2025中欧地理标志及区域品牌发展国际论坛

主办单位 / Organizer：上海市农村专业技术协会 上海博华国际展览有限公司

支持单位 / Co-Sponsored：浙江永续农业品牌研究院 中国品牌农业战略推进中心

论坛聚焦中欧地理标志互认机制优化与跨境知识产权保护，深度解析欧盟市场准入标准，分享中欧地标产品经典案例。通过政策解析、品牌管理、科技赋能与产品推介四大板块，探讨地理标志与区域公用品牌市场化体系构建路径，以及科技与数字化营销赋能地标产品创新的实践方案。圆桌论坛围绕中欧地标互认标准对接、乡村振兴赋能及消费升级时代的品牌战略展开对话，旨在推动中欧地标合作与区域经济高质量发展。

The forum focuses on optimizing the China - EU geographical indication mutual recognition mechanism and cross - border intellectual property protection. It conducts in - depth analysis of EU market access standards and shares classic cases of China - EU geographical indication products. Through four major sections, namely policy analysis, brand management, technology empowerment, and product promotion, it explores the path to building a market - oriented system for geographical indications and regional public brands, as well as practical solutions for technology and digital marketing to empower the innovation of geographical indication products. The round - table forum conducts dialogues around the standard alignment of China - EU geographical indication mutual recognition, empowering rural revitalization, and brand strategies in the era of consumption upgrading, aiming to promote China - EU geographical indication cooperation and high - quality regional economic development.

II

分享嘉宾
Speakers

150+

到场观众
Audience

演讲嘉宾 / SPEAKERS



李建强

上海市农村专业技术协会
副理事长



曲超

中国专利信息中心
副处长



Wojciech Ptak

欧盟驻华代表团
农业参赞



胡晓云

浙江大学CARD中国农业
品牌研究中心主任



杨巧佳

浙江芒种品牌管理集团
总经理



刘鑫淼

中国品牌农业战略
推进中心主任



胡海桥

天下星农
创始人兼CEO



王蒙

北京市农林科学院
团队首席



聂晶

浙江省农业科学院
副研究员



赵晓燕

上海市农业科学院
团队负责人



杨蕾蕾

新疆维吾尔自治区农产品
品牌建设与服务推广中心品牌科
科长、高级农艺师

Zhangzhou Oolong Tea Industry Promotion Conference

茶香漳韵·乌龙荟；漳州靓茶·聚上海 漳州乌龙茶上海专场推介会

主办单位 / Organizer：漳州市海峡两岸茶业交流协会 上海博华国际展览有限公司



漳州乌龙茶上海专场推介会,以"漳州靓茶·聚上海"为核心,活动有来自漳州平和、诏安、云霄、漳浦四县区的优质茶企,通过茶艺展演、品鉴互动等环节,呈现漳州乌龙茶的醇厚口感与文化底蕴。

Zhangzhou Oolong Tea Industry Promotion Conference, themed "Zhangzhou's finest tea, found in Shanghai" featured premium tea enterprises from Pinghe, Zhao'an, Yunxiao, and Zhangpu counties of Zhangzhou. Through tea art performances and tasting sessions, the conference showcased the nice flavor and cultural heritage of Zhangzhou Oolong tea.



11

分享嘉宾
Speakers

100+

到场观众
Audience

Xiapu Tea Industry Promotion Conference

一茶多韵，霞浦造；霞浦好茶，上海见 霞浦茶产业上海专场推介会

主办单位 / Organizer：霞浦县农业农村局

协办单位 / Co-Organizer：万里茶道国际交流中心 上海博华国际展览有限公司

活动围绕“一茶多韵”，重点介绍霞浦茶的品类优势：涵盖绿茶（元宵茶）、白茶、酿茶三大核心品类，兼具产品多样性与独特风味——元宵茶鲜爽回甘，白茶醇厚温润，酿茶陈香馥郁。同时，活动以“从鲜叶到特调”为核心构建价值链路，精准对接原料采购客群与终端创新客群的核心需求，现场高朋满座，反响热烈。

Focusing on "one tea with many charms", the conference focused on the category advantages of Xiapu tea: covering three core categories of green tea (Yuanxiao tea), white tea and brewed tea, with both product diversity and unique flavor - Yuanxiao tea is fresh and sweet, white tea is mellow and warm, and brewed tea is aged and fragrant. At the same time, the conference focused on building a value chain from fresh leaves to special blends, accurately connecting the core needs of raw material procurement customers and terminal innovation customers. The venue was crowded with guests and received a warm response.

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分享嘉宾
Speakers

100+

到场观众
Audience

演讲嘉宾 / SPEAKERS



陈兵

福建省霞浦县
民台茶业有限公司
总经理、国家一级评茶师



贺子顺

霞浦顺通茶业有限公司
总经理、国家一级评茶师



李彩虹

霞浦县天然峰茶业
有限公司总经理



吴雨诺

霞浦酿茶福宁府茶业
有限公司总经理

2025 Forum on Refrigerated Food Industry New Ecosystem and General Election Conference of East China Branch of Refrigerated Food Institute(China Food News)

2025冻品产业新生态发展论坛 暨中冷院华东分院换届大会

指导单位：中国食品报社

主办单位 / Organizer：中国食品报社中国冷冻冷藏食品研究院华东分院

郑州博华冻立方会展有限公司 上海博华国际展览有限公司

本次大会以“聚势赋能 冻力新生”为主题，汇聚了来自全国的冷冻食品生产企业、冷链设备供应商、仓储物流服务商及采购商资源，旨在推动冷冻食品行业在供应链、渠道、技术、政策等多维度的创新与升级，实现产业链高效协同与市场共赢，促进合作与共赢。

Centered on the theme of "Gather Momentum to Empower, Unleash New Vitality through Freezing", this conference assembles resources from frozen food manufacturers, cold chain equipment suppliers, warehousing & logistics service providers, and purchasers across the nation. It is dedicated to advancing innovation and upgrading in the frozen food industry across multiple dimensions—supply chain, distribution channels, technology, and policies—so as to achieve efficient industrial chain synergy and market-wide win-win outcomes, and further foster collaboration and mutual benefits.

11 分享嘉宾
Speakers

150+ 到场观众
Audience

演讲嘉宾 / SPEAKERS



寿治国

北京和君咨询有限公司
新消费事业部总经理



杨思成

马上赢冻品行业
分析师



邓新宇

尚晋集团ceo



易久发

影响力集团董事长
中国商业领导力知名导师



穆培龙

中国烹饪协会预制菜
专业委员会执行主席
中国食品报社社长助理
兼政务部主任
中冷院执行院长



王晓玲

中国食品报
冷冻产业周刊主编



宣建光

中冷院华东分院
秘书长



杜世平

中冷院华东分院
院长



徐洲铭

中冷院
监事长

生态创新 场景协同—— 2025冷链装备创新发展大会

主办单位 / Organizer：郑州博华冻立方会展有限公司 冷链装备万里行
上海博华国际展览有限公司

合作单位 / Cooperative units：中国食品报社冷冻冷藏食品研究院 舌尖中国行 闪冻侠
亦莘咨询、诺兰德展览、冻品视界

合作媒体 / Cooperative media：杭州冷联达传媒有限公司

根据《中国冷链物流报告(2025)》截至2024年，冷库总容量为2.53亿立方米，其中超过60%在用超过五年。国家鼓励对在用冷库进行节能改造，推动冷链物流全流程、全要素数字化。本次活动聚焦冷链装备技术创新与冷库节能焕新，以“政策解读 + 技术展示 + 场景落地 + 商业配对”为主线，围绕冷库节能改造成本高、技术落地难、标准不统一等行业核心痛点展开深入探讨。

According to the "China Cold Chain Logistics Report (2025)", as of 2024, the total capacity of cold storage is 253 million cubic meters, with over 60% of it having been in use for more than five years. The country encourages energy-saving renovations of existing cold storage facilities and promotes the digitization of the entire process and all elements of cold chain logistics. This event focuses on technological innovation in cold chain equipment and energy-saving renovation of cold storage, with the main thread being "policy interpretation + technology display + scenario implementation + business matching". It delves into core industry pain points such as high costs of energy-saving renovation of cold storage, difficulties in technology implementation, and inconsistent standards.

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分享嘉宾
Speakers

150+

到场观众
Audience

演讲嘉宾 / SPEAKERS



陈顺景

上海添道节能科技有限公司
副总经理



陈文强

闪冻侠制冷工程(杭州)
有限公司总经理



范建博

苏州悠云智能科技有限公司
运营拓展总监



郭向前

冷联达总经理
冷链装备万里行发起人



黄永锐

常州泰峻制冷科技有限公司
副总经理



孔德文

浙江博泽制冷科技有限公司
总经理



钱根生

中国电子系统工程
第四建设有限公司
食品行业建厂专家



邵文瀚

亦莘咨询
创始人



阎建中

苏州新亚科技有限公司
董事长

2025 China Smart Kitchen · Cooking Robot Ecological Conference

2025中国智慧餐厨·炒菜机器人生态大会

指导单位 / Guidance unit : 中国烹饪协会 中国食品报社

主办单位 / Organizer : 郑州博华冻立方会展有限公司 上海博华国际展览有限公司

执行单位 / Execution units : 北京华食云创管理咨询有限公司
河南冻立方供应链管理有限公司

合作媒体 / Cooperative media : 餐见涛略(抖音:王涛餐饮人)

2025中国智慧餐厨·炒菜机器人生态大会暨智能餐厨设备集合展区,一会+一展聚集产业生态链企业如食材净菜、酱料调味、餐饮系统等,以智能烹饪机器设备为纽带,链接智能化应用性、烹饪把控性、出品稳定性等核心目标,推动餐饮门店普及智能化设备,提高工作效率降低成本。

2025 China Smart Kitchen · Cooking Robot Ecological Conference, concurrent with Intelligent Commercial Kitchen Equipment Exhibition. This "Conference + Exhibition" model gathers enterprises across the industrial ecosystem, covering pre-washed ingredient suppliers, seasoning manufacturers, and catering system providers. With intelligent cooking equipment as the core link, it aligns key objectives including intelligent applicability, cooking process control, and food output stability. Its ultimate goal is to drive the widespread adoption of intelligent equipment in catering outlets, thereby enhancing operational efficiency and cutting costs.

