

2024年第27届上海燕麦片展览会(FHC食品展)

产品名称	2024年第27届上海燕麦片展览会(FHC食品展)
公司名称	上海朗盛展览服务有限公司
价格	.00/件
规格参数	
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产品详情

展会盛况空前，行业媒体争相报道。全渠道累计搜索和曝光量1亿+，行业数据库推送100万+，媒体阅读量超35万，合作媒体阅读量超100万，小红书话题浏览量44万+，荣登douyin本地热搜榜Top1，超547万人次浏览。点击图片查阅完整版【展后报告】

好评如潮·商贸规模再升级FHC2023吸引了意大利、丹麦、日本、韩国、马来西亚、俄罗斯、泰国、英国、欧盟、比利时、土耳其、美国、西班牙、奥地利、德国、加拿大、澳大利亚、塞浦路斯、沙特阿拉伯等30个国家及地区的展团。从东南亚到欧洲，从中东到拉美，400家国际厂商，约800参展品牌跨越重洋，为寻求增长而来。而风味独特、品质优良的异国美食，与高频迭代、急需创新的国内食饮产业一拍即合，激荡出万千灵感火花，开拓更多增长和创新空间。越来越多合作伙伴与FHC携手共进，国际展团、展商也对FHC给予了高度赞誉。

- 展团&展商评价

- Italy 意大利意大利对外贸易委员会上海代表处Italian Trade Agency Shanghai Office作为一个政府机构，意大利贸易局(ITA)致力于加强和促进中意经贸关系。20多年来，ITA一直在FHC组织意大利馆。该活动为促进商贸联系，推广意大利美食，展示我们国家丰富的烹饪遗产提供了一个非凡的平台。FHC提供的协作环境和交流机会为我们与行业人士、美食爱好者和潜在合作伙伴的高效对接做出了重大贡献。

As a government agency, the Italian Trade Agency (ITA) is committed to strengthening and enhancing Sino-Italian economic and trade relations. ITA has been organizing the Italian pavilion at FHC for more than 20 years. The event serves as a remarkable platform for fostering connections, promoting Italian gastronomic excellence, and showcasing our nation's rich culinary heritage. The collaborative environment and networking opportunities provided by FHC have significantly contributed to our fruitful engagement with industry professionals, enthusiasts, and prospective partners.

- Korea 韩国Yongsun Joo |上海办事处经理KOTRA韩国贸易投资振兴公社Yongsun Joo, Manager of Shanghai Office KOTRA(Korea Trade-Investment Promotion Agency)FHC为因xinguan肺炎疫情而无法走出国门的韩国食品企业的全球扩张提供了平台。韩国企业纷纷回国，承诺明年再参加。非常感谢FHC和Informa Markets(英富曼展览集团)提供这个宝贵的机会。FHC has provided a platform for the global expansion of Korean food companies that have been unable to go abroad since COVID-19. All Korean companies have returned home, pledging to participate again next year. Many thanks to FHC and Informa Markets for this invaluable opportunity.

- T ü rkiye 土耳其土耳其展馆组织者T ü rkiye pavilion organiserMustafa Hasdal - Selten UluslararasıFuar ve Aks Tic Ltd Sti与来自土耳其的20多家公司一起回到FHC真是太棒了。三天的展会非常繁忙，我们的公司能够与以前的商业伙伴重新联系，并结识新的合作伙伴！我们已经计划在2024年扩大展会规模，并期待明年向来自中国各地的主要买家展示我们好的食品&饮料产品。It was great

being back to FHC with over 20 companies from Türkiye. The three days of the show were extremely busy and our companies were able to re-connect with their previous business partners and meet new ones! We are already planning on a even larger presence in 2024 and look forward in showcasing our best F&B products to key buyers from all over China next year.

· LIHOO' S 利和味道利和味道 (上海) 食品科技有限公司品牌运营中心副总经理 于淼 P.K Yu, Vice General Manager of LIHOO' S (Shanghai) Food Technology Co., Ltd 很荣幸参加 FHC 展会, 使利和味道得以展示新成果, 拓展业务领域。该展会作为行业盛会, 性强, 赋予了我们与更多行业伙伴建联的机会。通过深入交流, 我们了解了市场需求和趋势, 感谢 FHC 赋能, 让我们更好地展示利和味道的实力和价值。期待与 FHC 继续携手共进, 为全球消费者带来更多美味体验。It is a great honor to participate in FHC, so that LIHOO' S can present their latest achievements and expand their business. As an industry event, the exhibition is highly professional and gives us the opportunity to build connection with more partners within the industry closely. Through in-depth communication, we have understood the market demand and trend, thanks to the empowerment of FHC, so that we can better demonstrate the strength and value of LIHOO' S. We look forward to working with FHC to bring more experiences of tasty to consumers around the world.

