

THE 28th 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 m²

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
City/Super
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 & Seafood



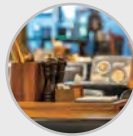
Leisure Food & Beverage



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 Equipments

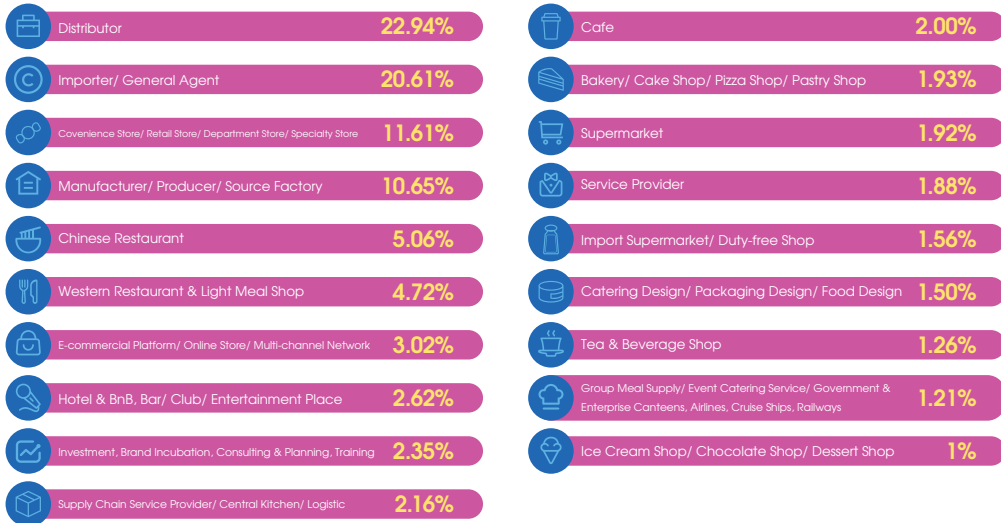


Hot Pot Ingredients and Supplies

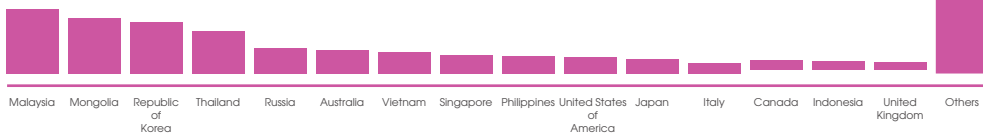
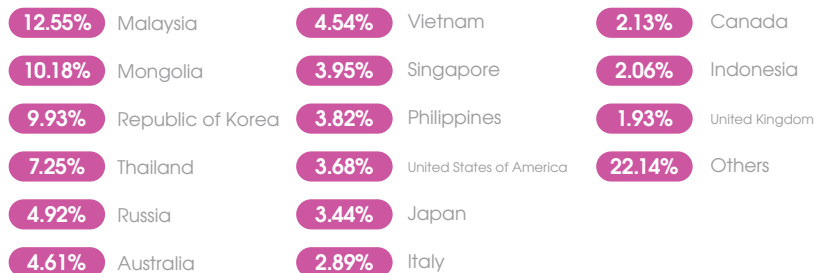
Part of FHC 2024 Exhibitor List



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
① SPACE ONLY	US\$410/SQM	US\$435/SQM
② WALK ON STAND	US\$505/SQM	US\$530/SQM

(Mandatory Registration Fee: US\$ 500)

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.

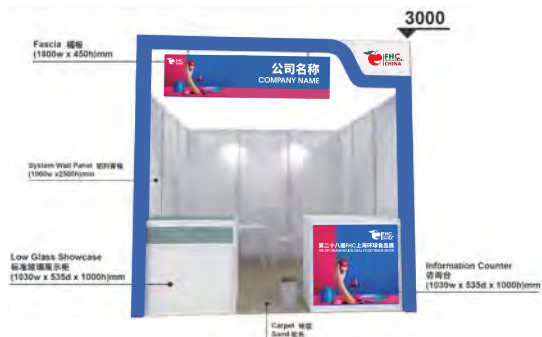
EARLY BIRD RATE

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.

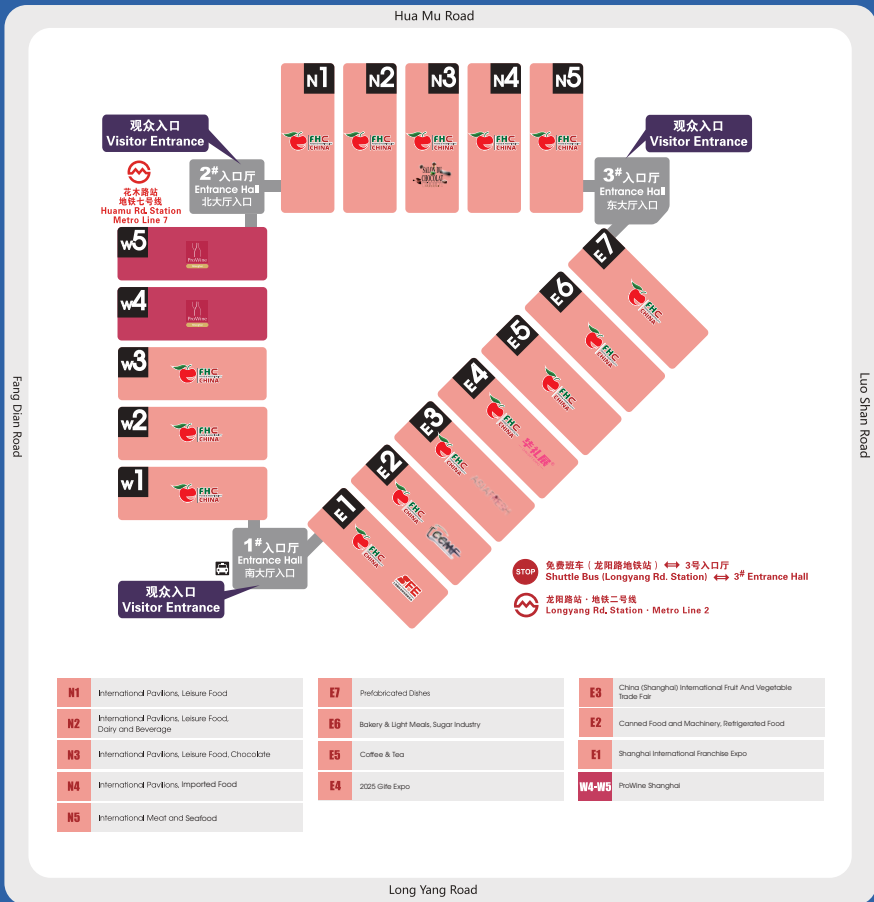
EARLY BIRD RATE

US\$410 per m²

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Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd.

7-8F, Urban Development International Tower

No.355 Hongqiao Road, Xuhui District, Shanghai 200030, China

Head Office

Alex Ni

T: +86 21 3339 2242

E: Alex.Ni@imsinoexpo.com

HongKong Office

Grace PY Lee

T: +852 3187 5763

E: GracePYLee@informa.com

Singapore Office

Jorinda Tan

T: +65 9339 7611

E: Jorinda.Tan@informa.com

International Office

Simone Tanda

T: +44 7976 3285

E: Simone.Tanda@informa.com