

# THE 28<sup>th</sup> SHANGHAI GLOBAL FOOD TRADE SHOW

SHAPING THE FUTURE OF FOOD

**12-14 November, 2025**

Shanghai New International Expo Centre (SNIEC), China



# About us



FHC Shanghai Global Food Trade Show is an important platform for international food and catering industry trade exchanges, as well as an important gateway and showcase for global food enterprises to enter the Chinese market. The exhibition is hosted by the Shanghai Restaurants Cuisine Association and Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd; jointly organized by the China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products, Native Produce and Livestock, (CFNA), and the All-China Federation of Industry and Commerce; and is assisted by the World Federation of Chinese Catering Industry. In 2024, international pavilions and exhibitors from more than **50** countries and regions, including Angola, Australia, Austria, Azerbaijan, Belgium, Canada, Cyprus, the Czech Republic, Denmark, Ecuador, France, Germany, Greece, India, Italy, Japan, South Korea, Malaysia, the Netherlands, Russia, Singapore, South Africa, Spain, Sri Lanka, Switzerland, Thailand, Türkiye, Ukraine, the United Arab Emirates, the United Kingdom, the United States, Uruguay, and Vietnam gathered at FHC, and together with **171,828** professional visitors from **98** countries and regions attended the annual food and beverage festival.

The 28th FHC Shanghai Global Food Trade Show covers 12 product items, including Meat & Aquatic Products, Leisure Food & Beverages, Dairy Products, Sweets & Chocolate, Catering Supply Chain & Ingredients, Seasonings & Grains, Coffee & Tea Drinks, Baked Light Meals, Food Processing & Packaging, Pre-made & Central Kitchens, Canned Food & Raw Materials, Machinery & Equipment, and Hot Pot Ingredients & Supplies, connecting importers and exporters, distributors, agents, supermarkets & convenience stores, e-commerce, new retail, hotels, catering, coffee drinks, baked desserts, chain franchising and other professional buyers in various fields, committed to build a comprehensive exhibition ecosystem for food and beverage and related industries.

## 2025 FHC SNAPSHOT



**200,000 m<sup>2</sup>**

EXHIBITION SPACE



**3,000 +**

3,000+ EXHIBITORS



**180,000**

VISITORS



**100+**

COUNTRIES & REGIONS

## PARTIAL BUYERS

### For Import / Export

#### Distributor

Shanghai Junyao Trading Co., Ltd  
Shuangjin International IMP & EXP Trading Co., Ltd.  
Shanghai Quheng E-commerce Co., Ltd  
Hangzhou Yuanying Industry and Trade Co., Ltd.  
Lvning Food Trading Company  
Mr.Snaki Food (GZ) Co., Ltd.  
Ningde Xinletian Trading Co., Ltd.  
Hainan Lianjia Industrial Co., Ltd.  
Beijing Guoyingjian Economic and Trade Co., Ltd.  
Xinxiang Jiachu Trading Co., Ltd.  
Shanxi Mass Joint Creation Supply Chain Management Co., Ltd.  
Yantai Fuji Trading Co., Ltd.  
Xi'an Baiwei Kitchen and Catering Management Co., Ltd.  
Huining County Vitality E-commerce Co., Ltd.  
Xining Dingxing Trading Co., Ltd.  
San Shui Yuan Trading Co., Ltd.  
Daqing Zhongrui Jianuo Economic and Trade Co., Ltd.  
Shenyang Urban Dairy Co., Ltd.  
Kunpeng Trading Co., Ltd.  
Zhaoyu Trading Co., Ltd.  
Sichuan Huiyimin Food Co., Ltd.  
Yunnan Xianle Trading Co., Ltd.  
Chongqing Ruiqing Food Co., Ltd.  
Guiyang Yongqiang Food Co., Ltd.  
Zhengzhou Shengkang Trading Co., Ltd.  
Jingmen Jinfellong Trading Co., Ltd.  
Shaoxing Jiaxing Tianxia Supply Chain Co., Ltd.  
Hunan Jifeng Food Co., Ltd.