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分享嘉宾
Speakers

150+

到场观众
Audience

演讲嘉宾 / SPEAKERS



贺慧

菜常青(上海)生态农业
有限公司创始人



刘大

麻辣红包董事长
中国餐饮味道背后的男人



穆培龙

中国烹饪协会
预制菜专业委员会执行主席
中国食品报社社长助理
兼政务部主任



赵明世

石家庄良兴食品
有限公司创始人



黄天勇

四川熊猫大师科技
有限公司创始人



王涛

百万餐饮博主
王涛餐饮人主理人



印璐

饭小满国民快餐
物美大食堂创始人



张鸿烈

中国烹饪大师
KFC“新奥尔良”系列爆品设计师



华新雷

长膳智能
创始人



赵志强

比格披萨创始人&董事长
全国连锁400家



Mark Sun

33年澳大利亚央厨餐饮经营
炒菜机器人海外代理

Gathering Momentum, Leaping Forward –
2025 SFE Franchise Autumn Summit

聚势·跃升——2025 SFE连锁加盟秋季峰会

主办单位 / Organizer : 上海连锁经营协会 上海博华国际展览有限公司
上海伊比逊会展有限公司

聚势·跃升——2025SFE连锁加盟秋季峰会聚焦连锁标准化、Z世代、税法、新增长等热点话题,紧密围绕小吃快餐、茶饮、休食、珠宝零售等细分赛道,特邀连锁行业领军企业高层、品牌咨询代表及数字化专家,通过多维主题的深度对话,助力连锁加盟行业实现从"规模增长"到"质量增长"的战略跃迁。

本次论坛特邀:中申律所、尚普咨询集团、陈香贵、渝八两、蒂丽雅宝、来伊份、辛一铜锣烧、糖小满、野狼拉面等各领域头部品牌的深度参与,为行业注入新动能。

Gathering Momentum, Leaping Forward – 2025 SFE Franchise Autumn Summit focuses on hot topics such as chain standardization, Generation Z, tax law, and new growth. It closely revolves around sub sectors such as snacks and fast food, tea drinks, rest breaks, and jewelry retail. Senior executives, brand consulting representatives, and digital experts from leading chain industry enterprises are invited to participate in in-depth dialogues on multiple themes to help the chain franchise industry achieve a strategic leap from "scale growth" to "quality growth".

Special invitation for this forum: in-depth participation of leading brands in various fields, such as Zhongshen Law Firm, Shangpu Consulting Group, Chen Xianggui, Yubaliang, Tilly Yabao, Laiewan, Xinyi Tongluoshao, Tangxiaoman, Wild Wolf Lamian Noodles, etc., injecting new momentum into the industry.

演讲嘉宾 / SPEAKERS



虞翔

上海伊比逊会展有限公司
总经理
上海连锁经营协会
副会长



叶平

上海中申律师事务所
创始人
中申连锁外服
创始人



邓新宇

尚普咨询集团
创始合伙人



陆勇杰

美团企业版
餐饮供应链运营总监



王臻

万达智慧商业
品牌加盟业务负责人



戴志强

大益普洱茶加盟 主理人
全网粉丝100万+
餐饮加盟赛道头部博主



陈文鼎

运营中心负责人



郭雪

老韩炸鸡
招商总监



李振俊

陈香贵
发展中心总监



张志强

飞叔炸鸡
创始人



朱旭道

朴大叔拌饭
招商总经理



JACK田

野郎拉面
品牌创始人



陈建荣

敏捷集团创始人
渝八两公筷创始人
浙江省中小餐饮行业协会会长



李力文

DM CAFE
业务负责人



曾琴

承瑞健康EGS
全国品牌战略总监



钟玲

蒂丽雅宝
董事总经理



陈丹倩

赢商股份零售品牌事业部
总经理兼主编



崔凡强

来伊份
发展中心总监



穆其格

糖小满
联合创始人



邓青

辛一铜锣烧
创始人

20

分享嘉宾
Speakers

300+

到场观众
Audience

2025 Chinese Cuisine Globalization Development Forum
& RFF 1st World Robots For Food Innovation Conference

2025中餐全球化发展论坛 暨首届RFF全球智能餐食机器人创新大会

指导单位 / Guidance unit : 通证创新(北京)区块链科技有限公司

协办单位 / Co-Organizer : 世界中餐业联合会中餐工业化委员会
中国农业科学院加工所中式食品加工与装备创新团队
中国仓储与配送协会央厨供应链分会

支持媒体 / Supportive Media : 央视网 央广网 新华网 中国食品报
新浪视频 上海电视生活频道 浦东财经频道

模智双驱 味动世界-中餐连锁全球化发展新趋势:
大会探索中餐连锁全球化新模式与智能生态建设, 聚焦推动优秀品牌及创新中餐模式案例分享, 聚焦通过智能系统与餐食机器人输出标准化解决方案。通过全产业链全生态深度融合, 打造集展示、交流、合作于一体的国际性交流平台。本届大会将积极响应国家战略, 推动中餐连锁全球化发展与智能餐食机器人海外应用, 构建创新应用与全球生态。

"Dual-Driven by Intelligence & Model, Flavor Moving the World" - New Trends in the Global Development of Chinese Catering Chains: The conference explores new models for the globalization of Chinese catering chains and the construction of an intelligent ecosystem, focusing on promoting the sharing of cases of outstanding brands and innovative Chinese catering models, as well as the provision of standardized solutions through intelligent systems and food service robots. By achieving in-depth integration across the entire industrial chain and ecosystem, it aims to build an international communication platform that integrates exhibition, exchange, and cooperation. This session of the conference will actively respond to national strategies, promote the global development of Chinese catering chains and the overseas application of intelligent food service robots, and build an innovative application and global ecosystem.

演讲嘉宾 / SPEAKERS



武力
世界中餐业联合会
副会长



刘锐
农业农村部食物
与营养发展研究所认证
评价中心常务副主任



张春晖
中国农业科学院中式食品加工
与创新团队首席科学家



冯继志
中国仓储与物流协会
央厨供应链分会会长



丁军
澳大利亚中华美食文化
交流协会会长



白雪峰
暨大商学院
院长



王艺彤
臻岛头特鲁克
创始人董事长



董义喜
百珍堂(温州)集团
董事长



李兴印
上海格瑞福集团
董事长助理兼运营总经理



胡博
满源明生炸鸡架
董事长助理



周家荣
马来西亚中国餐饮协会
国际商务部部长



唐申
申康产业集团
董事长



周圣强
苏州万店掌网络科技有限公司
董事长



钱东奇
泽可电器有限公司
董事长



王铁
珠海优特智能科技有限公司
副总经理



赵东
上海发现者机器人集团
合伙人



马鸿强
上海智好味科技有限公司
副总经理



黄天勇
四川鼎瑞大港科技有限公司
董事长



刘敬
湖南省自达智能科技有限公司
有限公司总经理



朱孟熙
苏州鼎源科技有限公司
总经理



严燕
燕城智能设备制造有限公司
有限公司副总经理



胡绍安
北京大虎智源科技
有限公司董事长



胡文群
RFF全球智能餐食机器人
大会(筹)执行人



张科

The 4th Expanded Meeting of the 6th Council of China Canned Food Industry Association in 2025

2025年中国罐头工业协会年会 暨六届四次理事扩大会议

主办单位 / Organizer : 中国罐头工业协会



为深入交流行业发展科技成果, 审议协会年度工作, 共同探讨罐头产业高质量发展路径, 探索中国罐头行业发展新质生产力, 根据《中国罐头工业协会章程》规定, 中国罐头工业协会决定于2025年11月10-12日召开2025年中国罐头工业协会年会暨六届四次理事扩大会议。

To facilitate in-depth exchanges on the technological achievements of industry development, review the association's annual work, jointly explore the high-quality development path of the canned food industry, and discover new growth drivers for the development of China's canned food industry, in accordance with the provisions of the "Charter of China Canned Food Industry Association", the China Canned Food Industry Association has decided to hold the The 4th Expanded Meeting of the 6th Council of China Canned Food Industry Association in 2025 from November 10th to 12th, 2025.

