



AigeFood
Shanghai



2021第2届长三角·美食文化峰会
2th Yangtze River Delta Food Culture Summit 2021

第12届上海国际餐饮食材展览会

12th Shanghai International Catering and Ingredients Exhibition

同期：第12届上海国际冷冻冷藏食品博览会

Co-located event: 12th Shanghai International Frozen and Chilled Food Expo

2021.8.25-27 | **上海新国际博览中心**

Shanghai New International Expo Center



汇集各类食材 · 主导行业发展

A collection of the finest ingredients · leads industry-leading development

www.shicaexpo.com



大会钻石赞助商
The Diamond Sponsor



江苏百香顺供应链管理有限公司
Jiangsu Baixiangshun Supply Chain Management Co., Ltd.

2021 年展会规模 (预计)
Expo Scale (Expecting)

120,000
平方米
sqm

80,000+
观众
Visitors

3,000+
展商
Exhibitors

展会概况

Expo Overview

作为餐饮食材行业发展的风向标——上海国际餐饮食材展览会乃是目前国内综合性餐饮食材盛会，是服务于食材行业全产业链的国际商贸展览平台，是全球规模领先的食材产品展览会。上届展会总展出面积达到100,000平方米，共吸引到全球2,200家展商及全球各地的65,637人次观众。

第12届上海国际餐饮食材展览会将于2021年8月25-27日在上海新国际博览中心举办。展会将更加深入引进国际化品牌和企业，同时紧跟当前国内消费趋势和国家战略，借势“互联网+”大潮，集十一年之力，开创展会新篇章！

As the weather vane for the development in the catering and food industry - The Shanghai International Catering and Ingredients Exhibition (Aige food shanghai) is currently comprehensive Catering and Ingredient Exhibition in China. It's an international trade exhibition platform serving the whole industry chain of the food industry. It's the world's leading food exhibition. The previous exhibition covered an area of 100,000 square meters and attracted more than 2,200 exhibitors from around the world and 65,637 visitors.

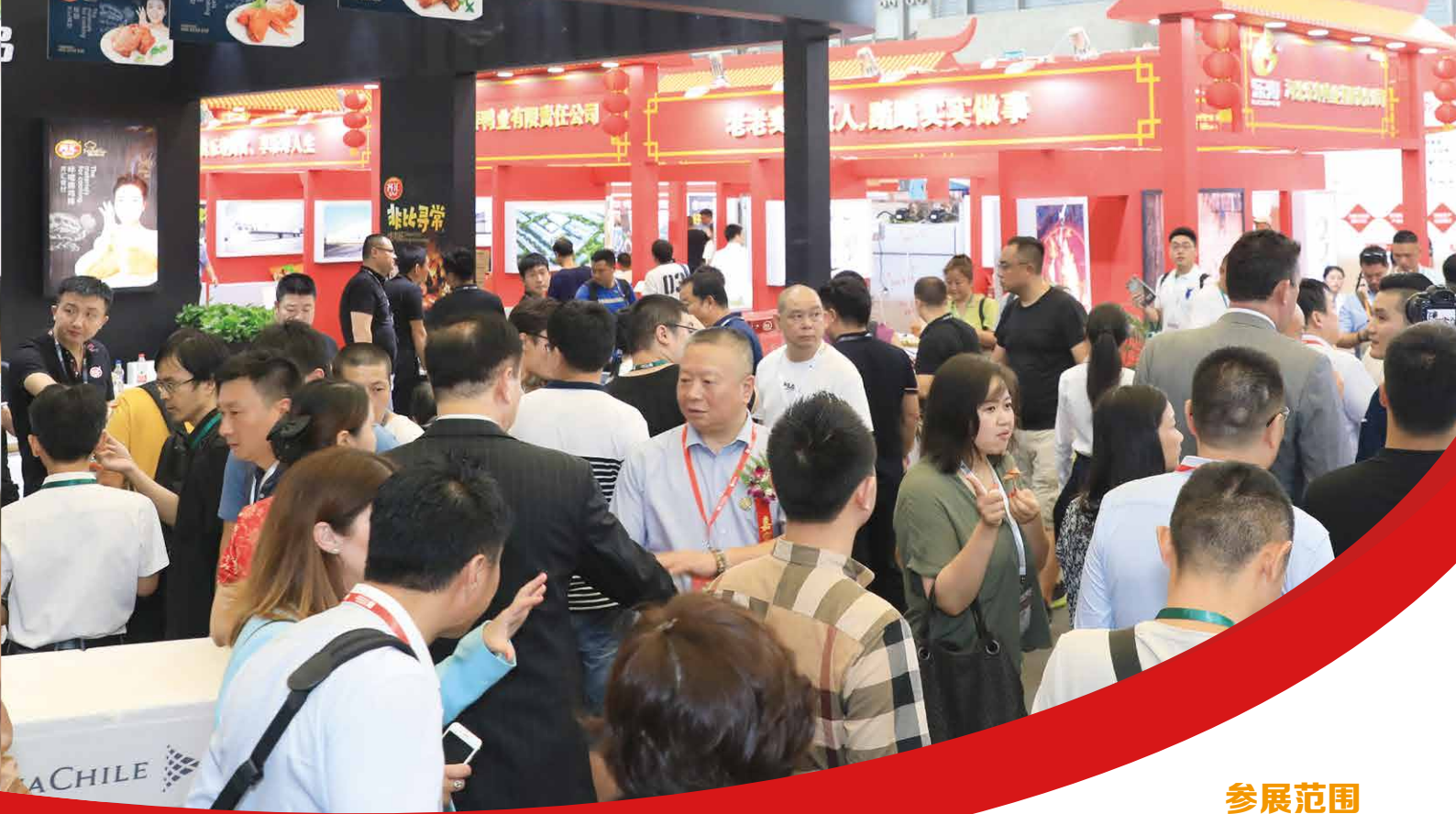
The 12th Aige food shanghai will be held at Shanghai New International Expo Center on August 25-27, 2021. The exhibition will further introduce international brands and enterprises, and at the same time keep up with the current domestic consumption trends and national strategies, take advantage of the trend of "Internet +", and gather the strength of 11 years to create a new chapter in the exhibition!