#### Region

East China  
East China  
East China  
East China  
South China  
South China  
South China  
South China  
North China  
North China  
North China  
Northwestern China  
Northwestern China  
Northwestern China  
Northwestern China  
Northeastern China  
Northeastern China  
Northeastern China  
Northeastern China  
Southwestern China  
Southwestern China  
Southwestern China  
Southwestern China  
Central China  
Central China  
Central China  
Central China

### For Retail

IWA-Mart  
Yonghui  
Superstores  
Ole' Supermarket  
Blt Supermarket  
RT-MART  
Metro  
Century Mart  
JIAJIAYUE

Carrefour  
Qmama  
AEON  
LOTUS MARKET  
Eurasian  
Supermarket  
City Shop  
DENNIS  
7-ELEVEN

LAWSON  
Family Mart  
C-Store  
EASY JOY  
ISETAN Supermarket  
SP@CE Supermarket  
BHG Market Place  
G-MART  
Taste

Maxvalu  
CitySuper  
Jenny Lou's  
CITY LIFE  
SPAR  
Alibaba  
JD.com  
VIPSHOP  
Suning.com

### For Beverage

MIXUE  
Goodme  
CHAGEE  
LELECHA  
Auntea Jenny  
Chabaidao  
CoCo  
CHUNFENG  
HEYTEA  
NAIXUE

More Yogurt  
Blueglass  
LINLEE  
A Little Tea  
DAKASI  
LALA  
YIHETANG  
KOI  
Shuyi Tealicious  
More Cheers

### For Coffee

Starbucks  
LAVAZZA  
Tim Hortons  
COSTA COFFEE  
Manner  
McCafe  
Luckin Coffee  
M Stand  
Seesaw Coffee  
NOWWA Coffee

COTTI Coffee  
Be Star Coffee  
Pacific Coffee  
Peekoo Coffee  
INJOYSIX COFFEE  
EASY JOY Coffee  
Owlstart  
Y COFFEE  
Sugar Man Coffee  
Eslite Coffee

