

# 2024上海（中国）休闲食品展【主办及网站】FHC·上海饼干食品及膨化食品展会

产品名称	2024上海（中国）休闲食品展【主办及网站】FHC·上海饼干食品及膨化食品展会
公司名称	上海博华国际展览有限公司
价格	.00/平方米
规格参数	
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## 产品详情

来自意大利、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、塞浦路斯等30个国家及地区的展团，400家展商带来约800品牌参展，特色鲜明，品质突出。

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2500+展商加盟

汇集行业强势力量

本届展会，吸引来自乳制品、休闲食品、肉类生鲜、粮油及调味品等板块的2500+展商，包括蒙牛、三元、熊猫、上海梅林、爱森、荷美尔、特华得、臭宝、亿滋、创味厨、雨润、王力、麻六记、万多吉、沃隆、大多福、真牛馆等品牌。

此外，展会还设立ASC水产品展区，尝试的IP跨界联名展示区，以及上海市对口地区特色食品展区，为食饮贸易带来新鲜创意和灵感。

上届展会，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携手亮相，来自daili经销、餐饮、酒店、商超及便利店、西餐及轻食、咖啡烘焙、茶饮、甜品、源头工厂、食材及供应链、服务供应商等众多领域的观众莅临参观洽谈。为食品饮料行业的持续稳定发展带来了强大的信心与动力。

展会受到了业内媒体的广泛关注和深入报道，全渠道累计搜索和曝光量超1亿，行业数据库推送达100万，官方媒体阅读量超35万，合作媒体阅读量超100万，小红书话题浏览量达44万次，更荣登douyin本地热搜榜Top1，吸引了超过547万人次的浏览。

随着经济发展与饮食结构的变化，食品饮料行业拉开新一轮变革的序幕，同时也为相关企业带来新一轮的增长机遇。由上海市餐饮烹饪行业协会与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与全联烘焙业公会联合主办的FHC上海环球食品展，在上海新国际博览中心举办，与全球30个国家和地区的参展商及展团，行业大咖和买家再聚首，以展、会、赛、集市活动相结合的丰富形式，畅品全球美味，共话产业未来。

With continued economic development and a constant fluctuation in the structure of the food industry, events such as the Shanghai Global Food Trade Show are essential to offer vital insights and previews into the latest developments of the industry as they unfold. This year marks the 26th edition of this important event and it is due to be held on the 8th to the 10th November at the Shanghai New International Expo Center. Boasting an impressive range of exhibitors and exhibition groups from over 30 countries, it again facilitates the communication and collaboration of industry experts and professional buyers, and signposts the general direction of the industry as a whole.

届时，来自意大利、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、塞浦路斯等30个国家及地区的展团将携手亮相，2500家来自全球各地的优质展商，携100,000+特色展品，预计将吸引100,000来自食品、酒店、餐饮、生鲜、咖啡、烘焙、饮品、预制品、酒吧、会所、商超零售、加盟连锁等众多食品饮料商业领域的观众莅临参观洽谈，以全球化的视野，与各方共创一场高规格、高标准、高质量的精彩盛会。

Exhibition groups from Italy, Denmark, Japan, South Korea, Malaysia, Russia, Thailand, the United Kingdom, the European Union, Belgium, Turkey, the United States, Spain, Austria, Germany, Canada, Australia, Cyprus and around 30 other countries and regions are due to present this year. There are 2,500 high quality exhibitors from around the world, with more than 100,000 featured exhibits. It is expected to attract approximately 100,000 industry professionals from across the spectrum of the food industry, including food, hotel, catering, fresh, coffee, bakery, drinks, bars, clubs, supermarket retail, franchise chains and many other food and catering business field to

visit, offering a truly global perspective and seeking to promote high standards and quality assurance.

作为食品餐饮领域的综合性商贸展览平台，FHC始终是海外食品饮料品牌进驻中国市场的重要平台之一。而随着消费动力的迅猛增长，也吸引了越来越多国内的实力企业不断加盟，更有众多本土企业在起步成长过程中选择与FHC携手并进，逐渐发展壮大。

今年FHC规划的10大展览板块包括：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、调味品及粮油、咖啡茶饮、烘焙轻餐、食品加工及包装、预制菜及中央厨房。展会吸引众多企业入驻，包括蒙牛、三元、熊猫、雨润、爱森、亿滋、正广和、王力、梅林等来自食品饮料、乳品巧克力、肉类水产等多个行业，全国乃至世界一线品牌已纷纷报名参加！

As a comprehensive business exhibition platform in the field of food and catering, FHC has always been one of the important platforms for overseas food and drink brands to enter the Chinese market. With the rapid growth of consumer power in the domestic market, more and more strong domestic enterprises have been attracted to participate, while on the other hand many smaller developing businesses are also choosing to go hand in hand with FHC, benefiting from the increased growth potential of participating in such a major event.

