



FHC上海环球食品展

SHANGHAI GLOBAL FOOD TRADE SHOW

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

2021 展后报告

POST SHOW REPORT

2021.11.9-11 上海新国际博览中心

Shanghai New International Expo Centre (SNIEC)



www.fhcchina.com



精诚所至 “食” 引未来

2,829 *Exhibitors*
家全球参展商

200,000 *Exhibition Space*
平方米展示规模

87,025 *Trade Visitors*
位专业观众

60+ *Countries & Regions*
国家及地区

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由上海市餐饮烹饪行业协会与上海博华国际展览有限公司共同主办的FHC上海环球食品展已成功举办二十五届。回顾2021年展会，比利时、丹麦、法国、西班牙、德国、意大利、加拿大、美国、俄罗斯、日本、韩国、马来西亚、南非、巴西、奥地利、中国台湾等15个国家及地区的展团携手亮相，来自食品、酒店、餐饮、生鲜、咖啡、烘焙、饮品、预制品、酒吧、会所、商超零售、加盟连锁等众多领域的专业观众莅临参观洽谈。全体与会人员严格坚守防疫管理制度，为新常态下的商贸展览活动筑造了坚实的基础，更为食品餐饮行业的持续稳定发展带来了强大的信心与动力。

In post-pandemic era, China's F&B industry is facing new opportunities and challenges. As the leading food & beverage exhibition in China, FHC Shanghai Global Food Trade Show, which is co-sponsored by Shanghai Restaurants Cuisine Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., has been successfully held for 25 years. Looking back at the exhibition in 2021, there are 15 international and regional pavilions showcased on-site from countries such as Belgium, Denmark, France, Spain, Germany, Italy, Canada, United States, Russia, Japan, South Korea, Malaysia, South Africa, Brazil, Austria and China Taiwan. Professional visitors from food, hotel, catering, coffee, baking, drinks, bars, clubs, super retails, franchise chain and many other fields come to visit and network. With the reliable pandemic prevention measures FHC run smoothly in 2021. Furthermore, these safety measures also brought strong confidence and power to the sustainable and stable development of the food and beverage industry.

主办单位 Organizer

上海市餐饮烹饪行业协会

Shanghai Restaurants Cuisine Association

上海博华国际展览有限公司

Shanghai Sinoexpo Informa Markets
International Exhibition Co., Ltd.

联合主办 Co-Organizer

中国食单品土畜进出口商会

China Chamber of Commerce of Foodstuffs
and Native Produce



支持单位 Supported by

中国罐头工业协会

China Canned Food Industry Association

中国烹饪协会

China Cuisine Association

中国副食流通协会

China Food Association

全国工商联烘焙业公会

All-China Bakery Association

中国水产流通与加工协会

China Aquatic Products Processing and Marketing Alliance

上海市国内合作交流服务中心

Shanghai Municipal Service Center for Domestic Cooperation and Exchange

上海市旅游行业协会饭店业分会

Shanghai Tourism Trade Association Hotel Branch

上海市食品协会

Shanghai Food Association

浙江省饭店业协会

Zhejiang Hotels Association

山东省旅游饭店协会

Shandong Tourist Hotels Association

深圳市进出口食品商会

Shenzhen Food Importers & Exporters Association

厦门市食品行业协会

Xiamen Food Industry Association

浙江时代国际展览服务有限公司

Zhejiang Time's International Exhibition & Service Co., Ltd.