同期活动

Concurrent Activities

- » 全国酒店创意菜烹饪大赛暨酒店特色食材推介会
Creative Food Cooking contest of National Hotel and Hotel Featured Catering Ingredients Session
- » 冷冻与冷藏食品技术应用与市场研讨论坛
Forum on the Technology Applications and Market Research of Frozen and Chilled Foods
- » 调味品技术论坛
Condiments Technical Forum
- » 展览会优秀供应商评选
Excellent Suppliers Selection and Award Ceremony
- » 2021展商新品推介会
Exhibitor New Product Launch 2021
- » 2021食品产业冷藏链可持续发展高峰论坛
Cold Chain Summit for Sustainable Development in Food Industry 2021





参展范围

Scope of exhibits



肉类食品

Meat Products

冷冻 / 冰鲜肉、肉卷、肉丸、火腿、调理食品及即食产品
Frozen / Chilled Meat, Rolled Meat, Meatballs, Ham, Packaged Meat, Precooked Meat Products



禽类食品

Poultry

速冻家禽、分割禽、禽肉调理食品、禽肉深加工食品、蛋品等
Frozen Poultry, Poultry Parts, Prepared Poultry Products, Deep-Processed Poultry Egg Products, etc



水产食品

Seafood

冻品、干品、活品、调理食品及深加工制品
Frozen Seafood, Dried Seafood, Live Seafood, Aquatic Prepared Products and Deep-Processing Products



果蔬制品

Fruit and vegetable products

速冻蔬菜、调理菜、酱菜、泡菜、蔬菜制品及各种食用菌等
Frozen Vegetables, Prepared Vegetables, Pickles, Preserved Cabbage (kimchi) Vegetable Products and a Variety of Edible Fungus/Mushroom Products, etc.;



速食食品

Instant Food Products

速食米饭、速食汤、速食快餐、方便粥、调理包等速食食品
Instant Steamed Rice, Instant Soup, Instant Snacks, Instant Porridge, Retort Pouches, etc



米面制品

Rice & noodle products

汤圆、水饺、春卷、麻球、饼类、糕点、杂粮制品、豆制品等
Rice glue balls, Dumplings, Spring rolls, Glutinous rice sesame balls, Cakes, Pastries, Cereal and grain, bean products, etc



调味品

Condiment

食用油、味精、鸡精、酱油、食醋、调味酱、汤料、火锅调料等
Cooking Oil, MSG, Chicken Essence, Soy Sauce, Vinegar, Sauces, Soups, Hot Pot Seasonings, etc.



相关设备

All Related Equipment

食材加工设备、灭菌设备、包装设备、仓储及冷链物流设备等
Food Processing Equipment, Sterilization Equipment, Packaging Equipment Warehousing and Cold Chain Logistical Equipment, etc

