



上海国际饮料食品展

Shanghai International Beverage Expo

2021.11.9-11 中国·上海新国际博览中心 SHANGHAI NEW INTERNATIONAL EXPO CENTRE (SNIEC), CHINA

/ 臻选美食·品味全球 / SHAPING THE FUTURE OF FOOD /

FHC 上海环球食品展
/THE 25TH SHANGHAI GLOBAL FOOD TRADE SHOW/



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中国饮料行业是发展起来的新兴行业，是中国消费品中的发展热点和新增长点。随着啤酒、饮料工业集约化、规模化发展的变化，我国啤酒、饮料行业也相应做了调整，其发展有了全新的转折。在消费升级的大趋势下，国内消费者对中高端饮料的需求将不断增加，同时这意味着自酿啤酒的发展将会快速增长。

China's beverage industry is a newly developed and burgeoning industry, it's the hot spot and new growth point in China's consumer products circle. With the changes of intensive and large-scale development of the beer and beverage industry, the beer and beverage industries have also been adjusted accordingly, and its development has taken a new turn in China. Under the general trend of consumption upgrade, domestic consumers' demand for mid-to-high-end beer will increase continuously, which means the development of home-brewed beer will grow rapidly.



CATEGORIES 产品分类

酒花 | 麦芽 | 添加剂 | 防腐剂 | 酶制剂 | 酵母 | 高端水 | 碳酸饮料 | 功能饮料 | 果蔬饮料 | 果醋饮料 | 固体饮料 | 植物蛋白饮料 | 瓶装或袋装含水饮料 | 果汁 | 蔬菜汁 | 包装容器 | 加工设备

Hops | malt | additive | enzyme | preservative | yeast | high-end water | carbonated drinks | functional drinks | fruit and vegetable drinks | fruit vinegar drinks | solid drinks | plant protein drinks | bottled or bagged water-containing drinks juice | vegetable juice | packaging container | processing equipment and etc.

EVENTS 特色活动 (拟)

■ Z世代的饮力崛起--饮品高峰论坛

Drinking Power Rises among Generation Z--Beverage Summit

透过饮品赛道审视整个餐饮业态，针对“餐+”新战场的痛点、趋势，进行了权威的趋势预判和方向解读。多位餐企创始人、高管，将与300+现场的观众一起，引领风向最前沿、下探行业深度。

Examining the entire catering industry via beverage, and providing the most authoritative trend forecast and interpretation of pain points and trends in the “catering+” new battlefield. Together with 300+ audience, many food company founders and executives will lead and explore industry trends.

■ 上海国际潮流饮品创意制作大赛--上海分赛区

Shanghai Fashion Drinks Competition--Shanghai Division

2014年起，由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”，经历过8届的累积，已获得饮品业及大众的认知。大赛通过指定原料和自由发挥制作创意饮品，激发饮品研发人员的创造能力，为当下热爱饮品的食客量身打造属于新潮流一代的时尚饮品。

Shanghai Fashion Drinks Competition has been successfully held for 8 editions. Aims to stimulate the creativity of beverage makers. The competition divided into road show, division and final through the whole year which attracted many players from different beverage industry and related people. We will gather beverage makers, consumers, suppliers, and other professionals to define Fashion Drinks.

■ 高端水行业发展论坛

High-End Water Industry Development Forum

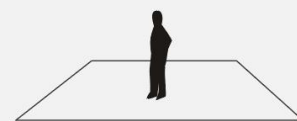
水为生命之源，健康之本。健康饮水已成为消费者聚焦的新诉求，在这种趋势下，高端饮用水及功能饮水设备行业正以高速增长率市场中异军突起，各大品牌之间的竞争尤其激烈。论坛将有高端水知名品牌展示产品，同时力邀专业品水师现场教授如何品鉴“好水”，共同探讨饮用水行业之发展趋势。

Water is the source of life and the foundation of health. Healthy drinking water has become a new demand by consumers. With this trend, high-end drinking water and functional drinking water equipment industry is rising rapidly in the market. The competition is particularly fierce between major brands. High-end water brands will be displayed at the forum, and professional water experts will be invited to teach how to taste “good water” and discuss the development trend of drinking water industry together.

VISITOR 观众行业分布 NATURE OF BUSINESS

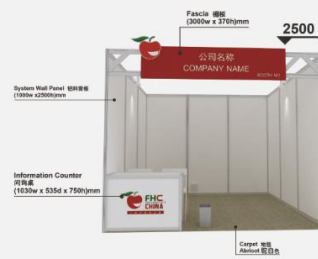


STAND 展台类型 PACKAGE OPTIONS



光地 RAW SPACE

供参展企业或展团自行设计搭建大型展台
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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上海博华国际展览有限公司
Shanghai Sinoexpo Informa Markets
International Exhibition Co., Ltd.

国内咨询 Domestic Inquiry
+86 21 3339 2569/2215

国际咨询 International Inquiry
+86 21 3339 2242/2227

电子邮件 Email
fhc@imsinoexpo.com