

FHC Shanghai Global Food Trade Show

SHAPING THE FUTURE OF FOOD

10-12 November, 2026
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 All China Bakery Association, 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 (CFNA), and with support from China Canned Food Industry Association, China Aquatic Products Processing and Marketing Alliance, Zhejiang Hotel Association, Jiangsu Province Dining Profession Association, Shandong Tourism Hotel Association, Zhejiang Times International Exhibition & Service Co., Ltd.. In 2025, international pavilions and exhibitors from more than 50 countries and regions, including Italy, Japan, Singapore, South Korea, Spain, Turkey, Germany, Austria, Australia, the United Kingdom, Thailand, Russia, the European Union, South Africa, the United States, Switzerland, the Netherlands, Ecuador, Sri Lanka, the Philippines gathered at FHC, and together with 173,143 professional visitors from 128 countries and regions attended the annual food and beverage festival.

The 29th FHC Shanghai Global Food Trade Show covers 15 product items, including Meat, Aquatic Product, Leisure Food & Beverage, Dairy, Sweets & Chocolate, Catering Supply Chain & Raw Material, Condiments & Oil, Coffee & Tea, Bakery & Light Meal, Food Processing & Packaging, Prefabricated Dishes & Central Kitchen, Canned Food & Raw Materials, Machinery and Equipment, Hot Pot Ingredients and Supplies, Baby & Child Food Products, Food & Medicine Homology, 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.

2026 FHC SNAPSHOT



200,000 m²
EXHIBITION SPACE



3,000+
EXHIBITORS



180,000
VISITORS



100+
COUNTRIES & REGIONS

PARTIAL BUYERS

For Import / Export

Distributor

Pinlive Foods Co., Ltd.
 Iccme Food Technology (Shanghai) Co., Ltd.
 Shanghai Nangong Food Co., Ltd.
 Suzhou Fengju Real Estate Marketing Planning 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.
 Gaobeidian Yiming Youpin 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.
 Daqing Zhongrui Jianuo Economic and Trade Co., Ltd.
 Huining County Vitality E-commerce Co., Ltd.
 San Shui Yuan Trading Co., Ltd.
 Xining Dingxing Trading Co., Ltd.
 Kunpeng Trading Co., Ltd.
 Shenyang Urban Dairy Co., Ltd.
 Zhaoyou Trading Co., Ltd.
 Chongqing Ruiqing Food Co., Ltd.
 Guiyang Yongqiang Food Co., Ltd.
 Sichuan Huiyimin Food Co., Ltd.
 Yunnan Xianle Trading Co., Ltd.
 Zhengzhou Shengkang Trading Co., Ltd.
 Shaodong Jiaxing Tianxia Supply Chain Co., Ltd.
 Hunan Jifeng Food Co., Ltd.
 Jingmen Jinfeilong Trading 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
 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 & E-Commerce

Wal-Mart
 Yonghui
 HotMaxx
 RT-MART
 Metro
 Ole'Supermarket
 Blt Supermarket
 Century Mart
 JIAJIAYUE

LAWSON
 Family Mart
 7-ELEVEN
 AEON
 LOTUS MARKET
 EASY JOY
 Tramy Group
 POIZON
 DENNIS

Carrefour
 Qmama
 LIQUN Group
 Eurasian
 ISETAN Supermarket
 SP@CE Supermarket
 BHG Market Place
 G-MART
 Taste

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

For Beverage

MIXUE
 GOODme
 CHAGEE
 LELECHA
 Auntie Jenny
 Chabaidao
 CoCo
 CHUNFENG
 HEYTEA
 NAIXUE

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

For Coffee

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

COTTI Coffee
 BeanStar Coffee
 Pacific Coffee
 Peekoo Coffee
 Tiki Coffee
 EASY JOY Coffee
 Owlstart
 Y COFFEE
 Sugar Man Coffee
 Maan Coffee

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



Visitor Business Attributes



Overseas Visitors' Regional Distribution



Accurate Buyer Group

Large Database, Scientific Marketing Strategy, Accurate Target Buyers



*Data as of November 2025

Review on Events and Forums



International Competition

- The 27th FHC China International Culinary Arts Competition
- 2026 FHC China International Pastry and Bakery Competition
- 2026 FHC Shanghai International Culinary Championship
- 2026 FHC Aussie Meat Butchers Challenge
- The 13th Shanghai Fashion Drinks Competition-Shanghai Division
- 2026 The World Coffee Roasting Championship (WCRC)
- 2026 China Latte Art Championship - Shanghai Division
- All Star Coffee Champion Show
- The 6th CFCA Chocolate Talent
- 2026 FHC SAVORY OF SHANGAI

Thematic Area

- SDC - The Global Chocolate Tasting Show
- SDC X CALLEBAUT Shanghai Chocolate Fashion Show
- Chocolate Sculpture Art Show
- EcoHowFun Market