The top 10 exhibition sections planned by FHC this year include meat and seafood products, snack food, dairy products, sweets and chocolate, catering supply chain and ingredients, condiments and grain and oil, coffee and tea, food processing and packaging, , ready-to-eat dishes and premium kitchen equipment and utensils. The exhibition attracts many enterprises to enter, even the world's first-line brands have signed up to participate!

当食品餐饮产业步入品质升级的新时代，面对消费市场的不断发展升级，培养的“后浪”显得更加急迫。FHC不仅为食品餐饮行业提供商贸信息交流的平台，更致力于挖掘和培养技能人才。

The food industry is constantly updating its approaches to quality control and improving its offerings to satisfy the demands of the consumer market. Events like FHC are a chance for ambitious and talented young entrepreneurs to develop their skills and experience in the industry. FHC is not only committed to providing a vital platform for the food and catering industry to exchange business and trade information but also to mine and cultivate the next generation of professionals who will shape the future of the industry ' s development.

作为FHC的经典赛事——FHC中国国际烹饪艺术比赛由上海市餐饮烹饪行业协会和上海博华国际展览有限公司主办，获得世界厨师联合会(World Association of Chefs ' Societies) A 级国际赛事官方认证，且是国内唯一一个获得该项认证的国际级赛事。本届比赛国际含金量十足，不仅有世界厨师联合会赛事组委会主席Rick

Stephen加入指导赛事规则和规范流程，更诚邀了WACS赛事组委会成员强强加入FHC，分别有来自2022年卢森堡烹饪世界杯评审团主席Carlo Sauber，奥林匹克烹饪大赛赛事主席Frank Widmann，米其林二星餐厅主厨Sven Erik Renaa，香港HOFEX美食大赛组委会主席Rudolf Muller及世界厨师联合会甜品赛事主席GillesRenusson等10位外籍裁判，同时还邀请了意大利、澳大利亚和韩国的三支国际厨师队伍，与中国队一起同台竞技，互补短长;此外，更有近120位来自国内外以及港澳台地区的中西餐和烘焙甜品裁判品鉴打分，相信对全球各地的赛事参赛者和烹饪爱好者而言，这场赛事一定能够带来突破已有认知的视觉震撼和思维碰撞!

As an important component of FHC each year, the FHC China International Culinary Arts Competition is sponsored by the Shanghai Restaurants Cuisine Association and IM Sinoexpo. It has won the official certification of the World Association Of Chefs Societies Class A level, and is currently the only domestic competition to obtain such a status. Through the guidance of the organizing committee members, it has earned significant recognition and attention and garnered considerable prestige among participants and observers.

The event often invites many internationally recognized chefs as judges, including ten foreign judges, Carlo Sauber, President of the Luxembourg Culinary World Cup 2022 Jury, Frank Widmann, President of the Olympic Culinary Competition, Sven Erik Renaa, Chef of a restaurant with two Michelin stars, Rudolf Muller, chairman of the Organizing committee of the Hong Kong HOFEX Food Competition, and Gilles Renusson, chairman of the Dessert Competition of the World Federation of Chefs, also invited three international professional chef teams from Italy, Australia and South Korea to compete with the Chinese team and complement each other; In addition, there are nearly 120 Chinese and Western food and bakery dessert judges from home and abroad as well as Hong Kong, Macao and Taiwan, offering a glimpse into the highest professional standards and the potential of the highest achievers in the industry.

同时，展会现场还将引入烹饪、咖啡、潮饮、糕点等多场市场热点品类的重磅赛事。比如shouquan于世界咖啡竞赛组委（WCE）的世界咖啡师大赛中国区选拔赛（CBC）和世界咖啡烘焙大赛中国区选拔赛（CCRC）、上海国际潮流饮品创意制作大赛和“南僑杯”中华糕点国际锦标赛总决赛等。

At the same time, the exhibition site will also introduce competitions for cooking, coffee, popular drinks, pastry and other hot categories of blockbuster events. For example, China Barista Championship (CBC) and China Coffee Roasting Championship (CCRC) which authorized in the World Coffee Events (WCE), Shanghai International Fashion Drinks Competition and the "NAMCHOW CUP" Chinese Pastry International Championship .

行业重塑方兴未艾，产品迭代高频依旧。国内餐饮行业在蓬勃发展的同时，也面对着激荡的变革。如何拨开迷雾，“预”见未来？

在展会现场，上海餐饮创建国际美食之都专题论坛、FHC国际餐饮烹饪产业大会、中国餐饮Boss大会、FHC休闲食品论坛、第四届中国外卖产业大会等超20场行业重磅论坛及活动将一一呈现。

本届展会针对行业动态、餐饮趋势、食品设计等领域，将邀请重磅嘉宾开展深度对话，厘清行业脉络，判定市场航向，为国内外观众在市场拓展等需求上，提供决策依据和对接渠道。

Industry remodeling is a constant consideration and product iteration is of great importance and interest. While the domestic food and drink industry is booming, it is also facing turbulent changes. How to clear up the fog to foresee the future?

