

臻选美食 · 品味全球
Shaping the Future of Food



上海国际烘焙甜点及轻餐展

Shanghai International Bakery & Dessert Expo

2021.11.9-11 | 上海新国际博览中心

Shanghai New International Expo Centre (SNIEC)

Organizer 主办单位



Co-organizer 联合主办



同期举办

第二十五届上海环球食品展
The 25th Shanghai Global Food Trade Show

www.fhcchina.com



关注公众号，把握展会动态

近年来烘焙成为年轻一代消费者崇尚的时尚潮流，以短中保烘焙食品代替传统早餐的现象也日趋显著，烘焙食品行业的渗透率在逐渐提升。数据显示2019年中国烘焙食品行业零售额为2,312亿元，较往年同比增长7.4%，在2020年也始终保持稳定的发展。至2024年，该行业零售额预计有望突破3,800亿元，并在未来数年内将维持高速发展趋势。

In recent years, baking has become a fashionable trend advocated by the young generation. The phenomenon of replacing traditional breakfast with short or medium shelf life bakeries are increasing significantly, and the penetration rate of baking industry is gradually rising as well. According to the data, the retail sales volume of China baking industry reached 231.2 billion yuan in 2019, an increase of 7.4% over the previous year, which also maintained a stable development in 2020. By 2024, the retail sales of this industry are expected to exceed 380 billion yuan and maintain the high growth trend in the next few years.



CATEGORIES 产品分类

烘焙原料 | 预包装食品 | 烘焙设备 | 烘焙包装 | 家庭烘焙 | 产品解决方案 | 烘焙加盟等

Baking ingredients | prepackaged foods | baking equipment | baking packaging | home baking | product solutions | baking franchise and etc.

EVENTS 特色活动

- 中粮 | 烘焙印象·第五季
COFCO | Bakery Impression · Season 5
- “中点复兴”主题区
Renaissance of the Chinese Meals Themed Area
- 中华制菓局
- FHC中国国际甜品烘焙大赛
FHC China International Pastry and Bakery Competition
- 第八届世界面包大赛中国队选拔赛华东分区赛
The 8th World of Bread Contest China Selection Eastern Division
- 2020“行业之力”中国烘焙行业发展峰会
2020 "Industry Power" China Baking Industry Development Summit
- 有界之外——2020中国烘焙新势力品牌分享会
2020 Baking New Power Brand Sharing Meeting
- TPCC 2020 新餐饮西点烘焙创新论坛
TPCC 2020 New Catering Dessert Baking Innovation Summit



FHC2020 回顾

150,000 平方米展示规模
exhibition space

2,500 家全球参展商
exhibitors

50+ 精彩赛事论坛活动
competition & forum

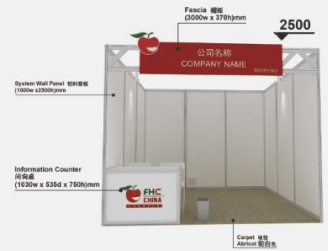
127,454 位专业观众
trade visitor

STAND PACKAGE OPTIONS 展台类型



光地 RAW SPACE

供参展企业或展商自行设计搭建大型站台
Ideal for large exhibitors or national groups who wish to build their own stand.
(36平方米起订 Minimum 36m²)



基本配套 SHELL STAND

包括墙板、地毯、照明和标有公司名称的楣板
Includes walls, carpet, lighting & fascia with company name.
(9平方米起订 Minimum 9m²)

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