Conference & Forum

- "Strength in Products" Drives Brand Growth:
The Feiguo E-commerce Forum for Food Industry Practitioners
- "Food" Forward - "Beverage" Leading the Future:
2026 Food and Beverage E-commerce New Growth Summit and Channel Buyer Forum
- Super Cocoa & Chocolate Industry Forum
- EcoHowFun: Mother Earth Talk
- Embracing Change
Co-creating the Future of the Catering Industry Forum
- Food & Beverage Private Domain Operations and Innovative Growth Forum
- 2026 FHC International Meat Summit
- The 7th Food Delivery Industry Ecological Conference 2026
- 2026 Strength of Will in Action:
The 23rd Chinese Catering Entrepreneurship & Innovation Forum
- 2026 China-EU Geographical Indications & Regional Brand Development International Forum
- 2026 Forum on Refrigerated Food Industry New Ecosystem and General Election Conference of East China Branch of Refrigerated Food Institute (China Food News)
- 2026 China Smart Kitchen · Cooking Robot Ecological Conference
- Eco-Innovation, Scenario Collaboration – 2026 Cold Chain Equipment Innovation and Development Conference
- 2026 Chinese Cuisine Globalization Development Forum & RFF 2nd Global Intelligent Robotic Food Innovation Conference

Domestic Media Partners



International Media Partners



*There's no any particularly order

Stand Type	Early-Bird Rate Deadline: Mar. 31, 2026	Normal Listed
① SPACE ONLY	USD 410/SQM	USD 435/SQM
② WALK ON STAND	USD 505/SQM	USD 530/SQM

(Mandatory Registration Fee: USD 500)

② WALK ON STAND

US\$530 per m²

 (minimum area 9m²)

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

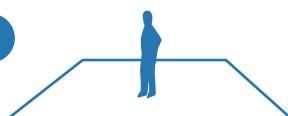
EARLY BIRD RATE
US\$ 505 per m²

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 9m²)


①



SPACE ONLY

US\$435 per m²

 (minimum area 18m²)

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

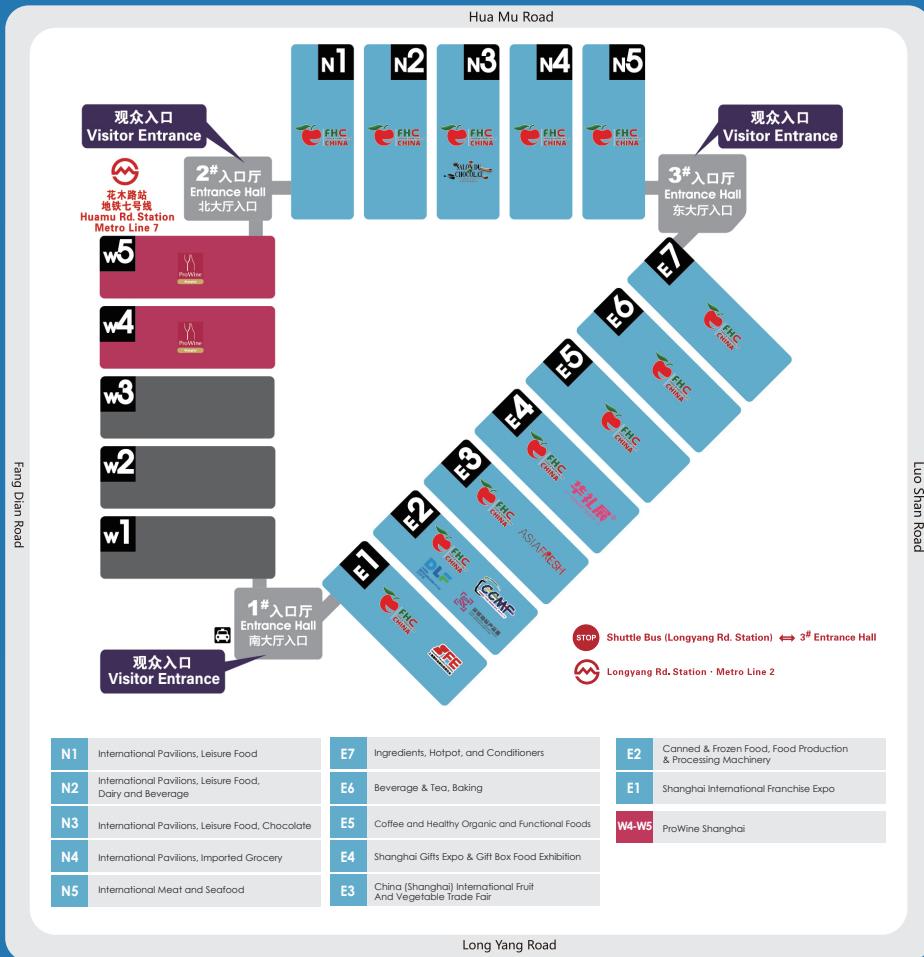
EARLY BIRD RATE

US\$ 410 per m²

THE 29th SHANGHAI GLOBAL FOOD TRADE SHOW

10-12 November 2026

Shanghai New International Expo Centre (SNIEC), China



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