参展费用

Booth Rate

国内企业

A. 室内标摊 12,000元/9平方米，双开口加收20%费用

B. 室内光地1,200元/平方米 (36平起租)

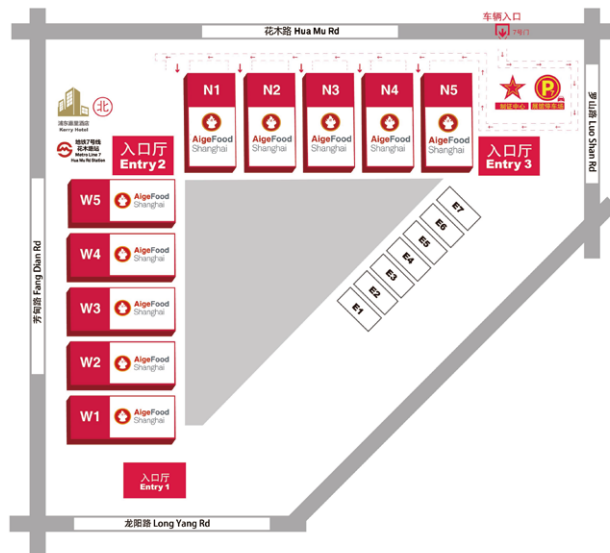
参展单位如租用光地，应另交30元/平方米的光地管理费

International Exhibitors:

Shell Scheme(3m*3m):USD 3,500/9m²

Plus 20% for corner booth.

Space Only (Minimum 36 Sqm):USD 350/m²



2020展会回顾

Review of Aige Food Shanghai 2020

100,000

平方米
Sq.m

2,200

展商
Exhibitors

65,637

观众
Visitors

展商统计

Exhibitor Statistics

参展商反馈 Exhibitors' Feedback

92.5% 认为这次参展成绩满意至非常好
Concluded the Exhibition Feedback From Satisfactory to Very Fruitful

91.1% 认为这次展会的观众质量为满意至非常好
Graded the Visit Quality from Satisfactory to Excellent

90.7% 计划参展第12届上海国际餐饮食材展览会
Intended to Exhibit in 12th Shanghai International Catering and Ingredients Exhibition

90.5% 乐意邀请行业朋友参加下届展会
Willing to Invite Industry Friends to Participate in the Future

展会带来的得益 Benefits Gained from Expo

92.4% 维护 / 巩固现有客户 Meet / Sell to Current Customers

91% 发布新产品 / 服务 Launch New Products / Services

94.7% 提升企业品牌 / 产品/服务知名度
Increase Brand Awareness / Products / Services

93.7% 寻找新合作伙伴/客户 Find New Products/Clients

93.9% 扩展销售渠道 Expand Existing Sales Channels

80.5% 与有关商务及政府部门取得联系 PR Purposes

95.1% 收集市场信息 Collect Market Intelligence

展商展品分析 Exhibitors Analysis by Product Category

18.1% 肉类食品
Meat Products

15.6% 火锅食材
Catering Ingredient of hot pot

7.8% 调味品及食品配料
Condiments & Food Ingredients

17.6% 水产海鲜
Seafood

14.8% 米面制品
Rice and Noodle Products

8.7% 相关设备
Related Materials and Equipment

9.2% 禽类食品
Poultry Products

6.6% 菌类及果蔬制品
Mushroom, Fruit and Vegetable Products

1.6% 其他
Other Products

部分知名参展商 Part of Well-known Exhibitors



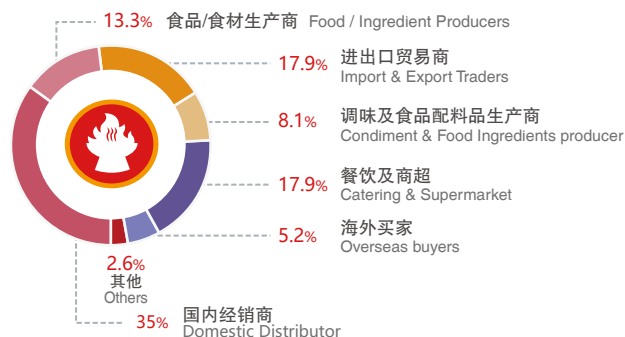


观众统计 Visitor Statistics

观众对展会的评价 General Comments

- 91.3%** 总体对展会的评价为好至非常好
Concluded the Exhibition from Good to Excellent
- 90.6%** 认为参观上海国际餐饮食材展览会对其公司很重要
Recognized the Importance of Shanghai International Catering and Ingredients Exhibition to His / Her Business
- 93.5%** 愿意将上海国际餐饮食材展览会推荐给朋友或业内同行
Would Recommend Shanghai International Catering and Ingredients Exhibition to His / Her Friends or Colleague
- 91.7%** 表示明年还会参观第12届上海国际餐饮食材展览会
Would Visit 12th Shanghai International Catering and Ingredients Exhibition

观众性质分类 Visitors by Job Function



参观的主要目的 The main purpose for visiting

- 60.2%** 采购 Purchasing
- 12.2%** 维护与现有供应商的关系 Maintain Current Suppliers
- 3.5%** 寻找新的制造设备/材料 Finding New Equipment/Material
- 13.4%** 了解最新行业动态和产品 Collecting Market Intelligence
- 10.5%** 寻找潜在合作者 Finding New Partners
- 0.2%** 其它 Others

部分知名买家 Part of Well-Known Buyers



展商评语

Exhibitors Testimonials

正大食品 CP Food

展会现场，丰富精美的产品出餐吸引了众多观展客驻足观看，现场试吃持续火爆，大家对美味健康的正大食品表示了高度赞赏。

——正大食品官方微信公众平台

At the exhibition, the rich and exquisite foods attracted many people to watch as soon as they were exhibited. The on-site trials continued to be popular, and people highly appreciated the deliciousness and health of CP Food.