· Yurun 雨润中国雨润食品集团市场部总经理 谢晨晨 Stephanie Xie, General Manager of Marketing Department of China Yurun Food Group Limited. 有幸携手两个品牌参与此次 FHC, 无论是三十年的国民品牌雨润, 还是二百余年的意大利品牌 Beretta, 我们和 FHC 都是老朋友了, 一起见证了中 国肉制品市场的发展和变迁。对我们而言, FHC 是一个集展示品牌与推介产品的平台, 此次展会我们带 了多款亮相上市的新产品, 不仅荣获了 FHC 具年度创新产品“金苹果”奖, 同时还因此结识了很多国内 外的合作伙伴, 未来我们将一如既往的参展, 互利共赢, 共创未来。We are very glad to bring two brands to participate in FHC this year, whether it is the national brand Yurun for 30 years, or the Italian brand Beretta for more than 200 years. We are old friends with FHC and have witnessed the development and changes of the Chinese meat markets together. For us, FHC is an excellent platform to display brands and promote products. This exhibition brought a huge number of new products that debuted on the markets, which not only won the "Golden Apple" award of FHC's most innovative product of the year, but also built partnership with many well-know partners from domestic and overseas. In the future, we will continue to participate in FHC for mutual benefit and follow the win-win strategy to create a prosperous future.

· EWEN 意文上海意文食品科技有限公司总经理 陈榕 Roy Chen, General Manager of Shanghai EWEN Foods Technology Co., Ltd 意文 EWEN 食品与 FHC 系列展会合作多年, 感谢 FHC 为大家提供良好的沟通平台, 今年有幸成为 FHC 中国国际烹饪艺术比赛指定意大利面及阿波 罗大米赞助商, 同时也荣获 FHC 金苹果奖--年度优选供应商, 吸引了众多热情有兴趣的合作伙伴, 未来 我们将一如既往参与, 与 FHC 系列展会共同进步。EWEN Food has cooperated with series of FHC for many years. Thanks to FHC for providing a good communication platform, Ewen Food has been honored to be the official sponsor of pasta and Apollo rice for FHC China International Culinary Arts Competition this year, and has also won the FHC Golden Apple Award - Preferred Supplier of the Year, attracting many enthusiastic and interested partners. In the future, we will continue to participate in series of FHC and make progress together.

· Sanyuan 三元食品北京三元食品股份有限公司特渠事业部总经理 房立红 Lihong Fang, General Manager of Special Channel Business Unit of Beijing Sanyuan Food Co., Ltd. 作为与共和 国共成长的民族乳企, 三元食品感谢 FHC 提供的国际性交流平台。在这里, 我们展示三元作为“乳品伙 伴”的产品及服务, 与来自世界各地的人士以及客户深入交流、拓宽视野、拓展业务。三元将继续与 FHC 携手, 期待为更多全球及本土企业提供优质创新的产品和服务。As a national dairy enterprise who was growing together with China, Sanyuan thanks to FHC for providing an international and professional platform. Here, we display Sanyuan's products and services as a "professional dairy partner" to deepen communication with professionals and customers from all over the world, broaden mind and expand business. Sanyuan will continue to work with FHC and look forward to providing quality and innovative products and services to more and more global and local enterprises.

· MNASCX 蒙牛爱氏晨曦爱氏晨曦乳制品进出口有限公司行销经理 王龙江 Longjiang Wang, Aishichenxi Dairy Products Import & Export Co., Ltd 蒙牛爱氏晨曦与 FHC 紧密合作多年, 在 这里能够与更多的行业人士和消费者分享我们的高品质乳制品。明年蒙牛爱氏晨曦将继续携手 FHC, 不 断学习和创新, 为消费者提供更好的产品和服务。MNASCX has worked closely with FHC for many years, and here we can share our high-quality dairy products with more industry people and consumers. Next year, MNASCX will continue to participate in FHC, keep learning and innovating, also provide consumers with better products and services.

开启 2024! 风正海阔再扬帆回望 2023, 我们圆满举办了烹饪、咖啡、茶饮、糕点等 8 项国内外赛事, 千名选手竞技; 18 场主题论坛活动, 289 位行业智脑倾囊分享; 7 大同期展, 精耕行业垂直领域; 2 场咖

啡、巧克力市集活动，全方位链接饮食文化与生活场景。展望2024，FHC将带来肉类及水产品、休闲食品、乳制品、甜食及巧克力、餐饮供应链及食材、调味料及粮油、咖啡茶饮、烘焙轻餐、食品加工及包装和预制菜及中央厨房等10大板块的升级拓展，为餐饮行业输出更优、更新、更广的视角与资源。政策利好，助力行业光明前景。日前，中国决定试行对法国、德国、意大利、荷兰、西班牙、马来西亚6个国家持普通护照人员单方面免签政策，鼓励贸易交流，实现中外企业“双向奔赴”。增长势如破竹，2024年再创新高。在2013-2022年10年间，中国进口食品额年均复合增长率达到12.3%，预计2023年全年，中国进口食品总额将达到1400亿美元，中国已经成为全球大食品进口国。FHC上海环球食品展立足餐饮行业，深耕26载，餐饮贸易伙伴不断增加，这背后不仅仅是体量的增长，更有品质的升级、行业趋势引领和信息贯通。致谢伙伴，致意未来。汇全球美食，共促交融；引高端赛事，以助创新；聚业界大咖，启迪未来；造市集活动，助力出圈。第二十七届FHC上海环球食品展将以更大规模、更高品质、更精细化的全新面貌再出发！2024年11月12-14日，上海新国际博览中心（浦东新区龙阳路2345号），FHC2024，与您有约，不见不散！

展会招商火热进行中，如有意参展，还望您尽快联系我们。

提前预订即可享受光地主通道或标准双开位置！