5

分享嘉宾
Speakers

200+

到场观众
Audience



International
competitions

国际赛事

中西餐烹饪及甜品烘焙赛事
Chef Competition

专业潮流饮品及咖啡赛事
Fashion Drink and Coffee Shows Competition

巧克力特色赛事
Chocolate Competition

The 26th FHC China International Culinary Arts Competition

第二十六届FHC中国国际烹饪艺术比赛

主办单位 / Organizer : 全联烘焙业公会 上海博华国际展览有限公司

认证机构 / Endorsed By : 世界厨师联合会

FHC中国国际烹饪艺术比赛作为FHC上海环球食品展的王牌赛事今年已迈入第26个年头。该赛事由全联烘焙业公会和上海博华国际展览有限公司联合主办,自1998年首次创立以来,不断推陈出新、专业升级,成为国内唯一一个经世界厨师联合会认证的国际级赛事,为国内年轻厨师在技能培养以及烹饪、餐饮行业助力赋能!2025FHC烹饪赛事评审阵容也进一步升级,汇聚了全球名厨裁判,以其卓越眼光和丰富经验,为比赛带来公正、专业的评判。

The FHC China International Culinary Arts Competition, as the flagship event of the FHC Shanghai Global Food Exhibition, have entered its 26th year this year. Co-hosted by the All-China Bakery Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., the competition has continuously innovated and elevated its professionalism since its inception in 1998. It stands as China's sole internationally recognized event certified by the World Chefs Association, empowering young domestic chefs through skill development and advancing the culinary and hospitality industries. The judging panel for the 2025 FHC Culinary Competition has been further elevated, featuring renowned international chefs whose exceptional discernment and extensive experience ensure impartial and professional evaluation throughout the event.

21

比赛项目

Competition Items

113

专业评委

Professional Judges

446

比赛选手

Contestants

609

参赛人次

Participants



JUDGES PANEL / 裁判团

The only International Competition in China Endorsed by WORLDCHEFS
国内唯一由世界厨师联合会认证的国际级 A 级赛事



The 26th China International Culinary Arts Competition Organizing Committee 第 26 届 FHC 中国国际烹饪艺术比赛组委会



Clinton Zhu 朱一帆
Chairman/主席



Helen Fan 范海燕
Vice Chairman/副主席



Jacqueline Qiu 邱琼
Vice Chairman/副主席



Benny Dong 董彦
Vice Chairman/副主席



Louie Ye 叶卫
Vice Chairman/副主席



Minglu Lan 兰明路
Vice Chairman/副主席



Weizhong Xu 徐卫中
Vice Chairman/副主席



Sanders Xu 徐迅
Vice Chairman/副主席



Christian Bruhns
Vice Chairman/副主席



Eric Sung 宋皇志
Vice Chairman/副主席



Yuzhong Zhang 张玉中
Vice Chairman/副主席



Rossi Wei 魏炜
Secretary General/秘书长



Tony Wang 王磊
Secretary General/秘书长



Wendy Qu 曲笛
Secretary General/秘书长



Reggie Li 李莹
Secretary General/秘书长



Oliver Yan 阎晗
Secretary General/秘书长



Dario Dong 董磊玮
Secretary General/秘书长

Chinese Cuisine 中餐裁判团成员



Eric Low
Singapore



葛昌龙
Canada



Jenny Chen
Taiwan, China



郭赫
China



Frankie Lee
Malaysia



刘强
China



刘洪平
China



吴爱强
China



夏金龙
China



谭国祥
China



戴建建
China



王力群
China



戴超军
China



洪赵海
China



洪赵龙
China



刘开华
China



包科峰
China



潘华刚
China



鲁荣木
China



陆少凤
China



孙道林
China



吴彬
China



吴玉翠
China



杨佩刚
China



张先贵
China



赵建林
China



陈华
China



陈远
China



崔家利
China



姜小瑜
China



梁朋朋
China



刘明
China



刘四华
China



刘洋
China



罗成辉
China



罗东芳
China



杨明芳
China



徐国庆
China



郑信权
China



蔡安镇
Taiwan, China



黄世宏
Taiwan, China



高廷鹏
Taiwan, China



林玉珊
Taiwan, China



曾楷勋
Taiwan, China

排名不分先后

JUDGES PANEL / 裁判团

Chinese Cuisine 中餐裁判团成员



林玉樹

Taiwan, China



曾福勳

Taiwan, China



兰文东

China



兰竣

China

Western Cuisine 西餐裁判团成员



Otto Weibel

Swiss



Alan Palmer

Swiss



Tony Khoo

Singapore



Vincent Tan

Malaysia



Louis Tay

Singapore



Perry Yuen

Macau, China



Yen Koh

Singapore



Jake Kim

South Korea



Mak Kam Kui

Hong Kong, China



Audree Cheah

Malaysia



Jacky Yin

China



Eddy Leung

Hong Kong, China



Graham John Manvell

Australia



Tom Kim

South Korea



Jasper Jek

Singapore



Jatuporn J

Thailand



Chan Tuck Wai

Singapore



Andy Oh

Singapore



Steven Peng

Taiwan, China



Karlheinz Ritter

German



Jerome Kim

South Korea



Rowson Wang

Taiwan, China



Quainoo Michael

Ghana



Geranimo I. Gavilan

Philippines



Carlos Solomayor

Peru



Eduardo Vargas

Peru



Roberto Bernasconi 水狼

Italy



Raphael Velti

Belgian



Sven Wunram

Germany



Pearl Lin

Hong Kong, China



Hill Wang

China



Leung Tsui Yan

Hong Kong, China



Kenny Fu

China



Richard Li

China



Lu Limin

China



Jack Li

China



Tian Yue

China



Roy Pan

Taiwan, China



Edward Wang

China



Kurt Wang

China



Philip Zhu

China



Momo Wu

China



Chih Chang Tseng

Taiwan, China



Jacky Chih Hsien Chang

Taiwan, China



Joshua Baek

South Korea



Logan Won

South Korea



Stella Kim

South Korea



Wallace Lai

Malaysia



Eugenz Lim

Malaysia

排名不分先后

JUDGES PANEL / 裁判团



Sanghee Lim
South Korea



Pieter Malan
South Africa



Wang Su Hsing
Taiwan, China



Henry He
China



Bruce Huang
China



Jason Li
China



David Liu
Taiwan, China



Liu Shen
China



Daniel Qin
China



Lynn Shi
China



Sam Wei
China



Tina Wang
China



Chris Zhang
China



Ronnie Zhang
China



Mae Zhou
China



Saffron Zu
China



鹿冰洁
China



闫旭
China

赞助商 / SPONSORS



金奖获奖名单 / Gold Winner List

• 展评类果蔬雕刻展示	金奖: Wei Shih Chieh、张绍聪、刘世行
• 西式三道主菜展示	金奖: 姚懿轩、KIM YOUHYEON、Noh Goeun、Goh Juan Seng
• 中式点心展示	金奖: 胡娇娇
• 中式地域菜展示	金奖: 赵征涑
• 面塑展示	金奖: 许朝俊、吴华桐、陈文龙、王梓超
• 现场烹饪-西餐类丽德尔西式牛肉主菜	金奖: 彭浩天、姚懿轩、王秋婷、KWON EUJOON、LEE JUNGWOO、JUNG JAEBIN、LEE JEONGHEE、Edward Chui Yuen Chien
• 中菜呼伦贝尔羊肉西式主菜	金奖: 彭浩天、姚懿轩、王秋婷、KWON EUJOON、LEE JUNGWOO、JUNG JAEBIN、LEE JEONGHEE、Edward Chui Yuen Chien
• 天蕴虹鳟西式主菜	金奖: 叶超、KIM CHAEUN
• 美国马铃薯创新烹饪	金奖: KIM JEONGJA、朱柯宇
• 美国家禽西式主菜	金奖: LEE JEONGHEE、SONG JAE WON、鍾耀樂、邱子恩、Mr.Thanakon Chuangrattananawan
• 曾味松露西式主菜	金奖: 徐如、范瑞、Ys Ng
• 轻什家健康午餐挑战赛	金奖: JANG SEOYEON、薛梦涵
• 金苹果青年厨师团队挑战赛	金奖: 谢阿荣/叶超、陈梦婕/徐如、陈慈敏/朱春婉、栾志豪/丁安凯、Mr.Kantapong Khamponkaew/Mr.Thanakon Chuangrattananawan
• 现场烹饪-中餐类美国牛肉中餐地域烹饪	金奖: 李偉華、田野
• 美国猪肉中餐地域烹饪	金奖: 唐奕飞、余建松
• 美国家禽中餐地域烹饪	金奖: 程珊珊
• 美国花旗参中餐地域烹饪	金奖: LEE CHIA LOK
• 蓝威斯顿薯制品中餐烹饪	金奖: 胡殷瑞、李振、郁云阳
• 曾味松露中餐地域烹饪	金奖: 吴晓鹏、赵鹏、李敏



2024 FHC China International Pastry and Bakery Competition

2025 FHC 中国国际甜品烘焙比赛

主办单位 / Organizer：全联烘焙业公会 上海博华国际展览有限公司

认证机构 / Endorsed By：世界厨师联合会

2025FHC中国国际甜品烘焙比赛是隶属于中国国际烹饪艺术比赛且专注于甜品和烘焙领域的个人比赛。今年烘焙甜品比赛项目，更加偏重亲民的类别，简单的项目反倒能凸显选手的基本功和创造以及改良升级的能力。瑞士卷和磅蛋糕、舒芙蕾、巧克力熔岩蛋糕都是近年甜品店的热门基础款，每一个都别具匠心、独树一帜。

The 2025 FHC China International Dessert Baking Competition is an individual competition affiliated with the China International Culinary Arts Competition and focuses on desserts and baking. This year's baking and dessert competition favors the more accessible categories, with simple items highlighting the contestants' basic skills and their ability to create and improve. Swiss rolls and pound cakes, Shouffle, chocolate lava cake are all popular basics in dessert stores in recent years. Each one were made in a unique way.