ASC水产养殖管理委员会

Aquaculture Stewardship Council

EXHIBITORS

参展商综合数据



94.3%

EXHIBITORS INTEND TO PARTICIPATE FHC NEXT YEAR

超九成展商有意再次参展

98.16%

EXHIBITORS INTEND TO RECOMMEND FHC

近十成的展商愿意向朋友推荐FHC

18,000+

PRODUCTS DEMONSTRATION PER DAY

超18,000件展品展示

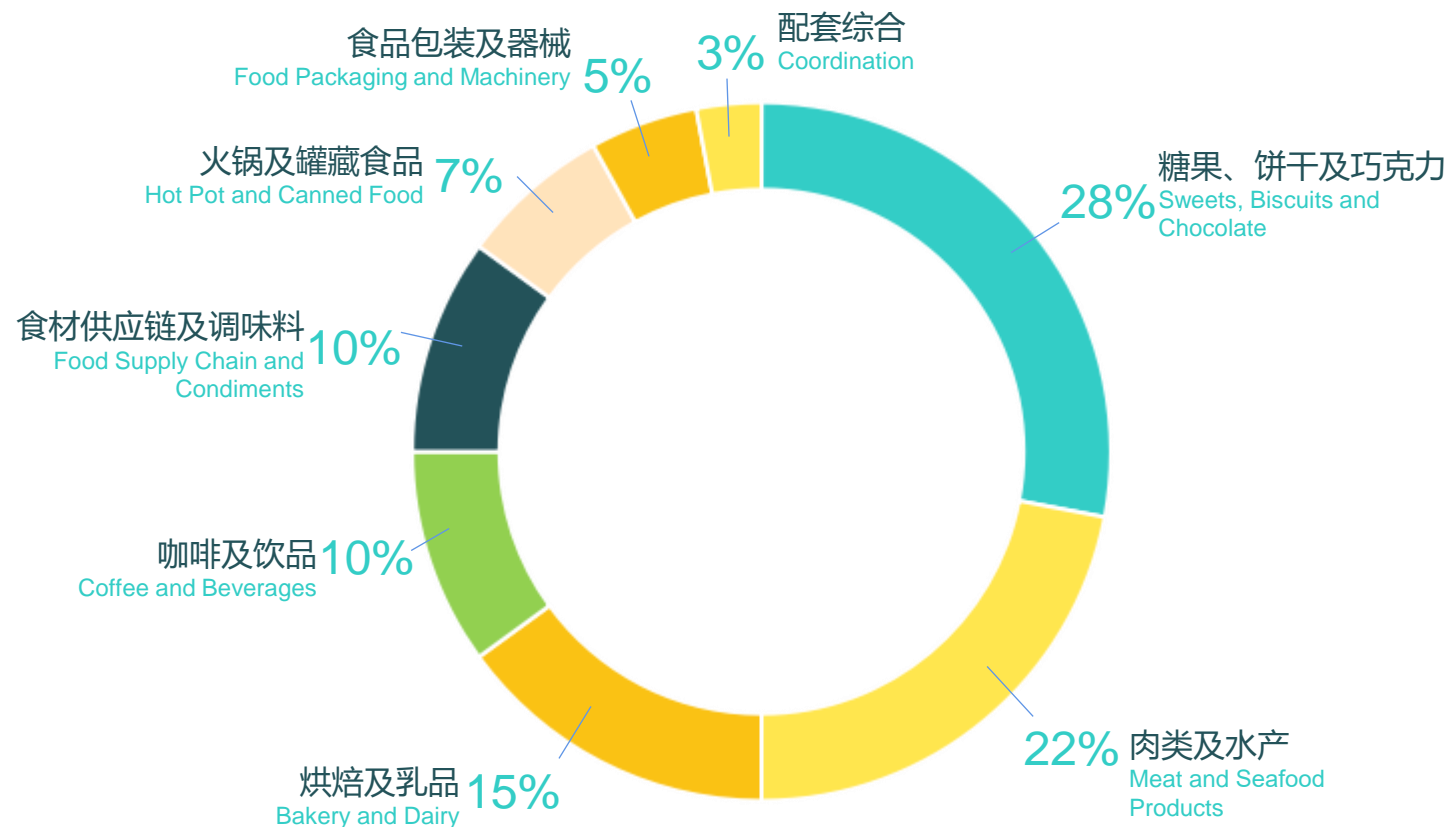
92.45%

EXHIBITORS SATISFIED WITH THEIR VISIT

超九成参展商给予认可评价

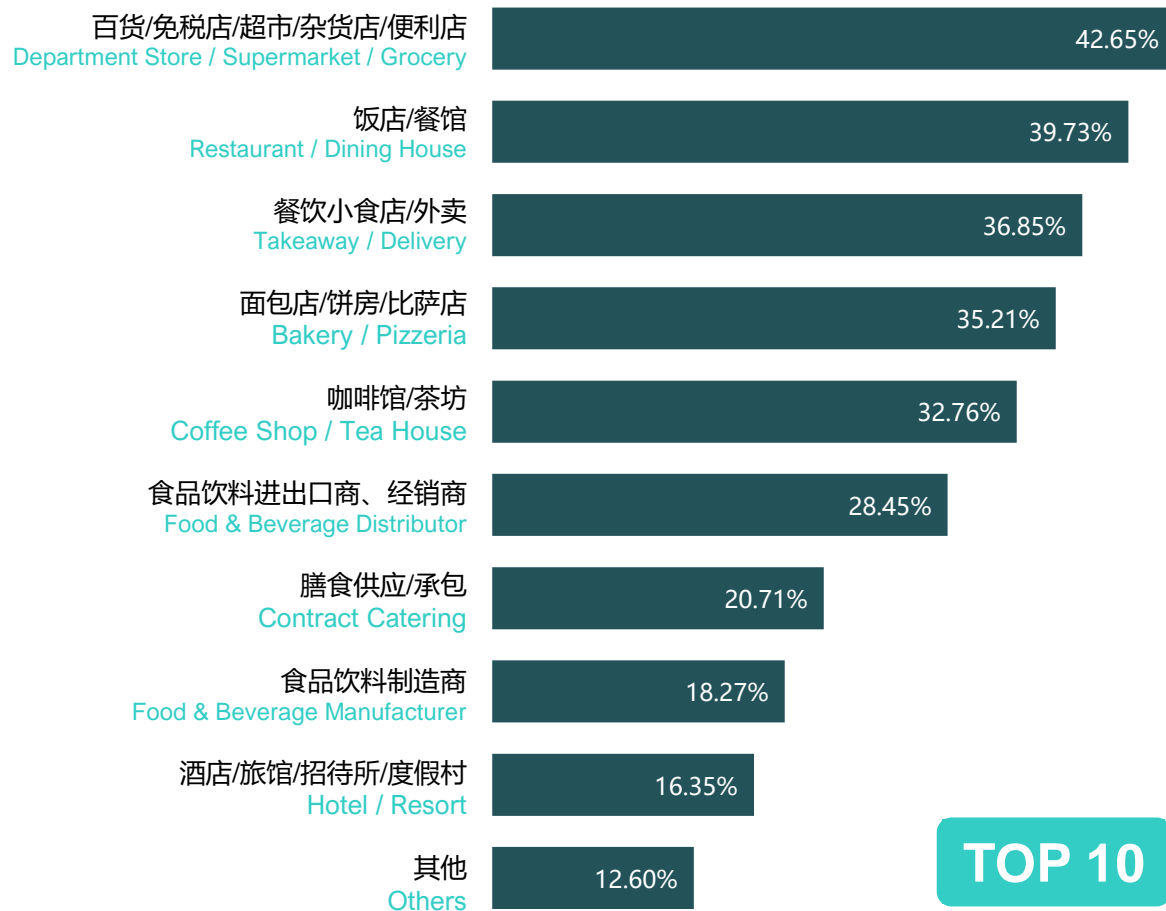
参展商业务品类分布

EXHIBITORS DISTRIBUTION



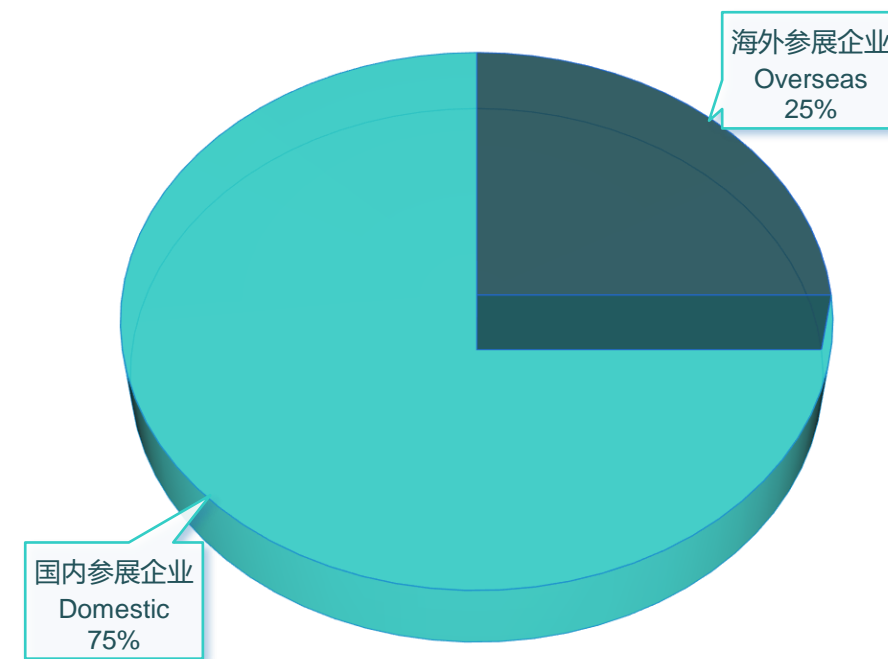
参展企业目标观众

EXHIBITORS' TARGET VISITORS 此问题为多选题 Multiple Choices



海内外参展商比例

THE PORTION OF EXHIBITORS



Exhibitors Testimonials 海外展商寄语



Taekyung Kim Specialist 专员 Korea Food Industry Association 韩国食品工业协会

2021年韩国食品工业协会首次组织了17家企业参加FHC韩国展团，并参与了在线商贸配对活动。即使有限制旅行和隔离措施，但买家素质令人深刻印象，大多是具有实际购买力的决策者。这对我们来说是一个很好的机会，可以发现中国买家对韩国新产品的兴趣和需求，也期待在未来几年继续参加FHC展会。

KFIA organized Korea Pavilion for the first time at FHC 2021 with 17 companies and supported them through operating an online business-matching programme. Even with the restriction on travel & quarantine measures, we were impressed with the quality of the buyers who were mostly the decision-makers with actual purchasing power. It was a great chance for us to find interest and demand from Chinese buyers seeking new Korean products, and we look forward to participating in the show in the upcoming years.