\*The above companies are part of proposed invited exhibitors for FHC

## FHC 2025 Exhibit Categories



Meat &amp; Seafood



Leisure Food &amp; Beverage



Dairy



## Sweets & Chocolate



Catering Supply Chain  
& Raw Material



### Condiments & Oil



Coffee &amp; Tea



Bakery &amp; Light Meal



Food Processing &amp; Packaging



Prefabricated dishes  
& Central Kitchen



Canned Food & Raw Materials  
Machinery and Equipments

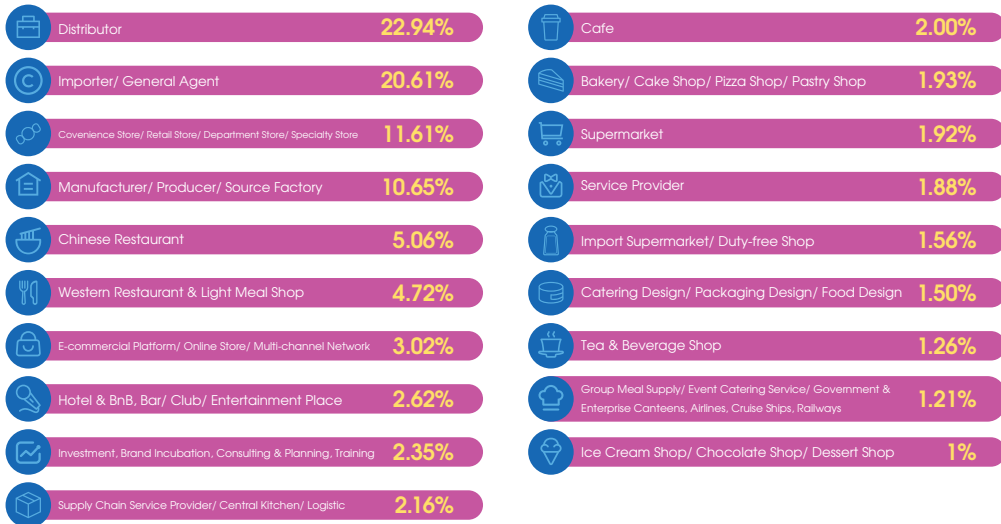


## Hot Pot Ingredients and Supplies

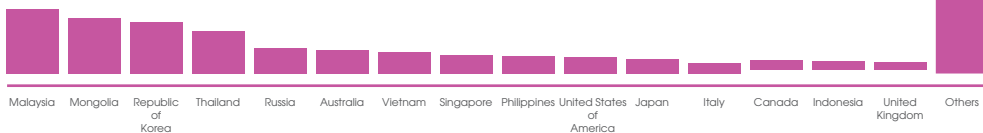
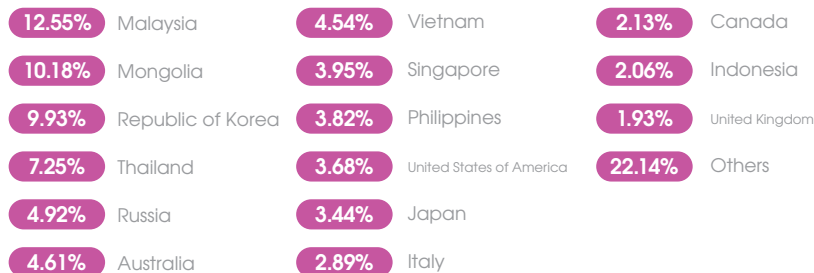
## Part of FHC 2024 Exhibitor List



## Audience Business Attributes



## Overseas Visitors' Regional Distribution



## Accurate Buyer Group

Large database, scientific marketing strategy, accurate target buyers



\*Data as of November 2024

# Reviews on Events and Forums



## Blockbuster event

- The 25th FHC China International Culinary Arts Competition
- 2024 FHC China International Bakery & Pastry Competition
- 2024 FHC Shanghai International Culinary Championship
- 2024 FHC Aussie Meat Butchers Challenge
- 2024 FHC Business Channel Expansion & Development Matchmaking
- Salon du Chocolat Shanghai Chocolate Fashion Show/Salon du Chocolat
- The Global Chocolate Tasting Show
- World Chocolate Masters Greater China qualifier/World Chocolate Masters
- 2024 China Cup Tasters Championship
- 2025 China Latte Art Championship Shanghai Division
- The 12th Shanghai International Fashion Drinks Competition Shanghai Division
- ALL Star Coffee Champion Show&Coffee Discovery Theater
- The second 'Namchow Cup' Chinese Pastry International Championship - East China Regional Competition

## Conference forum

- FUTURE FOOD Shanghai International Food Design Conference
- Ground hugging and stealth——The 20th China Catering Innovation and Entrepreneurship Forum
- Crossover-Innovation-Sustainability 2024 FHC International Catering & Chef Industry Conference
- 2024 Food E-commerce Growth Summit and Channel Buyer Forum
- The first China New Tea Industry Conference and the 2024 China Tea Red List Award Ceremony
- The 7th China New Catering Industry Conference and 2024 China Catering Red List Award Ceremony
- 2024 Distributor Growth Conference
- 「Transformation · New Retail · New E-commerce」 2024 Innovation Retail Summit
- 2024 Shanghai International Conference on Quality Development of Prefabricated Food
- 2024 Chaser Conference and FHC Leisure Food Forum
- 2024 China Prefabricated (Canned Food) Equipment and Packaging Technology Innovation Forum
- New Chain, New Quality, New Future——SFE Chain Franchise Summit

## Domestic Media Partners



## International Media Partners



\*There's no any particularly order



# 2025 FHC SHANGHAI GLOBAL FOOD TRADE SHOW

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Stand Type	Early-Bird Rate Deadline: Mar. 31, 2025	Normal Listed
<b>1</b> SPACE ONLY	US\$410/SQM	US\$435/SQM
<b>2</b> WALK ON STAND	US\$505/SQM	US\$530/SQM

( Mandatory Registration Fee: US\$ 500)

## WALK ON STAND

**US\$530 per m<sup>2</sup>**

(minimum area 9m<sup>2</sup>)

Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket, low glass showcase.