10

比赛项目

Competition Items

56

专业评委

Professional Judges

156

比赛选手

Contestants

195

参赛人次

Participants

金奖获奖名单 / Gold Winner List

- | | |
|--------------------------|-------------------------------|
| • 主题下午茶 - 展 | 金奖：LIM Choon Sing |
| • 自助餐造型 - 展评 | 金奖：李志煊 |
| • 翻糖蛋糕 - 展评 | 金奖：贺宇航、唐敏、 |
| • 盘式甜品-现场制作 | 金奖：田珺、孙欣、吴昕諭、张志轩、何传翔、于芹 |
| • 面包烘焙及展示 - 现场制作及展评 | 金奖：邱志刚、钱恒斌、张虎成、符永兴、李哈菲、林郁婷、沈烽 |
| • 韩式裱花 - 现场制作 | 金奖：王爽、CHA JIYUN |
| • 瑞士卷和磅蛋糕 - 现场制作 | 金奖：曾丹、Minjeong Kim、龙磊 |
| • 舒芙蕾 - 现场制作 | 金奖：刘永芹、吴清涯、杨宇航 |
| • 巧克力熔岩蛋糕 | 金奖：HAN MINJI、蔡昀蓉、李培锋 |
| • Gelato 冰淇淋现场制作 (2种冰淇淋) | 金奖：龙磊 |

赞助商 / SPONSORS



JUDGES PANEL / 裁判团

The 25th China International Culinary Arts Competition Organizing Committee 第 25 届 FHC 中国国际烹饪艺术比赛组委会



Clinton Zhu 朱一帆
Chairman/主席



Helen Fan 范海燕
Vice Chairman/副主席



Jacqueline Qiu 邱琼
Vice Chairman/副主席



Benny Dong 董彦
Vice Chairman/副主席



Louie Ye 叶卫
Vice Chairman/副主席



Minglu Lan 兰明路
Vice Chairman/副主席



Weizhong Xu 徐卫中
Vice Chairman/副主席



Sanders Xu 徐迅
Vice Chairman/副主席



Christian Bruhns
Vice Chairman/副主席



Eric Sung 宋皇志
Vice Chairman/副主席



Yuzhong Zhang 张玉中
Vice Chairman/副主席



Rossi Wei 魏伟
Secretary General/秘书长



Tony Wang 王磊
Secretary General/秘书长



Wendy Qu 曲苗
Secretary General/秘书长



Reggie Li 李莹
Secretary General/秘书长



Oliver Yan 闫晗
Secretary General/秘书长



Daria Dong 董晨玮
Secretary General/秘书长

Judge Panel / 裁判团



Eric Perez
USA



Kenny Kong
Hong Kong, China



叶卫
China



钱晓
China



Chen Chee Hoang
Malaysia



Lim Kim Wah
Singapore



Eric Kim
South Korea



Ringo Chan
Hong Kong, China



Ben Goh
Singapore



Doki Chen Hsih Yueh
Taiwan, China



Kelly Yoon
South Korea



程术
China



Sam Zhu
China



赵斌
China



Sam Dong
China



王伟
China



Thomas Li
China



韩磊
China



曹沈
China



Rocky Zeng
China



陈敬贤
China

JUDGES PANEL / 裁判团



2024 FHC Shanghai International Culinary Championship

2025 FHC 上海国际厨艺锦标赛

主办单位 / Organizer : 全联烘焙业公会 上海博华国际展览有限公司

认证机构 / Endorsed By : 世界厨师联合会

该FHC上海国际厨艺锦标赛是一个面向专业厨师的团队邀请赛。本届比赛共邀请了6支代表国家与地区的国际队伍，分别来自中国、加纳、卢森堡、墨西哥、新西兰、菲律宾。参赛队伍需要在限时内烹饪 12 人的套餐宴会。获胜团队将获得 2025 FHC上海国际厨艺锦标赛奖杯。

FHC Shanghai International Culinary Championship is an invitational team competition for professional chefs. A total of 6 teams were invited to this year's competition. Teams are required to cook a set menu for 12 people within a time limit. The winning team will receive the 2025 FHC Shanghai International Culinary Championship Trophy!

8

专业评委
Professional Judges

18

参赛人次
Participants

JUDGES PANEL / 裁判团

2025 FHC SHANGHAI INTERNATIONAL CULINARY CHAMPIONSHIP JUDGES PANEL 2025 FHC 上海国际厨艺锦标赛裁判阵容



Dr. Rick
Stephen AM



Gilles
Renusson



Andreas
Muller



Gianluca
Tomasi



Ben
Weber



Rodrigo
Ibanez Rojas



Geoffrey
Scott



John
Colella



Team Competitors 团队参赛选手 (名单以现场实际为准)



马杰



陶亦珺



吴文博



JOVE NANA EKOW
DADDE ANSAH



GEORGE
DEDIHA



CHARITY ABLA
FAWOYIFE GAGBA



LUCAS ANDRIEUX



THOMAS MURER



VICTOR THILL



ALEJANDRO
SALAS



DIEGO
SOTO



FERNANDO
SOLCHAGA



DANIEL NA



MOHAMED
PARAMBIL



TOUVAI
POLONIATI



MENER DEL
MUNDO JR.



PETER ALLEN
DELLOSO



VINCENT P
PANOPIO

冠军 Champion:

Luxembourg 卢森堡队

亚军 1st Runner-up:

Mexico 墨西哥队

季军 2nd Runner-up:

New Zealand 新西兰队



赞助商 / SPONSORS



2024 FHC AUSSIE MEAT BUTCHERS CHALLENGE

2025 FHC 澳洲红肉庖丁挑战赛

主办单位 / Organizer：澳大利亚肉类及畜牧业协会 上海博华国际展览有限公司

官方友好合作单位 / Official Friendly & Cooperative Unit：中国食品土畜进出口商会

认证机构 / Endorsed By：世界厨师联合会

2025FHC澳洲红肉庖丁挑战赛由上海博华国际展览有限公司及澳大利亚肉类及畜牧业协会联合创办，今年赛事今年规格进一步提升，邀约海外及地区团队，新加坡，中国香港，中国台湾等都将倾情加入赛事中，与国内团队选手现场切磋。在比赛期间，通过专业“庖丁”和厨师的精湛技艺，将澳洲红肉的魅力完美呈现给消费者。

2025 FHC Aussie Meat Butchers Challenge is co-organized by Shanghai Sinoexpo International Exhibition Co., Ltd. and Meat & Livestock Australia. This year, the event's scale has been further expanded, inviting teams from overseas and regions such as Singapore, Hong Kong and Taiwan to participate, competing on-site with domestic teams. During the competition, through the exquisite skills of professional butchers and chefs, the charm of Australian red meat will be perfectly presented to consumers.

季军2nd Runner-up:

TFPR HARIMAU MERAH

- | | |
|---|--|
| • 言盐最具潜力新人奖
Stone Sal the Best Newcomer Award | • 香港高等教育科技學院 (THEi) |
| • 叮咚买菜最佳创意奖
Dingdong Fresh Best Innovation Award | • 海企肉食 |
| • 新州最佳团队合作奖
NSW Best Teamwork Award Watson Kitchen | • 沃森厨房 |
| • 昆士兰州最佳肉品利用率奖
Queensland Best Meat Yield Award | • O'MEAT 食鲜肉铺 |
| • 西澳最佳菜肴烹饪奖
Western Australian Best Dish Cooking Award | • 丹德农 |
| • 团队参与奖
Team Participation Award | • 1) Meat Mate 鲜食肉铺
2) 深圳比芙肉食有限公司
3) 茂盛山房
4) 和农&家家悦 |



JUDGES PANEL / 裁判团



Calvin Gung 龔振華

Senior Technical Specialist representing
Aussie Beef and Lamb
澳洲牛羊肉行业大中华区
资深技术顾问



Ling 林霖谷

Aussie Beef Mates, Owner of StoneSal
澳洲牛肉大使
言盐西餐厅创始人



Paul Dai 戴斌

Lambassador, Director of F & B
TONINO LAMBORGHINI ROSSO HANGZHOU
澳洲羊肉大使
杭州托尼罗兰博基尼ROSSO酒店餐饮总监



Rossi Wei 魏炜

Lambassador, Executive Chef
The Shanghai EDITION Hotel
澳洲羊肉大使
上海艾迪逊酒店行政总厨



Tony Mesiano

COO, Tender Plus
天谱乐食首席运营官



Alex Li 李诗霖

Fan Culinary Education
Culinary Director
扬帆烹饪教育厨艺总监

赞助商 / SPONSORS





2025 FHC Savory of Shanghai

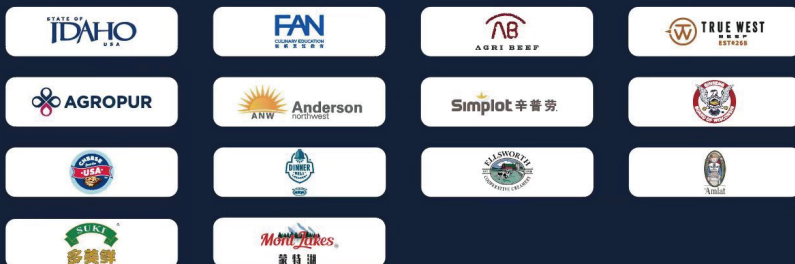
2025 FHC上海奢厨国际美食峰会

主办单位 / Organizer : 上海博华国际展览有限公司

2025 FHC SAVORY OF SHANGHAI上海奢厨国际美食峰会全面升级为以“地域食材”为主题的食材研发、现场名厨烹饪演示活动,不同风味,不同产地,多元化品类的烹饪食材以及多位国内外精致餐厅或是米其林餐厅的主理人和名厨齐聚活动现场,将品牌餐饮设备结合优质食材,量身打造具有代表性的专属菜品。

In 2025, FHC SAVORY OF SHANGHAI will be fully upgraded to a food development and on-site cooking demonstration event with the theme of "regional ingredients". Different flavors, origins, and diverse categories of cooking ingredients, as well as many managers and famous chefs from domestic and foreign exquisite restaurants or Michelin restaurants, will gather at the event site to combine brand catering equipment with high-quality ingredients and tailor representative exclusive dishes.