Lao Jiuchi 劳九迟 Chief Delegate 首席代表 Danish Culture and Food Council 丹麦农业和视频委员会上海代表处



我们对FHC这个平台非常赞赏，它使我们了解到更多的国内市场需求，并有机会接触到新的买家、新的用户。今年是FHC的二十五周年，我们相信这么长的时间，一个企业，一个展会，能够坚持二十五年，足以显示它是非常有实力的。

We are very appreciative of the FHC platform, because it enables us to learn more about the needs of the domestic market, as well as to reach new buyers. This year is the 25th anniversary of FHC. We believe that for an exhibition to persist for 25 years shows that FHC is a very strong platform for Chinese buyers.

Albert Lee 李周烈 Consul, Consulate General of Canada in Shanghai 加拿大驻上海总领事馆 农业领事

加拿大驻上海总领事馆很荣幸能够成为FHC展会持续成功的一部分。尽管疫情带来了挑战，我们很高兴看到FHC和ProWine仍然获得持续的业界关注和客流量。加拿大与美国、意大利、法国和比利时等几个国家机构都非常自豪地获得了FHC金苹果奖的年度国际合作伙伴称号。我们期待与FHC主办方在未来几年继续推进合作。

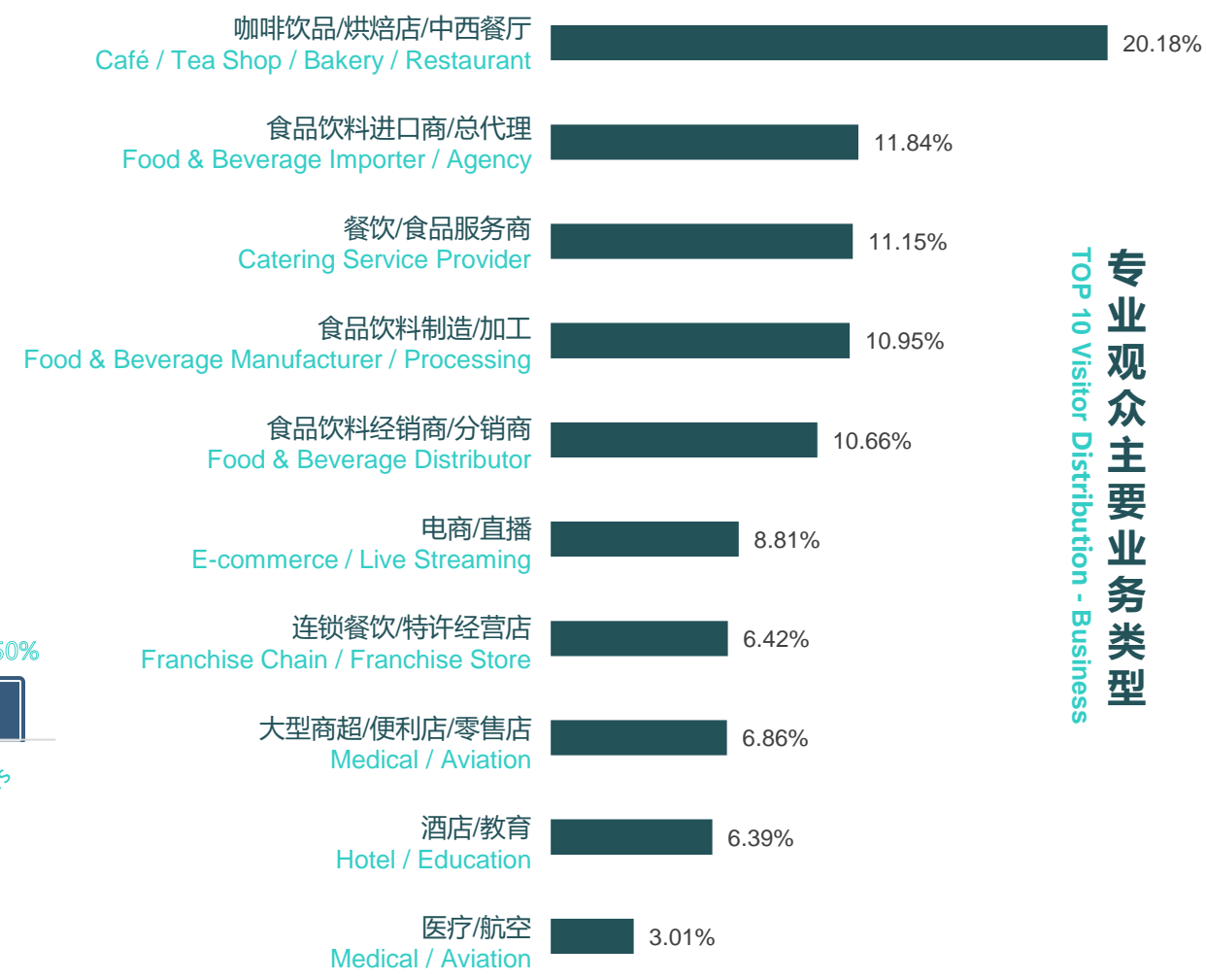
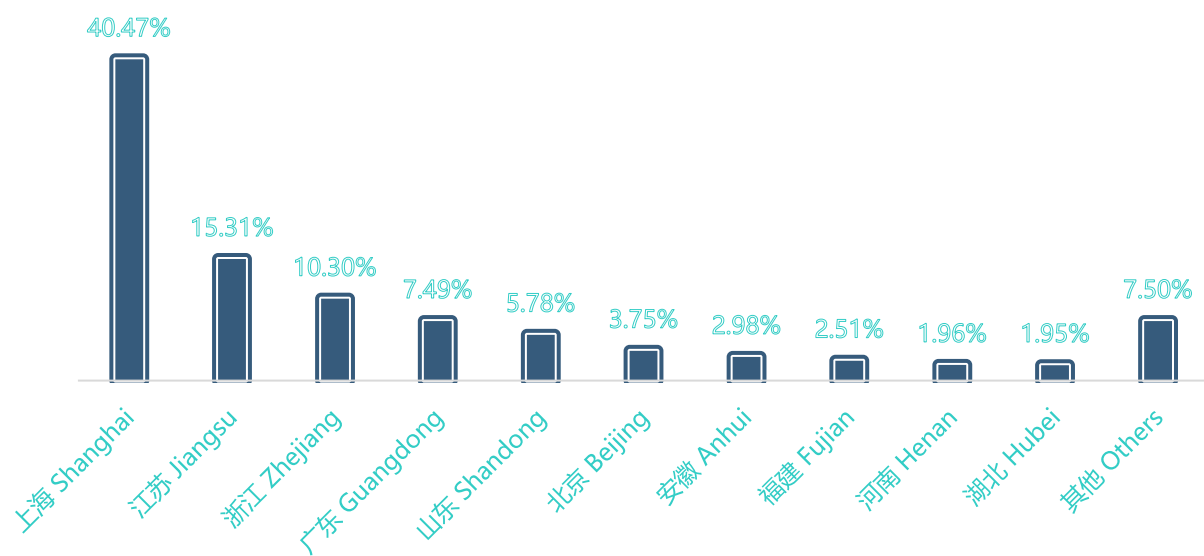
The Canadian Consulate General in Shanghai is honored to be part of the continuing success of the Food & Hospitality China shows, and despite the challenges of the pandemic, we are happy to see that there is still sustained interest and visitor traffic to the FHC and ProWine shows. Canada, along with the U.S., Italy, France, and Belgium, is very proud to be the recipient of the FHC Golden Apple Award for International Partner of the Year. We look forward to working with FHC organizers for the coming years for continued success and partnership.



