

# 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** m<sup>2</sup>  
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.  
Shaocong Jiaying 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



### 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  
Shuyi 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



# FHC 2026 Exhibit Categories



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 & Supplies



Baby & Child Food Products



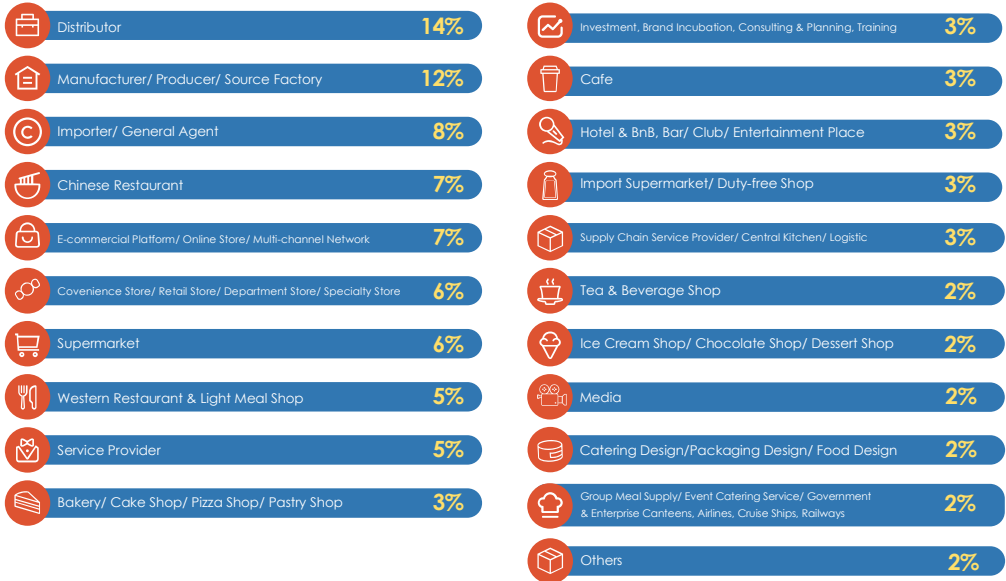
Food & Medicine Homology

# Part of FHC 2025 Exhibitor List

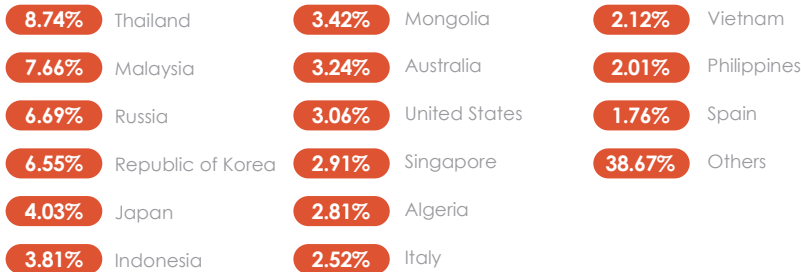


\*There's no any particularly order above

# 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 SHANGHAI

## 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 Feigua 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
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1 SPACE ONLY	USD 410/SQM	USD 435/SQM
2 WALK ON STAND	USD 505/SQM	USD 530/SQM

(Mandatory Resgistration Fee: USD 500)

## 2 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>