合作伙伴:



特约设备赞助商

Contributing Equipment Sponsor





2026 World Fashion Drinks Competition China Division Shanghai

2026世界潮饮大赛中国区选拔赛-上海分区赛

主办单位 / Organizer : 全联烘焙业公会 上海博华国际展览有限公司

2014年起,由全联烘焙业公会和上海博华国际展览有限公司发起举办的上海国际潮流饮品创意制作大赛(简称:潮饮大赛,自2025-26赛季正式升级为“世界潮饮大赛中国区选拔赛”),经历了12届的累积,已经获得饮品业及大众的认知。大赛通过限定赞助商原料和自由发挥制作创意饮品,激发饮品研发人员创造能力通过对潮流饮品的竞技和诠释,共同传播茶饮文化,带动饮品市场发展,引领行业新趋势。

Since 2014, the Shanghai International Fashion Drinks Competition (referred to as the "Fashion Drinks Competition", which was officially upgraded to the "World Fashion Drinks Competition China Division" in the 2025-26 season), co-hosted by the All-China Bakery Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., has gained recognition from the beverage industry and the public for 12 sessions. The competition stimulates the creative ability of beverage R&D personnel by limiting the raw materials of sponsors and allowing them to freely create creative beverages. Through the competition and interpretation of fashion drinks, it jointly spreads the tea drink culture, drives the development of the beverage market, and leads the new trend of the industry.

赞助商 / SPONSORS



专业乳品伙伴



高品质糖浆



云茶兴



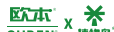
利馨茶业



Scotsman Ice Systems



金猫咖啡



欧本 X 植物奶



NICE 乃士



津自



造雲計劃



intoo 樱桃茶饮



大策象茶饮



中图饮品数据



职业餐饮网



餐饮界



调咖啡



饮品报



消费纪



新茶视界



COMI BRAND



茶咖观察



壹赞商业



获奖名单 / Award List

冠军 Champion:

孙玉萌

亚军 1st Runner-up:

易坤鹏

季军 2nd Runner-up:

朱恬恬

殿军 3rd Runner-up:

黄文静

JUDGES PANEL / 裁判团



黄启成

酸奶罐罐
联合创始人



柴权乘

挪瓦咖啡
高级研发经理



杨雨竹

太犇牛
研发总监



周宝君

茶米有言
研发总监



张俊杰

第五届潮饮大赛
中国总冠军

2025 China Coffee Roasting Championship

2025世界咖啡烘焙大赛中国区总决赛

主办单位 / Organizer : 全联烘焙业公会 上海博华国际展览有限公司

咖啡烘焙作为从“seed to cup”过程中富有技术含量的项目之一,不仅需要咖啡烘焙师的精心投入,更需要有对生豆特性的了解,才能烘焙出风味具佳的豆子。烘焙比赛是每位咖啡烘焙师针对生豆特性,以及对烘焙机的熟悉,在烘焙时都会给予豆子不同的温度、时间、调温曲线,所以可以说每位烘焙师烘出来得豆子都会不太一样。同时也是一次切磋技艺,砥砺前行的契机。精准掌握着烘焙机内咖啡豆的温度,翻炒,滚动,用心感受梅拉德反应的奇妙时刻,烘焙出咖啡豆子香醇的味道。

Coffee roasting, as one of the most technically demanding aspects of the “seed to cup” process, requires not only the roaster's meticulous dedication but also a deep understanding of green bean characteristics to achieve beans with exceptional flavor. Roasting competitions provide an opportunity for every coffee roaster to showcase their expertise. Based on the characteristics of the green beans and their familiarity with the roaster, each roaster applies distinct temperatures, times, and temperature profiles during the roasting process. Consequently, the beans roasted by each roaster will invariably differ. Simultaneously, these competitions serve as a platform for honing skills and driving continuous improvement. Precision controls the temperature of the beans within the roaster, guiding their tumbling and rolling. With focused attention, the roaster senses the magical moment of the Maillard reaction, ultimately crafting coffee beans with rich, aromatic flavor.

获奖名单 / Award List

冠军 Champion:

王建宁

亚军 1st Runner-up:

赵嘉琦

季军 2nd Runner-up:

齐帅

殿军 3rd Runner-up:

李梓荣

赞助商 / SPONSORS

HB
COFFEE ROASTER

BRITA
碧然德

Barsetto
百胜图

DiFluid

咖乐杯

永隆咖啡

LAFEIKA
BEANS

LINK
MORE

KUNDE COFFEE
坤德咖啡平台

SUPERBEANS
超级豆子

INGENUITY
COFFEE
创想咖啡

KENBEAN
COFFEE

Happenstance
际遇

VELA ETHAN

咖啡烘焙大赛

Café de Colombia
哥伦比亚咖啡

JASBLU
COFFEE
王力咖啡

ECOFARM
意可坊咖啡

泰摩咖啡®

HW-3BOMBER

咖啡烘焙大赛



合作伙伴 / COOPERATION PARTNERS



合作媒体 / COOPERATIVE MEDIA



2026 China Latte Art Championship Shanghai Division

2026 世界咖啡拉花艺术大赛中国区选拔赛 - 上海分区赛

主办单位 / Organizer : 全联烘焙业公会 上海博华国际展览有限公司

世界咖啡拉花艺术大赛(WLAC)是世界咖啡与活动先驱WCC为推广精品咖啡而设立的专业比赛,代表着咖啡拉花艺术的最高水平。自2013年起,上海博华国际展览有限公司将这一国际赛事引入中国,凭借专业赛事、权威评委和国际认证,加之市场需求的推动,该活动在国内咖啡界内逐渐得到关注和重视。2025 WLAC世界咖啡拉花艺术大赛在瑞士日内瓦落幕,上海博华国际展览有限公司选送的选手陈卓豪勇夺桂冠。这是继2023年梁凡在WLAC夺冠后,中国大陆选手再次问鼎该顶级赛事。

The World Latte Art Championship (WLAC) is a professional competition established by the World Coffee & Events (WCC), a global pioneer in coffee and events, to promote specialty coffee. It represents the pinnacle of latte artistry. Since 2013, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. has brought this international competition to China. Through professional event organization, authoritative judging panels, and international certification—coupled with market demand—the event has steadily gained recognition and prominence within China's coffee industry. The 2025 WLAC World Latte Art Championship concluded in Geneva, Switzerland, where Chen Zhuohao, representing Shanghai Bohua International Exhibition Co., Ltd., claimed the championship title. This victory marks the second consecutive year a mainland Chinese competitor has triumphed at this premier event, following Liang Fan's 2023 win.

获奖名单 / Award List

第一名 Champion:

邓秀清

第二名 1st Runner-up:

叶腾

第三名 2nd Runner-up:

吴子恒

第四名 3rd Runner-up:

曾恺

赞助商 / SPONSORS



专业乳品伙伴



合作媒体 / COOPERATIVE MEDIA



5TH CFCA Chocolate Talent Competition

WORLD CHOCOLATE MASTERS 世界巧克力大师赛大中华区预选赛

主办单位 / Organizer : Cacao Fundamental Chocolate Association

上海博华国际展览有限公司

支持单位 / Supported By : 王森冠军联盟

CFCA Chocolate Talent精品巧克力大赛将:永远充满热情的分享和探索精品巧克力,永远拥抱精品巧克力的无限可能,永远秉持推广精品巧克力文化的初心:公平、健康、原创、低碳,永远开放的面向所有热爱精品巧克力的参与者,永远致力于为精品巧克力行业注入无限活力。

The CFCA Chocolate Talent Competition will always be driven by a passionate spirit of sharing and exploring fine chocolate, always embrace its boundless possibilities, and forever uphold its founding mission to promote fine-chocolate culture: fairness, health, originality, and low-carbon practices. It will remain open to all who love fine chocolate and will keep striving to inject boundless energy into the fine-chocolate industry.