VISITORS 观众综合数据



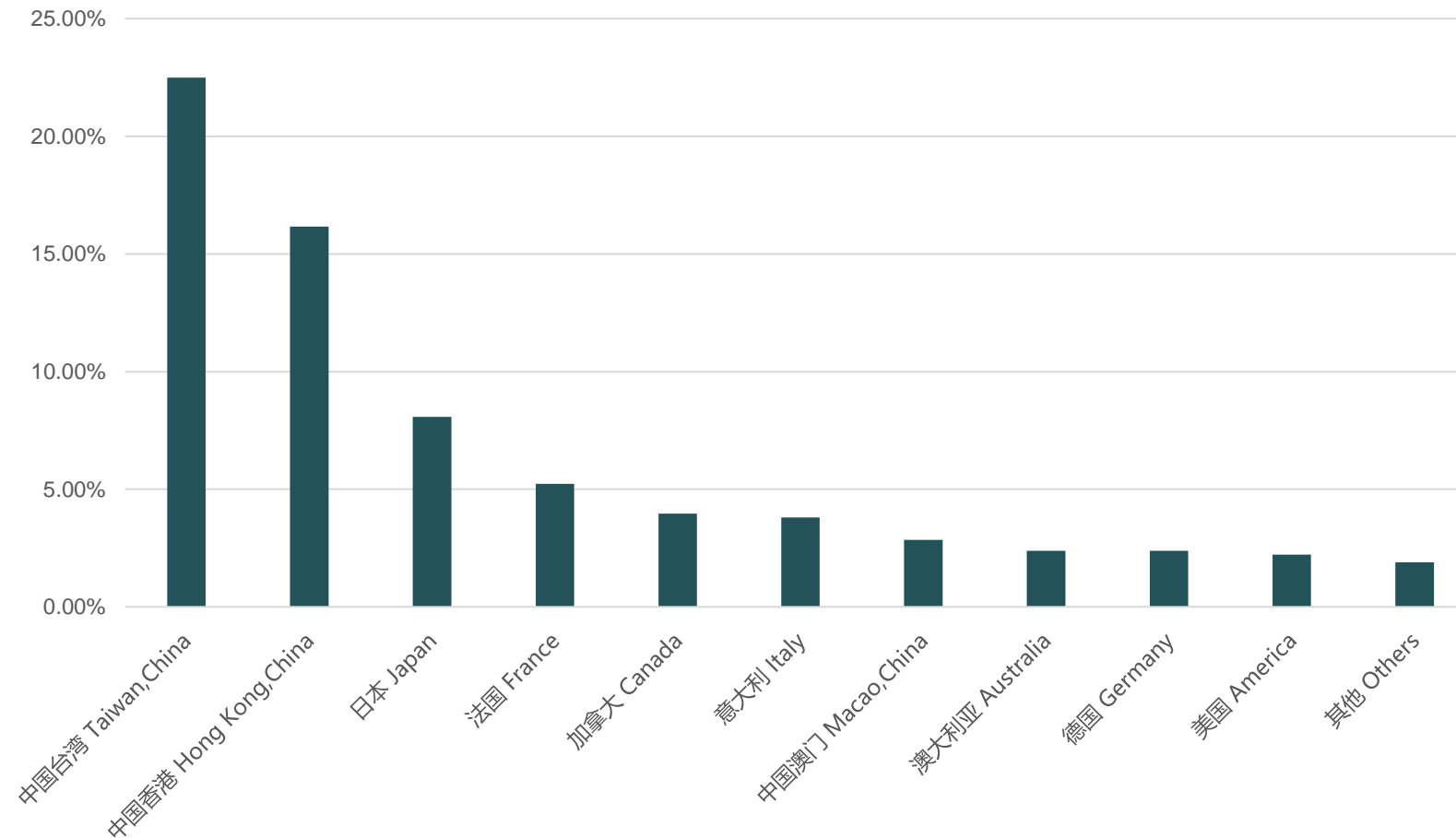
国内观众主要来源地分布 TOP 10 Domestic Visitor Distribution - Region



