



国际婴童食品展示区

International Kids Food Exhibition Area

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 /



Organizer
主办单位



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Co-located
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我国婴幼儿食品市场规模一直呈上升趋势，是中国各行各业中为数不多的能够穿越整个的经济周期保持相对高速增长的一个产业。虽然食品饮料行业竞争激烈，但是婴幼儿食品行业是一个蕴藏大量发展机遇的行业，尤其是尚在转型期间的婴幼儿辅食市场发展潜力巨大。企业应当充分利用当前的市场机遇，力争迅速成长为业内独具特色的行业领导者。

The scale of kids food market has been on the rise in China, it is one of the few industries in China that can maintain relatively high growth through the whole economic cycle. Despite the fierce competition in the food and beverage industry, this industry has a lot of development opportunities, especially the complementary food market which is still in the transition period with huge development potential. Enterprises should make full use of the current market opportunities, striving to quickly grow into a unique industry leader.



CATEGORIES 产品分类

奶粉 | 休闲食品 | 辅食 | 保健及营养品 | 奶粉 | 零食 | 药品 | 原辅料 | 天然及有机食品 | 肉类水产 | 天然及有机饮品 | 营养品 | 素食产品 | 天然及有机调味 | 天然及有机用品 | 特色产品等

Milk powder | snack food | supplementary food | health and nutrition products | milk powder | snacks | pharmaceuticals | raw materials | natural and organic food | meat and aquatic products | natural and organic drinks | nutrition | vegetarian products | natural and organic seasoning | natural and organic products | featured products and etc.

EVENTS 特色活动 (拟)

■ FHC国际休闲食品论坛

FHC International Leisure Food Forum

作为休闲食品的细分“赛道”，儿童零食的增长态势更为良好，成为多个休闲食品企业发展布局之重点。本届论坛将以“休闲食品未来趋势及转型升级”为主题，共同解剖当下行业痛点和机遇。

As a segment of leisure food, kids snack is growing rapidly. It has become the focus in many leisure food enterprises. This forum will be themed with "the future trend of leisure food and transformation and upgrading", jointly dissect the problem and opportunities in the industry.

■ 创意新灵感——儿童食品IP设计大奖

Creative New Inspiration

- IP of Kids Food Good Design Award

消费者价值观的转变使品牌概念成为关注焦点，“IP”随即成为传达理念的小喇叭，打造创意IP有助于增强品牌与消费者的黏性，提高其商业价值。该项活动将从形象设计、文化理念、产品关联度各方面评选出优秀设计。

The change in consumer values has brought the concept of brand into focus, and "IP" becomes a convenient channel in convey. Innovating creative IP helps to enhance the stickiness between the brand and consumers and improve its commercial value. The award will be based on the design image, cultural concepts, product relevance and other aspects of the selection of outstanding design works.

■ 安全与营养：婴幼儿食品发展高峰论坛

Safe and Nutrition: Kids Food Development Forum

安全是婴幼儿食品的重中之重，从生产厂商、到品牌企业和消费者，都十分重视品质安全。本届论坛将围绕“婴幼儿食品营养健康与科学喂养”的主题，就国内外婴幼儿营养现状，结合婴幼儿食品产业未来发展趋势进行聚焦分析。

Safety is the top priority of kids food. From manufacturers, brand enterprises to consumers, all pay attention to quality safety. The forum will focus on the current situation of kids nutrition, combined with the future development trend of kids food industry and discuss the theme of "nutrition and health of kids food and scientific feeding".

■ 健康优选 | 婴童食品主题展示区

Health Optimization | Kids Food Themed Area

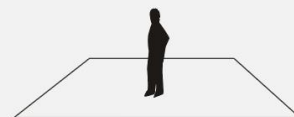
后疫情时期，食品营养健康随即成为热门话题，婴童食品的安全和品质愈是受到关注。紧跟婴童食品产业的高速发展趋势，FHC设立婴童食品板块，联合多个知名品牌聚焦婴童食品的营养性、趣味性和安全性等功能属性，打造一站式婴童食品主题体验区。

In the post-pandemic period, food nutrition has become a hot topic, and the safety and quality of kids food has attracted more attention. In view of the rapid development of kids food industry, FHC has set up a special area for kids food, and combined with many well-known brands, focusing on nutrition, fun, safety and other functional attributes. FHC is committed to creating a one-stop theme area.

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)

注 主办方保留修改解释权，并在开展前两个月与客户书面确认。

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