金奖获奖名单 / Gold Winner List

杯测赛 金奖:

梁秋萍

调温赛 金奖:

赵瑞雪

赞助商 / SPONSORS

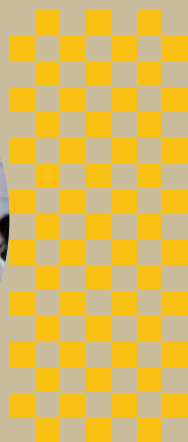


LINKBAR



Characteristic
Activity Exhibit

特色活动展区



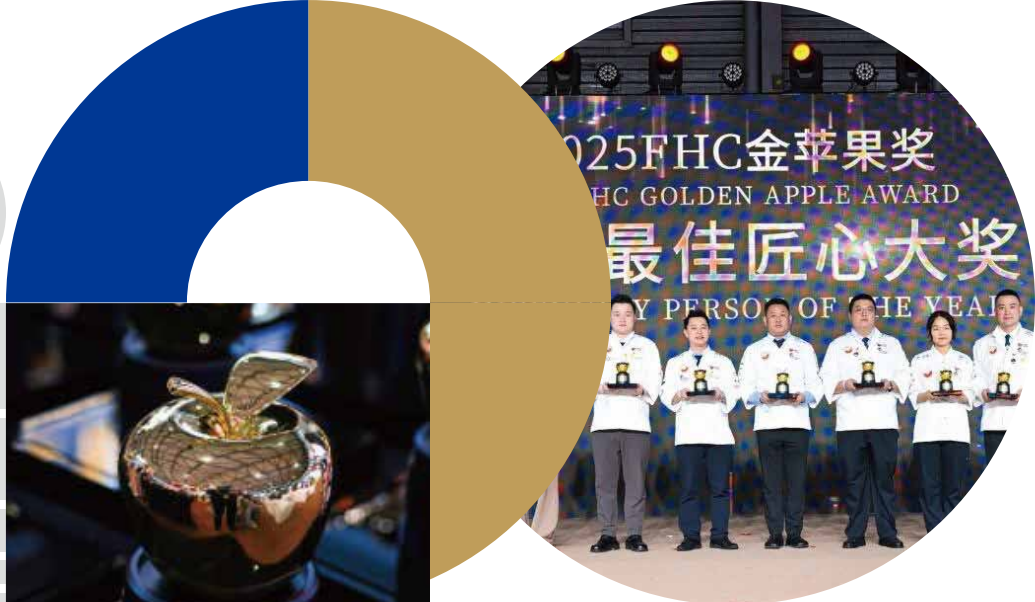
FHC金苹果奖
FHC Golden Apple Award

巧克力特色活动
Chocolate Show

公平田野市集
EcoHowFun Market

咖啡冠军表演秀
Coffee Champion Show





2024 FHC GOLDEN APPLE AWARD

2025 FHC 金苹果奖

主办单位 / Organizer : 上海博华国际展览有限公司

FHC上海环球食品展一直秉持打造餐饮和零售端产品供应链、终端用户、行业商贸信息以及烹饪技艺交流平台的初心,FHC金苹果奖作为FHC上海环球食品展的重要组成部分,旨在表彰在全球食品餐饮行业中表现卓越的企业和个人,促进行业的发展和创新。获奖企业品牌或个人将在第二十八届FHC上海环球食品展上得到颁奖认可。我们希望通过全球食品餐饮的洞察,让好的产品、好的品牌被行业看见、被更多消费者看见。

FHC Shanghai Global Food Show has always been upholding the original intention of creating a platform for the exchange of product supply chain, end-users, industry business and trade information as well as culinary skills at the catering and retail end of the industry. The FHC Golden Apple Awards, as an important part of the FHC Shanghai Global Food Show, aims to recognize companies and individuals who have performed excellently in the global food and catering industry, and to promote the development and innovation of the industry. The winning corporate brands or individuals will be recognized with awards at the 28th FHC Shanghai Global Food Show. We hope that through our insights into the global food & catering, we can make good products and brands visible to the industry and more consumers.

2025 FHC 金苹果奖 – 年度潮流爆品奖

Most-Trending Product of the Year

- 辣西西里 (北京) 国际贸易有限公司
- 上海宝淇食品科技有限公司
- 齐赞食品集团有限公司
- 御樱牛
- 呼伦贝尔市中荣食品有限公司
- 江苏雨润肉食品有限公司
- 度小月美食名店股份有限公司
- 永和食品 (中国) 股份有限公司
- 福建黑甜贸易有限公司
- 中焙蛋挞

2025 FHC 金苹果奖 – 年度实力优品奖

Excellent Quality of the Year

- 南侨食品集团 (上海) 股份有限公司
- 内蒙古蒙牛乳业 (集团) 股份有限公司
- 上海光明肉业集团股份有限公司销售分公司
- 北京三元食品股份有限公司
- 广西农垦金光农场有限公司
- 粮食易
- 珠海天禾食品有限公司
- 上海港屏食品有限公司
- 上海妙可蓝多食品科技股份有限公司
- 新疆天蕴有机农业有限公司

2025FHC金苹果奖

2025FHC GOLDEN APPLE AWARD

年度全球化品牌

GLOBAL BRAND OF THE YEAR



2025 FHC 金苹果奖 – 年度创新品牌

Innovative Brand of the Year

- 上海轻食家食品科技有限公司
- 意帕斯塔
- 诸城市元辰福瑞德食品有限公司
- 莱益塔(江苏)食品科技有限公司
- 广州佰司卓食品有限公司
- 劲霸大厨智能炒菜机器人
- 尚普咨询集团有限公司
- 上海金城制冷设备有限公司
- 杭州弗瑞格厨具有限公司
- 广东煌记食品有限公司



2025 FHC 金苹果奖 – 年度全球化品牌

Global Brand of the Year

- 美国肉类出口协会
- Canada Pork
- 乐其雅
- European Union Pavilion
- AHDB Dairy and Meat
- INAC – Uruguay Meats
- Lactasoy Co., Ltd.
- 意大利对外贸易委员会
- St.Petersburg
- 俄罗斯出口中心
- CONFECTIONER – MASTER LLC
- 牧莱托格(上海)国际贸易有限公司

2025 FHC 金苹果奖 – 年度优选集采先锋

Top-Tier Buyer of the Year

- 美国肉类出口协会
- Canada Pork
- 乐其雅
- European Union Pavilion
- AHDB Dairy and Meat
- INAC – Uruguay Meats
- Lactasoy Co., Ltd.
- 意大利对外贸易委员会
- St.Petersburg
- 俄罗斯出口中心
- CONFECTIONER – MASTER LLC
- 牧莱托格(上海)国际贸易有限公司

2025 FHC 金苹果奖 – 年度最佳匠心大奖

Ingenuity Person of the Year

- 终身成就奖 Alan Palmer
- 年度最佳厨师 董晨玮
- 年度最佳厨师 Carols Sotomayor
- 年度最佳烹饪教育家 夏金龙
- 年度最佳青年厨师 谢阿荣
- 年度最佳集团总厨 朱文超
- 年度最佳行政总厨 李兆栋
- 年度最佳烘焙师 董代际
- 年度最佳甜品师 曹沈
- 年度最佳茶饮研发师 胡雪
- 年度最佳茶饮研发师 张校宁
- 年度最佳咖啡师 陈卓豪

SDC x CALLEBAUT Shanghai Chocolate Fashion Show

SDC X 嘉利宝上海国际巧克力时装秀

主办单位 / Organizer : 上海博华国际展览有限公司

冠名合作 / Title Sponsorship : 百乐嘉利宝(苏州)可可有限公司

策划设计执行 / Planning, Design & Execution : 王森冠军联盟 丁非文化创意(苏州)有限公司

2025 SDC X 嘉利宝上海国际巧克力时装秀共展出11套精美的巧克力时装,8套中国风时装主题“飞天”,由王森冠军联盟及丁非文化共同打造,当敦煌的风穿过遗失海外的经卷,飞天的衣袂在可可的芬芳中苏醒。3套时装将由瑞士巧克力师打造,为观众带来一场巧克力与时尚的艺术碰撞,让观众们充分感受到巧克力在艺术创作上的多样魅力。

The SDC x CALLEBAUT Shanghai Chocolate Fashion Show showcased 11 exquisite chocolate dresses, including 8 sets themed Chinese style "Fei Tian". These were created by the Wang Sen Champions League and Ding Fei Team, blending the essence of Dunhuang Style. Additionally, 3 chocolate dresses were designed by Swiss chocolatiers, promising an artistic collision of chocolate and fashion that highlights the versatility of chocolate in creative expression.

Global Chocolate Tasting Show

环球巧克力品鉴秀

主办单位 / Organizer : 上海博华国际展览有限公司

环球巧克力品鉴聚集海内外知名巧克力品牌及巧克力师共聚一堂,带大家品鉴不同风味的商业及精品手工巧克力,分享巧克力及可可专业知识及行业前沿资讯,是一场沉浸式的巧克力&可可品鉴体验秀,也是行业人士和巧克力爱好者的最爱聚集地。

Global Chocolate Tasting Show brings together well-known chocolate brands and chocolatiers, inviting everyone to taste commercial chocolates and bean-to-bar chocolates. It shares professional knowledge about chocolate and cocoa as well as trending news, serving as an immersive chocolate & cocoa tasting experience show and also a gathering spot for industry professionals and chocolate enthusiasts.



Lost Buddhist Artifacts Abroad: Chocolate Sculpture Art Show

遗失海外的佛教文物——巧克力雕塑展

主办单位 / Organizer : 上海博华国际展览有限公司

策划设计执行 / Planning, Design & Execution : 王森冠军联盟

Salon du Chocolate 上海国际巧克力展再度携手王森冠军联盟, 全新打造「遗失海外的佛教文物」巧克力雕塑展。本次雕塑展以“佛像再生”为主题, 旨在向中国古代佛教雕塑传统致敬, 并通过当代艺术的重构那些流失、断裂与被遗忘的文化形象。现场展示24件作品, 向观众呈现巧克力的可塑性及我国巧克力师精湛的技艺。

Salon du Chocolat collaborated again with Wang Sen Champions League, to newly create Lost Buddhist Artifacts Abroad: Chocolate Sculpture Art Show. The theme of this year Chocolate Sculpture Art Show is —“Rebirth of Buddha Statues”, aims to pay tribute to the tradition of ancient Chinese Buddhist sculpture and reconstruct the lost, broken, and forgotten cultural images through contemporary art. 24 works were displayed on site, presenting to the audience the plasticity of chocolate and the exquisite skills of Chinese chocolatiers.