专业观众主要业务类型
TOP 10 Visitor Distribution - Business

海外观众主要来源地分布

TOP 10 Domestic Visitor Distribution - Overseas



VISITORS

观众综合数据



58.3%

VISITORS
PARTICIPATE FHC
EVERY YEAR

近六成观众已重复多次参观

38.17%

PROFESSIONAL VISITORS
ARE DISTRIBUTORS AND RETAILERS

近四成的专业观众来自经销与直销渠道

96.4%

FOUND THEIR
TARGET PRODUCT

近十成的专业买家匹配了欲购目标产品

95.31%

VISITORS SATISFIED
WITH THEIR VISIT

超九成观众给予认可评价



观众寄语

Visitor Testimonial

很高兴能实地参观这样大规模的展览活动，直观看到这么多丰富品类的可采购资源。虽然疫情对经济环境影响仍在持续，线上业务交流也比以往更多，但线下展会对拓展业务来说效率更高。这个过程中还能够结识许多业内的朋友，共同分享应对市场挑战的经验，对彼此都很有帮助。

I am very glad to visit such a large-scale exhibition and see so many kinds of procurement resources. Despite the ongoing impact of the pandemic on the economic environment and more online business than ever before, the offline exhibitions are still the most efficient platform for business expansion. In this process, I can also make many contacts in the industry and share my experience in dealing with market challenges, which is of great help.

论坛直播是很有帮助的形式，在展会这两天要走访的供应商和新了解的品牌不少，时间非常有限，很难长时间停留去听会。能通过直播的回放听听几位熟悉的行业嘉宾发言，既能了解行业的趋势走向，也增加了很多与同行交流的话题。

The livestreaming of FHC forums is very helpful. There are many suppliers to visit and brands to learn about during the three days. Through the replay of the forum's livestreaming, I can listen to the speeches of several familiar industry guests, which not only help to understand the trends of the industry, but also enrich my knowledge when I communicate with my peers.

VISITORS

观众综合数据



采购商关注度最高的展品

P R O D U C T S

TOP 10 Visitors' Favorite

- ✓ 肉制品 Meat
- ✓ 茶饮 Tea
- ✓ 休闲食品 Confectionery
- ✓ 咖啡 Coffee
- ✓ 海鲜 Seafood
- ✓ 烘焙轻餐 Bakery & Light Food
- ✓ 巧克力 Chocolate
- ✓ 乳制品 Dairy
- ✓ 糖果 Candy
- ✓ 饮料 Beverage

最受欢迎的现场活动

E V E N T S

TOP 10 Visitors' Favorite

- 第二十三届 FHC 中国国际烹饪艺术比赛
The 23rd FHC China International Culinary Arts Competition
- 2022 世界咖啡杯测大赛中国区总决赛
China Cup Tasters Championship
- 创变·增长 - 第15届中华餐饮双创论坛
Innovation and growth -
The 15th China Catering Innovation and Entrepreneurship Forum
- 2021FHC国际进出口肉类高峰论坛
2021 FHC Import and Export Meat Forum
- 第九届上海国际潮流饮品创意制作大赛 - 上海分赛区
The 9th Shanghai Fashion Drinks Competition - Shanghai Division
- 流量爆炸 - 2021第三届世界外卖产业大会
Explosive Flow, 2021 The 3rd World Takeout Industry Conference
- 2021 CFCA 中国精品巧克力大赛 / 中国咖啡冠军表演秀
2021 CFCA Chocolate Talent / China All-Star Shanghai
- 中国餐饮新媒体营销峰会-引爆年轻力
China Catering New Media Marketing Summit - Unlock Youth Power
- 第三届中国餐饮产业潮流峰会
2021 The 3rd China Catering Industry Trend Summit
- 上海国际手工冰淇淋大赛
2022 China Gelato Championship



多位知名KOL实地观展体验，全方位报道

Several social media influencers(KOL) visiting FHC and live-streaming on the spot.