**EARLY BIRD RATE**

**US\$505 per m<sup>2</sup>**

Area/SQM	9	12	15	18	21	24	27	30
10W Longarm Spotlight(ML002)	2	2	3	4	4	5	6	6
220V Socket(Max 500W)	1	1	1	2	2	2	3	3
Low System Showcase(MA05)	1	1	1	2	2	2	3	3
Information Desk(MA01)	1	1	1	2	2	2	3	3
Square Table (MA08)	1	1	1	2	2	2	3	3
Folding Chair (C08)	3	4	5	6	7	8	9	10
Waste Basket (M16)	1	1	1	2	2	2	3	3

## WALK ON PACKAGE

(Minimum 9m<sup>2</sup>)



**1**



## SPACE ONLY

**US\$435 per m<sup>2</sup>**

(minimum area 18m<sup>2</sup>)

Bare floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

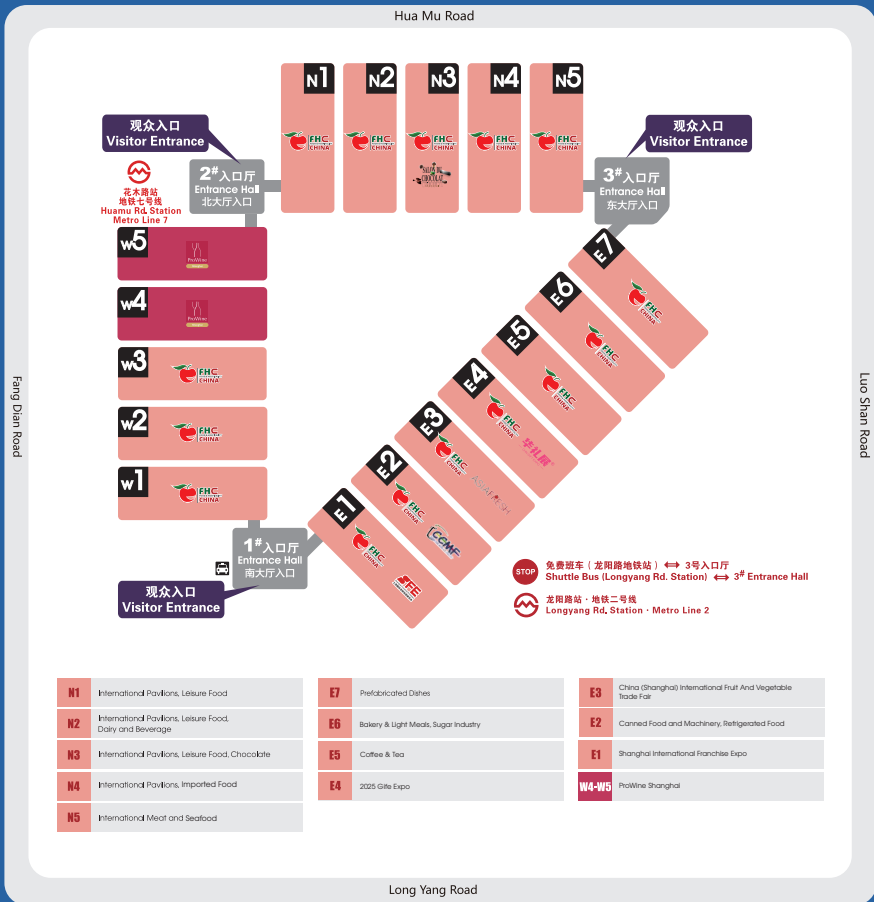
**EARLY BIRD RATE**

**US\$410 per m<sup>2</sup>**

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**2025.11.12-14**

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