EcoHowFun Market

公平田野市集

主办单位 / Organizer : 上海博华国际展览有限公司

地球生态 (北京) 农业发展有限公司

联合主办 / Co-Sponsored : 社会生态农业CSA联盟

“公平田野市集”, 是以温铁军老师所倡导的 20 年的社会化农业实践, 服务生产者和消费者, 旨在构建一个利益一致、利他的社群为目标, 而为新农人与消费者构建公平交易的桥梁与平台。著名三农专家温铁军教授曾表示, 14 亿人口共同富裕, 这是历史前所未有的任务, 为此人与自然和谐共生是突破口。要用生态产业化、产业生态化的发展思维, 发动社会群众广泛参与进来。生态化不能完全满足标准化, 而是要拥有自然多样性、在地化, 对应全球化。此次展会让更多人关注到生态农业, 形成推动农业发展的新力量。

"EcoHowFun Market" is based on the 20 years of socialized agricultural practice advocated by Professor Wen Tiejun, serving both producers and consumers. Its aim is to build a community with aligned interests and altruistic goals, creating a bridge and platform for fair trade between new farmers and consumers. The renowned rural expert Professor Wen Tiejun once stated that achieving common prosperity for 1.4 billion people is an unprecedented historical task, and the key lies in harmonious coexistence between humans and nature. It requires applying the development concepts of ecological industrialization and industrial ecology, while mobilizing broad social participation. Ecologization cannot fully conform to standardization; it must embrace natural diversity and localization, corresponding to globalization. This exhibition allows more people to pay attention to ecological agriculture and generates new momentum to promote agricultural development.

All Star World Coffee Champion show
& Coffee Discovery Theatre

All Star世界咖啡冠军表演秀&发现剧场

主办单位 / Organizer : 上海博华国际展览有限公司

11月咖啡盛宴已圆满落幕!在这场为期三天的咖啡盛事中,多位世界冠军咖啡师同台献艺,通过现场表演展现了咖啡艺术的极致魅力。现场嘉宾亲眼见证了令人惊叹的拉花艺术、精准的冲煮技法,以及突破传统的创意咖啡调饮。这不仅是一场视觉盛宴,更是一次深度互动体验。我们设置了多个互动工作区,参与者亲身体验了专业冲煮手法、学习了基础拉花技巧,并在专家指导下品鉴了来自著名产区的精品咖啡豆。

The November Coffee Festival successfully concluded! During this three-day coffee event, multiple world champion baristas shared the stage, showcasing the ultimate charm of coffee art through live performances. Attendees were treated to stunning latte art, precise brewing techniques, and innovative coffee creations that broke traditional boundaries. It was not only a visual feast but also an immersive interactive experience. Multiple interactive workshops were set up, where participants had the opportunity to try professional brewing methods, learn basic latte art skills, and taste specialty coffee beans from renowned regions under the guidance of experts.

赞助商 / SPONSORS

LINKBAR





FHC 2026 Prospect

2026年度展望

FHC 2026

Exhibit Categories

FHC 2026 展品分类



休闲食品及饮料
Leisure Food & Beverage



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



预制产品及中央厨房
Prefabricated dishes & Central Kitchen



罐藏食品及原辅材料、机械设备
Canned Food & Raw Materials, Machinery And Equipment



火锅食材及用品
Hot pot Ingredients And Supplies



肉制品
Meat



水产品
Aquatic Product



婴童食品
Baby & Child Food Products



烘焙轻餐
Bakery & Light Meal



食品加工及包装
Food Processing & Packaging



药食同源
Food & Medicine Homology

肉类及水产品

Meat &
Aquatic Product





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. 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 com-pound growth rate. 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

肉食及成品 | 保鲜分割肉 | 生态有机肉食 | 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 822.4 billion 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 | Vegetarian fruits and vegetables | Jelly | Preserved fruit | Western pie | Puffed food | Meat and poultry snacks | Aquatic snacks 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

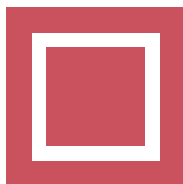
豆奶 | 牛奶 | 羊奶 | 椰奶 | 奶油 | 奶酪 | 奶酒 | 奶粉 | 奶茶 | 炼乳 | 冻乳 | 乳清粉 | 消毒乳 | 发酵乳 (酸乳) | 乳粉 | 乳品添加剂 | 设施设备等

Soy milk | Milk | Goat milk | Coconut milk | Cream | Cheese | 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 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

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





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.

A hand with blue nail polish and a diamond ring is pouring olive oil from a dark glass bottle into a glass bowl filled with a colorful salad. The background is a vibrant pink wall.

调味品及粮油

Condiments & Oil





调味品及粮油

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

“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 | 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.

咖啡茶饮

Coffee & Tea





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 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

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, 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.

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

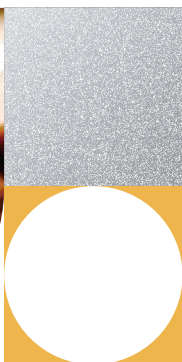
铝箔餐盒 | 快餐包装 | 可降解快餐盒 | 保温盒 | 外卖包装机 | 封口机 | 加热杀菌设备 | 保鲜包装 | 速冻包装 | 无菌包装 | 绿色包装 | 智能包装 | 方便化包装 | 商标设计 | 包装设计 | 图形设计 | 包装色彩设计等

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.

预制菜及中央厨房

Prefabricated dishes &
Central Kitchen





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 | 食品原辅料 | 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

罐藏食品及原辅材料、机械设备

Canned Food & Raw Materials,
Machinery And Equipmente





罐藏食品及原辅材料、机械设备

Canned Food & Raw Materials, Machinery And Equipmente

为了更好的观众体验，主办方将根据参观人群的需求，特设以下创新展区：零售罐藏食品区、母婴罐藏食品区、宠物罐藏食品区餐饮罐藏配料区、应急罐藏食品区、罐藏材料及机械配套区、罐藏包装设计区。观众将主要来自罐藏食品产业的上下游经销商和代理商、商超、电商、烘焙和餐饮渠道、酒店渠道、出口和应急采购等领域。

In order to create better visitors experience, the organizers will set up the following innovative exhibition areas in accordance with the needs of the visitors: retail canned food area, maternal and infant canned food area, pet canned food area, catering canned ingredients area, emergency canned food area, canned materials and machinery supporting area, and canned packaging design area. The audience will mainly come from upstream and downstream distributors and agents of the canned food industry, supermarket, e-commerce, bakery and catering channels, hotel channels, export and emergency procurement and other fields.

展出类别 / CATEGORY

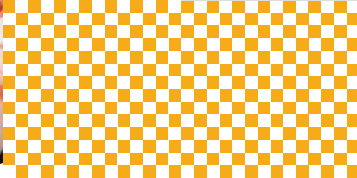
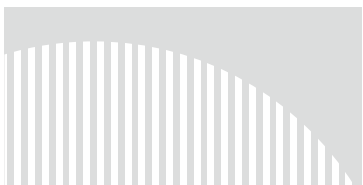
水果罐头 | 肉类罐头 | 水产罐头 | 蔬菜罐头 | 坚果罐头 | 母婴罐头 | 宠物罐头 | 农产品 | 水产品 | 土畜产品等

canned fruits | canned meat | canned aquatic products | canned vegetables | canned nuts | maternal and infant canned food | canned foods for pets | agriculture products | aquatic products | livestock products, etc.

火锅食材及用品

Hot pot ingredients
and supplies





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|餐配调料 | 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



媒体伙伴

**Media
Partners**

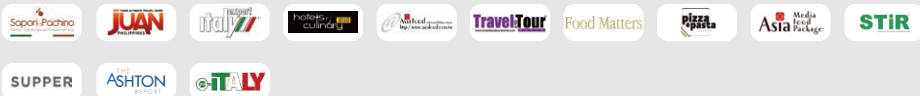
官方合作媒体 Official Media Partner



国内合作媒体 Domestic Media Partners



国际合作媒体 International Media Partners



Some media of previous cooperation were ranked in no particular order.

Some media of previous cooperation were ranked in no particular order.





同期精彩展会

回顾过去十年的发展历程，ProWine Shanghai 已经成为了一个展示葡萄酒文化、推动行业发展的平台。在未来的日子里，我们相信ProWine Shanghai继续发挥其独特的作用，为中国的葡萄酒市场注入更多的活力，推动葡萄酒文化的进一步发展。ProWine Shanghai 2025将于2025年11月12-14日在上海新国际博览中心举办，续写辉煌篇章。

ProWine Shanghai has emerged as a premier platform for exhibiting wine culture and propelling industry advancement over the last ten years. In the future, ProWine Shanghai will continue its unique role of injecting vitality into China's wine market and promoting the development of wine culture. ProWine Shanghai is scheduled to take place again at SNIEC (Shanghai New International Expo Center) on November 12-14, 2025.