抖音播放量

Views of TikTok

200K+

点赞量

Thumb-ups

12K+

线上展会访问量

PV of Online Exhibition

11,732

直播节目观看量

Views of Livestreaming Shows

60,296

6场精选赛事+8场重磅论坛

6 selected events + 8 major forums

实现全程网络直播

achieve full network broadcasting

云课堂

时间表

创变·增长-第15届中华餐饮双创...	11.9	10:00 - 17:15
2021FHC全球乳制品论坛暨首届...	11.9	13:00 - 16:30
流量爆炸 2021第三届世界外产...	11.9	09:00 - 17:30
再论上海菜传承创新发展	11.9	13:30 - 15:30
新消费 新周期 新格局——2021...	11.9	10:00 - 17:00
2021FHC国际进出口肉类高峰论坛	11.10	10:20 - 16:00
2021FHC全球乳制品论坛暨首届...	11.10	09:30 - 15:30
“有界之外”2021中国新烘焙影响...	11.10	10:00 - 16:30



无可比拟的多元化会议论坛活动

Forums & Events for Various Industrial Sections



创变·增长·第15届中华餐饮双创论坛

Innovation and Growth-The 15th China Catering Innovation and Entrepreneurship Forum

可持续水产品交流峰会 - 多元化市场与减少食物浪费

China Sustainable Seafood Summit - Diversifying Markets and Reducing Food Waste

2021FHC全球乳制品论坛暨首届欢乐奶酪节

2021 FHC Global Dairy Forum and Happy Cheese Day

数字科技助力食品供应链降本增效高峰论坛

Summit on Digital Technology Supports Food Supply Chain Efficiency

再论上海菜传承创新发展论坛

Re-discussion On Shanghai Cuisine Inheritance and Innovation Summit

2021中国罐藏食品技术进步与创新论坛

2021 China Canned Food Technology Progress and Innovation Development Forum

融合之路·链接共创 - 中国食品内外贸融合发展大会

China Food Conference on the Integration of Domestic & Foreign Trade

2021FHC国际进出口肉类高峰论坛

2021 FHC Import and Export Meat Forum

FHC上海环球食品展预制食品论坛

FHC Shanghai Global Food Trade Show Prepared Foods Forum

2021 (第三届) 中国食品供应链大会

2021 (The Third) Chinese Food Supply Chain Conference

餐饮数字化战略转型升级研讨会

Digital Transformation and Upgrading of Catering Seminar

流量爆炸 2021第三届世界外卖产业大会

Explosive Flow, 2021 the Third World Takeout Industry Conference

中国餐饮新媒体营销峰会-引爆年轻力

China Catering New Media Marketing Summit - Unlock Youth Power

“有界之外” 2021中国新烘焙影响力峰会 (烘焙本土化专场)

"Outside Boundedness" 2021 China Baking New Force Brand Sharing Conference (Baking localization)

第三届中国餐饮产业潮流峰会

2021 The 3rd China Catering Industry Trend Summit

FHC商贸配对会

FHC Business Match-making

2021 FHC中国国际烹饪艺术比赛，其中西餐个人赛分为：国际西式烹饪挑战赛和国际中式烹饪挑战赛，含展评类和现场烹饪类，共计21个参赛项目。此次比赛旨在为中国烹饪行业注入源源不断的新生力量，选拔杰出的厨师选手。虽现场因防疫要求，但本次参赛选手的总人数仍然达到了近516人，比赛人次673人。