At this year's exhibition visitors can expect to see more than twenty forums devoted to key issues and topics in the world of food production. Aimed at tackling a range of key industry trends and challenges including those concerning catering, food design and safety, the various forums invite influential experts from across the industry to engage in in-depth dialogue, clarify the current industry context, determine the market course, and provide decision-making basis and docking channels for domestic and foreign professional visitors in the market expansion and other needs.

展会现场还将举办FHC上海国际咖啡美食文化节和环球巧克力市集Choco Village区域，以当下消费者喜闻乐见的集市形式，吸引咖啡和巧克力爱好者拍照打卡、自发传播。

FHC is also delighted to cooperate with Salon Du Chocolat to create the exciting Choco Village Area, attracting coffee and chocolate lovers to take photos and spread spontaneously in the form of a market.

上海国际咖啡美食文化节是上海国际酒店及餐饮业博览会旗下的高端集市活动，融合咖啡、烘焙、甜品、轻餐及周边等关联业态，迅速成为无数咖啡和美食爱好者争相打卡的咖啡美食嘉年华。FHC上海国际咖啡美食文化节预计将吸引瑞幸咖啡、王力咖啡、捷辉、必如、Coffee buff、明谦、观树等近70家咖啡上下游及关联业态企业入驻，为现场观众带来咖啡美食的生活方式大秀。

Shanghai Coffee&Food Festival is a high-end market event under HotelexShanghai. It integrates coffee, baking, dessert, light food and other related concerns, and has rapidly become a coffee and food carnival for countless coffee and food lovers to punch in. FHC Shanghai Coffee&Food Festival is expected to attract nearly 70 upstream and downstream coffee enterprises and related businesses to enter, bringing a big show of coffee and food lifestyle to the audience.

展会还携手Salon du Chocolat上海国际巧克力展倾情打造环球巧克力市集Choco Village区域, 汇集超过50家国际国内巧克力品牌, 展示精品巧克力、巧克力甜品、bean-to-bar巧克力及巧克力潮流饮品等。观众也可以在市集中参观巧克力博物馆、穿越三星堆巧克力艺术展、环球巧克力品鉴秀等展区, 一次逛展, 多重体验, 沉浸式巧克力世界的大门即将开启!

The exhibition also cooperated with Salon du Chocolat to create the Choco Village area , gathering more than 50 international and domestic famous chocolate brands, displaying boutique chocolate, chocolate desserts, bean-to-bar chocolate and trendy chocolate drinks. Visitors can also visit the Chocolate Museum, through Sanxingdui Chocolate Art Exhibition, Global Chocolate Tasting Show and other exhibition areas, the door of the immersive chocolate world is open soon!

本届展会还将同期举办以酒类、肉类、果蔬、罐藏食品及原辅材料和设备、烘焙甜点及轻餐、巧克力、连锁加盟等为主题的众多国内国际展会, 在进一步丰富展会内容的同时, 以更加全面和宏观的平台视野, 为广大参展企业和现场观众带来多元化的产品展示、商贸资源和前沿资讯, 启发产业融合创新的新洞察、新思考, 助力探索其中隐藏的潜在商机。

Other key components of the event feature such sectors as wine, meat, fruit and vegetables, canned foods, raw materials and premium cooking utensils, baking and dessert ingredients and the contributions of several major domestic and international chains. The participation of such a wide variety of industries ensures rich exhibition content and offers insights into the vision of a range of emerging and innovative businesses. With diversified product displays, integration between codependent branches of the industry and access to market innovations and services, this is genuinely an unmissable opportunity for any serious professional looking to remain competitive and up-to-date with everything in this rapidly evolving business.

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!

第二十六届FHC上海环球食品展秉承初心, 助力餐饮行业迎接新机遇, 应对新挑战, 拥抱新未来! 2023年11月8至10日, 再度相约上海新国际博览中心(浦东新区龙阳路2345号), 年度餐饮盛典即将重装上演, 与您有约, 不见不散!

This year ' s FHC represents a significant opportunity to gather global leaders in quality food production, promote more efficient integration between different streams within the industry and promote high-end events to encourage entrepreneurship and innovation. It is essential for anyone looking to build market presence and brand awareness with contacts from across the globe in attendance.

The 26th Shanghai Global Food Trade Show (FHC) continues to adhere to its original ambition, helping the food and drink industry to meet new opportunities, coping with new challenges, and embracing a bold new future! From November 8th to 10th, 2023, we meet again at Shanghai New International Expo Center (No.2345, Longyang Road, Pudong New Area). The key date in the food industry calendar is back and eagerly anticipating your presence. We are incredibly excited for all the opportunities it promises to bring, don ' t miss out on such an exciting offering!