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



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 Ibis 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



第十四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.

ASIA FRESH 2025

中国(上海)国际果蔬展



Aisa Fresh专注于新鲜果蔬领域的贸易对接和产品技术展示，立足以中国主要消费市场为中心。同时汇集国内外水果区域公共品牌、各省市县政府、行业协会等展商等行业精英。Asia Fresh凭借往届成功运作积累了庞大的全球买家资源库，另外，得益于展会深耕全国销售网络，届时具有大宗采购意向的优质果蔬经销商、贸易商、零售商、电商、连锁商超、酒店餐饮等买家将到场，与企业进行商务洽谈。同时，展会还聚合了电商、社群/社区零售、微商、加盟商等新式零售渠道，线上线下齐发力为企业全方位、多层次拓宽销售渠道。

Asia Fresh brings together domestic and foreign fruit regional public brands, provincial, city and county governments, industry associations and other exhibitors and other industry elites. Asia Fresh has accumulated a huge resource base of global buyers by virtue of its successful operation in the past. In addition, thanks to the deep cultivation of the national sales network of the exhibition, high-quality fruit and vegetable distributors, traders, retailers, e-commerce, chain supermarkets, hotels and catering buyers with bulk purchase intentions will be present to conduct business negotiations with enterprises. At the same time, the exhibition also aggregated e-commerce, community/community retail, micro business, franchisees and other new online and offline retail channels to expand sales channels for enterprises in an all-round and multi-level way.

生鲜水果、水果制品、分级分选设备、包装材料、包装盒、包装设备、食品保鲜设备、冷藏设备、果蔬深加工技术设备、蔬菜

Fresh Fruit、Processing Fruits、classification and sorting equipment、Packaging materials, packaging boxes, packaging equipment、food preservation equipment、refrigeration equipment、Deep processing technology and equipment for fruits and vegetables、Vegetables



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上海国际巧克力展与FHC上海环球食品展同期举办，汇集60+国内外巧克力品牌，它们分别来自比利时、法国、德国、意大利、西班牙、委内瑞拉、马来西亚，还有来自中国本土的bean-to-bar精品巧克力品牌参展。现场呈现了环球巧克力品鉴秀、巧克力博物馆、环球巧克力市集和三星堆巧克力艺术展等多场精彩纷呈的活动，共有150,000+观众前来FHC和巧克力展区参观打卡。

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. In 2023, the first Salon du Chocolat Shanghai was held concurrently with the FHC Shanghai Global Food Trade Show, bringing together more than 60 domestic and foreign chocolate brands from Belgium, France, Germany, Italy, Spain, Venezuela, Singapore and Malaysia. Some Chinese local bean-to-bar chocolate brands also had a spectacular appearance. There were many wonderful activities such as the Global Chocolate Tasting Show, the Chocolate Museum, the Global Choco Village and the Chocolate Art Exhibition of Sanxingdui (Three Star Mound). A total of 150,000+ visitors came to visit the FHC and Salon du Chocolat Shanghai last year.

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



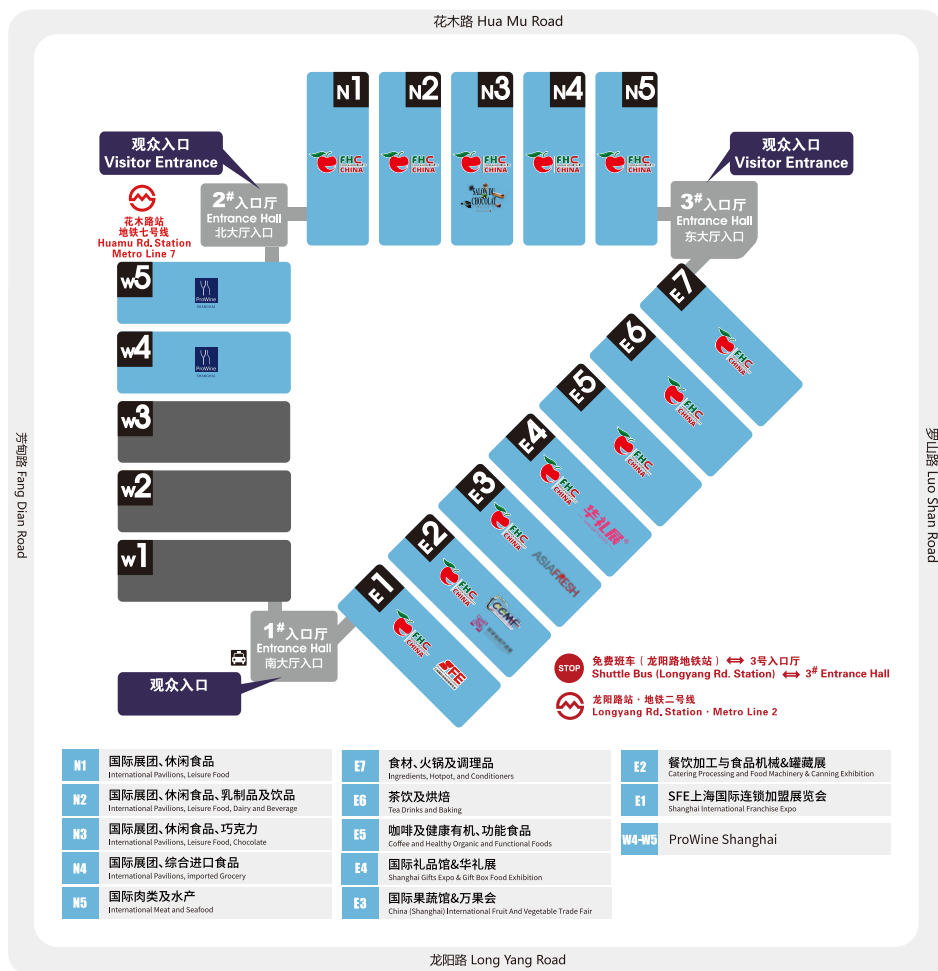


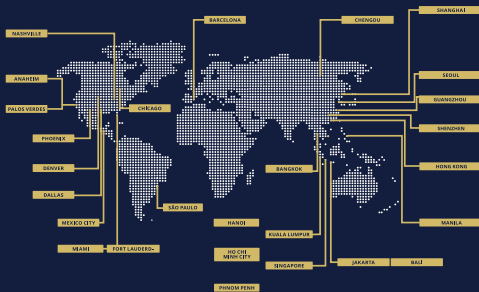
第二十九届FHC上海环球食品展

THE 29th SHANGHAI GLOBAL FOOD TRADE SHOW

2026.11.10-12 上海新国际博览中心(浦东)

Shanghai New International Expo Centre (SNIEC), China





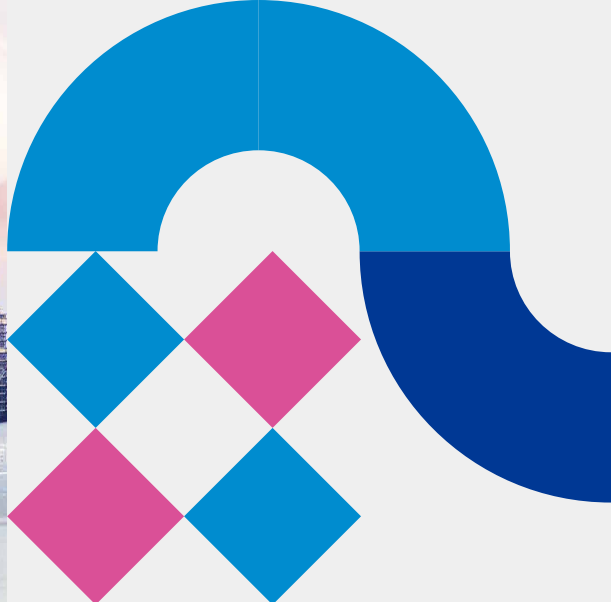
2026年展会





sino**expo** | **informa**markets

上海博华国际展览有限公司

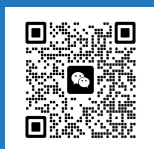


上海博华国际展览有限公司是英富曼集团 (Informa PLC.,) 与上海华展国际展览有限公司于1998年在上海设立的国内领先的中外合作展览公司。公司线上线下一体化运营, 70多个展会, 租馆总面积达到183.8万平方米, 为来自全球的超过131万采购人士创造了多重贸易机会, 公司自2006年起开始发展线上业务, 至今打造了16个B2B优选网站(中英文), 7个博华优选小程序和3款博华优选APP产品组成的线上平台, 2025年进入数智5.0时代, 发展新质生产力。公司员工总数近600人。

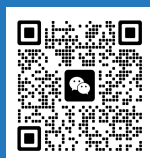
Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd (IM Sinoexpo) is a leading event company in China, the joint venture founded in 1998 by Informa PLC and Shanghai Sinoexpo International Exhibition Co., Ltd..

The total rented area of 70+ exhibitions by IM Sinoexpo reached 1,838,000 sq.m., creating multiple trade opportunities for 1.31 million buyers worldwide. The online business platforms have included 16 B2B portals with PC & Mobile versions, 10 sourcing mini-programs and multiple Apps since 2006. The total number of employees is near 600.





预定展位
沈先生



预定展位
刘小姐

上海博华国际展览有限公司 / 中国上海虹桥路355号城开国际大厦8楼(200030)

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

8/F, Urban Development International Tower, No. 355 Hongqiao Road, Xuhui District, Shanghai 200030, China