由于受到的关注度提升，赛事评委也增加到了近100人，更有外籍裁判来现场进行点评。金牌共49人次获奖，银牌共100人次获奖，铜牌共135人次获奖。



2021 FHC 国际西式烹饪挑战赛

2021 FHC INTERNATIONAL
WESTERN CUISINE CHALLENGE

A. Western Culinary Art Displays 西式烹饪艺术 – 展评类

Western Three Courses Menu – Display
西式三道菜 – 展评

Tapas/Finger Food – Display
塔帕斯 / 西式手指餐 – 展评

Western Three Main Course Dishes-Display
西式三道主菜 – 展评

B. Western Hot Cooking -Under 25 Young Chef 西式现场烹饪 – 25岁以下青年组

Young Chef Team Challenge
青年厨师组现场烹饪（共两位）

Young Chef Western Fresh Pasta Main Course
西式手工意面主菜烹饪 – 青年组

Young Chef Australian Lamb Western Main Course
澳洲羊肉西式主菜烹饪 – 青年组

Young Chef Icelandic Arctic Charr Western Main Course
冰岛北极红点鲑鱼西式主菜烹饪 – 青年组

C. Western Hot Cooking -Professional 西式现场烹饪 – 专业组

Professional Australian Wagyu Western Main Course
澳洲和牛西式主菜烹饪 – 专业组

Professional U.S. Chicken Western Main Course
美国鸡肉西式主菜烹饪 – 专业组

Professional Kuhlbarra Barramundi Western Main Course
澳洲尖吻鲈西式主菜烹饪 – 专业组

Professional Western Pork Main Course
西式猪肉主菜烹饪 – 专业组



2021 FHC 国际中式烹饪挑战赛

2021 FHC INTERNATIONAL
CHINESE CUISINE CHALLENGE

D. Chinese Culinary Art Displays 中式烹饪艺术 – 展评类

Chinese Three Cold Dishes– Display
中式三道冷菜 – 展评

Modern Chinese Three Main Course -Display
现代中式三道主菜 – 展评

Chinese Four Dimsum – Display
中式四道点心 – 展评

Fruit & Vegetable Carving – Display
食蔬水果雕刻 – 展评



E. Chinese Hot Cooking 中式现场烹饪

Chinese ChuDao Cellophane Noddle Cuisine
中式初道粉丝烹饪

Chinese Icelandic Halibut Main Course
冰岛比目鱼中式主菜烹饪

Australian Grain Fed Beef Chinese Main Course
澳洲谷饲牛肉中式主菜烹饪

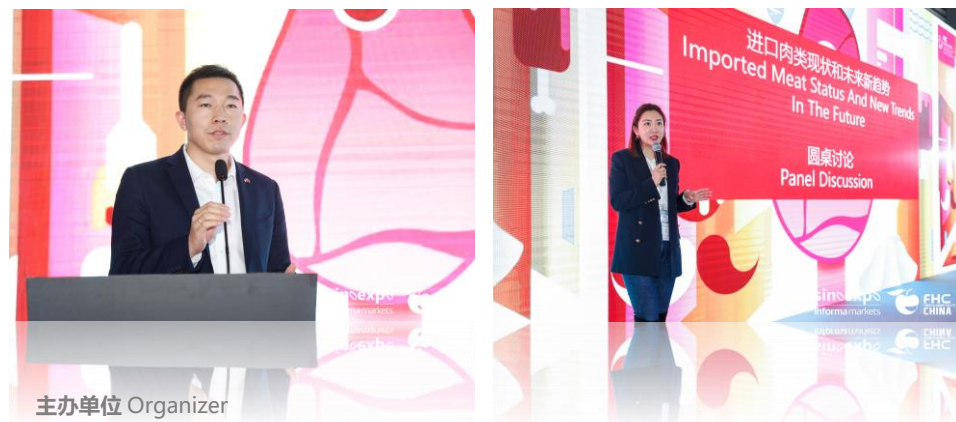


U.S. Chicken Chinese Main Course
美国鸡肉中式主菜烹饪

Chinese Pork Main Course
中式猪肉主菜烹饪

U.S. Potatoes Chinese Cuisine Main Course
美国马铃薯中式主菜烹饪





主办单位 Organizer

上海博华国际展览有限公司

随着我国人口的不断增长，以及消费者收入水平的不断提高，人们对肉类食品的购买支出也不断增加，使得肉类行业始终保持了多年的稳健增长。近年来，该高增长行业已经由基本的供需平衡逐渐转变为供不应求，且供不应求的现象开始逐年增加，相关热点话题高居不下。故

2021 FHC 仍然保留肉类论坛，邀请来自全球肉产品主产国的企业代表、商超、协会机构等该行业专家代表共聚一堂，深入分析目前全球肉类产业进出口端现状及发展趋势。

With the continuous growth of our country's population and the continuous improvement of consumer income levels, people's expenditure on the purchase of meat products has also continued to increase, so the meat industry has maintained a steady growth for many years. In recent years, this high-growth industry has gradually changed from a basic balance of supply and demand to short supply, and the phenomenon of short supply has begun to increase year by year, and related hot topics remain high. Therefore, FHC 2021 still retains the meat forum, and will invite industry representatives from major producers of meat products, supermarkets, associations and other industry experts to gather together to analyze the current status and development trends of the global meat industry import and export.

感谢广大媒体伙伴倾力支持! Thank you for your Support

排名不分先后 Listed in random order

International Media 海外媒体



Domestic Media 国内媒体





感谢您的关注 THANK YOU

更多详情，敬请联络 For more information, please contact

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FHC环球食品展



直采小程序
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FHC上海环球食品展

SHANGHAI GLOBAL FOOD TRADE SHOW

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