By: Wechat Public Account of CP Food



华英农业 Huaying Food

络绎不绝的客户对华英的优质产品有极大的兴趣，表现出高度热情。现场火爆，订单接连不断。

——华英农业官方微信公众平台

A constant stream of customers have great interest in Huaying's high-quality products and show a high degree of enthusiasm. The scene is very hot, and the orders are continuous.

By: Wechat Public Account of Huaying Food



皓月清真肉业 Haoyue Halal Meat

皓月作为“首批农业产业化国家重点龙头企业”、“世界肉类组织会员”，在本次展会中携全线明星产品惊艳亮相。

——皓月肉业官方微信公众平台

Haoyue, as the "first batch of national key leading enterprises in agricultural industrialization" and a "member of the World Meat Organization", will make a stunning appearance with a full range of star products in this exhibition.

By: Wechat Public Account of Haoyue Meat



千味央厨 Qianwei Central Kitchen Food

公司以场景体验和人气大单品在展会上大放光彩，获得了众多现场观众的青睐。有丰富的产品、热情的服务，引来全国各地的经销商和消费者驻足品尝。

——千味央厨官方微信公众平台

The company shined at the exhibition with its scene experience and popular single products, and won the favor of many live audiences. The rich products and enthusiastic service attract distributors and consumers from all over the country to stop and taste.

By: Wechat Public Account of Qianwei Central Kitchen Food



三全餐饮 Sanquan Food

三全餐饮早餐系列产品，得到了经销商、专业观众的好评与赞赏，多位用户慕名而来！

——三全餐饮官方微信公众平台

Sanquan catering breakfast series products have been praised and appreciated by dealers and professional audiences, and many users have come here!

By: Wechat Public Account of Sanquan Food



安井食品 Anjoy Food

一眼望去，试吃区的展位口挤满了人，咨询洽谈的客户络绎不绝，这人气！这流量！这热度！安井火爆全场！

——安井食品官方微信公众平台

At a glance, the booth of the tasting area is crowded with people, and the customers who consult and negotiate are endless, its popularity! its traffic! its heat! Anjoy has been very popular!

By: WeChat public account of Anjoy Food



山东惠发 Huifa Food

此次展会规模盛大，展品涵盖火锅食材各领域产品，是一个专业、高效的交流采购平台。

——惠发美食官方微信公众平台

The scale of the exhibition is grand, and the exhibits cover various fields of hot pot ingredients. It is a professional and efficient exchange and procurement platform.

By: Wechat Public Account of Huifa Food



福建升隆 Shenglong Food

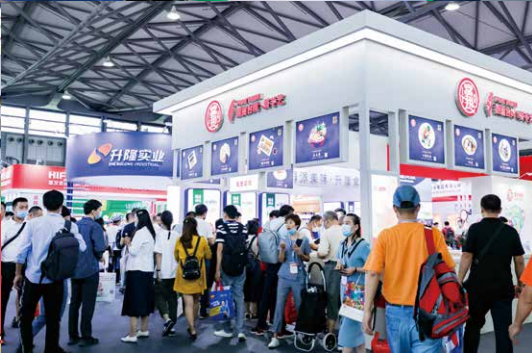
升隆工作人员以专业的服务迎接八方来客，为观展客户详细解说我们的展品。展位内人潮涌动，每天热度不减，咨询洽谈的客户应接不暇。

——福建升隆官方微信公众平台

The staff of Shenglong greet visitors from all directions with professional service, and explain our exhibits in detail to the visitors. There was a surging crowd in the booth, and the popularity continued every day, and the customers who consulted and negotiated were overwhelmed.

By: Wechat Public Account of Shenglong Food





ITE's Food Events Portfolio



歌华食博会
GFE2021

第4届深圳国际餐饮食材展览会

4th Shenzhen International Catering and Ingredients Exhibition

2021年12月1-3日 深圳会展中心

联系方式 Contact Us

参展咨询、展位预定:

Exhibitor Inquiry

电话/Tel: +86-21-61276587

邮箱/Email: liujun-gh@126.com



**CONNECTING
YOUR BUSINESS
TO THE WORLD**



歌华展览
Gehua Expo