**2024第15届中国（上海）国际餐饮食材博览会**

The 15th China (Shang hai) International Catering Food & Beverage Exhibition 2024

**CFBE CHINA 2024全国食材订货节**

**时间：2024年6月3日~5日 地点：中国·上海跨国采购会展中心**

Date: June 3~5, 2024 Venue: Shanghai Convention & Exhibition Center of International Sourcing

网址/ Web：[www.gcfbe.com](http://www.gcfbe.com)

指导单位·Guidance unit

中国食文化研究会丨CHINESE FOOD CULTURE RESEARCH ASSOCIATION

国际美食餐饮行业协会

International Association of Gastronomic and Catering Industries

中国食品工业协会冷冻冷藏食品专业委员会丨Refrigerated and Frozen Foods

Committee of China National Food Industry Association

亚洲国际餐饮协会丨Asian International Catering Association

主办单位·Hosted by

中国餐饮协会丨China Catering Association

CFBE中国餐博会组委会

中国315诚信品牌企业联盟食品安全诚信工作委员会

全国食文化联盟丨National Food Culture Alliance

——食材专业委员会丨团餐专业委员会

国际餐饮酒店行业协会International Food and beverage and Hotel Industry Association

上海展窑展览服务有限公司Shanghai Kilnexpo Exhibition Service Co.,Ltd.

协办单位·Co-organizer by

上海日用品行业协会丨Shanghai Commodity Association

山东省食文化研究会丨Shandong Society of Food Culture

江苏省餐饮行业协会丨Jiangsu Province Dining Profession Association

各地食文化研究会、全国食品企业联盟

宁夏商务厅、太太乐、九曳供应链、上海万润国际、谦诚、正大食品、惊石农业、江苏裕灌、广东珠江桥、深圳赛卓、上海养吉、江南饮食、西克制冷、青海老面坊、粮浩食品、仲景、酒总集团、长膳智能、九阳、更加好、雅泰隆、立华牧业、巴奴毛肚、千味央厨、金佃园

中粮万威客、富谷集团、安井、三全、仟味、小草人、心演、鑫攀、华英、方鲜、宜家、海通食品、长兴岛渔港、亿福源、食珍坊、金忠、金荣泰、忆霖、畅享、圣恩、蜀海、泰祥、东腾食品、康粮食品、巴鼎红、鑫攀食品、大品家、玖芳、绿客门、八界、旭日蛋品、良基、真牛馆、圣农、仙波、申唐

支持单位·Supported by

中国冻品联盟丨China Frozen Foods Alliance

中国饭店协会|CHINA HOSPITALITY ASSOCIATION

中国绿色食品协会丨China Green Food Association

中国食品工业协会丨China National Food Industry Association

广东省餐饮服务行业协会丨GuangDong Restaurant Association

重庆市烹饪协会丨Chongqing Cuisine Association

上海市食品学会丨Shanghai Society of Food Science

上海蔬菜食用菌行业协会

Shanghai Vegetable And Edible Fungi Industrial Association

各地食品工业协会丨All places of China National Food Industry Association

全国旅游饭店业与餐馆协会丨National association of Turist Hotel and Restaurant

**全国工商联餐饮业委员会**

**■展会概况|** **Exhibition Overview：**

作为国际餐饮食材行业重要的盛宴-----2024第十五届中国（上海）国际餐饮食材博览会以“搭建交流合作平台，助推产业健康发展”为主题，展示餐饮行业名企，捕捉市场机遇，以国际化为目标，立足中国走向世界。全面展示健康餐饮食材，食品配料行业企业的最新产品和品牌形象，加强国内外餐饮食材企业技术交流与经贸合作，助推餐饮食材产业上下游产业链有效衔接，促进餐饮食材行业健康发展；展会宗旨是为国内外生产商、经销商、零售商、专家学者、爱好者和消费者以及相关人士能够与企业进行面对面的经销洽谈、商贸合作、经验交流创造一个最直接和有效的平台。

As an important feast - The 15th China (Shang hai) International Catering Food & Beverage Exhibition 2024 of international food ingredients industry to "build a platform for exchanges and cooperation, boost the healthy development of industry"as the theme, show the food and beverage industry enterprises, to capture market opportunities, to internationalization as the goal, based on the China world. A comprehensive display of health food ingredients, food ingredients industry's latest products and brand image, strengthen technological exchanges at home and abroad food ingredients enterprise and economic and trade cooperation, the downstream industry chain effectively boost the food ingredients industry, promote the healthy development of catering food industry; exhibition aims for domestic and foreign manufacturers, distributors, retailers, experts and scholars, lovers and consumers and stakeholders and enterprises face-to-face negotiation and distribution business cooperation, exchange of experience to create one of the most direct and effective platform.

**2024第八届中国餐饮创新发展高峰论坛**

The 8th China's Catering Innovation Development peak BBS.

——创建中国食材流通新时代，将围绕“让食材流通·顺心，让食物消费·安心”展开丰富多样的主题演讲，诚邀国内外水产海鲜、肉类食品、餐饮企业、火锅产业、果蔬、乳制品、冷冻食品、农产品、冷链物流、冷链技术设备和连锁加盟行业人士前来一聚，以及相关协会领导和专家学者，共筑中国餐饮流通新时代！

**■往届回顾|** **Previous review：**

上海餐博会以树立行业标杆和推动行业发展为方向，展会规模、参展商家数量以及参会观众数量屡创新高；为中国餐饮业提供了优质的对接服务，其中参展品牌有：太太乐、九曳供应链、光明食品、江苏裕灌、咖顿、永乐食品、獐子岛海参、杭州永创智能、福建安井、正大食品、深圳赛卓、宏伟粮库、豆黄金、仲景、九阳、山东鲁海、世达食品、福州川海川、惊石农业、上海水产集团、碧海仙山、爱焙乐、乾洋水产、大连盖世、臭鳜鱼、冷联天下、苏州鸿昶、湖北覃姐、龙大食品、华欧淀粉、海通食品、蓝威斯顿、上海米文健、味记王、巴奴毛肚、广东珠江桥、千味央厨、冷王、福建赛特、万润国际、好侍、创历制冷等。2023上海国际餐饮食材博览会，吸引了来自俄罗斯、韩国、日本、印度、泰国、土耳其、伊朗、澳大利亚、厄瓜多尔、阿根廷、新加坡、印尼、马来西亚、越南、菲律宾、美国、加拿大、意大利、法国、西班牙、台湾等28个国家和地区以及国内多个省市的682家参展商携丰富食材集体亮相，共接待观众53,280人次，其中专业买家、专业观众37,901人次，展览会总面积突破60,000平方米，为美食爱好者们提供了品尝多元美食的飨宴。目前已成为餐饮食材行业规模大、效果好的国际性专业展览会，也是食材行业发展的标志性展会。

Shanghai Food Catering Fair to set up the industry and promote the development of the industry as the direction, scale and quantity of exhibition number of exhibitors and attendees of record highs; to provide quality services for docking Chinese catering industry, the exhibition brands:BRIGHT FOOD,Yuguan,Totole,Jiuye Supply Chain,CAFEDON,HAOXIANG,Zhangzidao sea cucumber,HANGZHOU YOUNGSUN INTELLIGENT,Anjoy Fujian,CP GROUP,Saizhuo,Howay Grain Storage,Bean gold,Zhongjing,Joyoung,Shandong Lu Hai,Fuzhou oceanpower sichuan,Laural food,JINGSHI AGRICULTURE,Shanghai Ocean Fisheries Group,Bihaixianshan,ABLPACK,Gaishi，CCLG,Suzhou hung Chang,Qinjie Foods,Longda food, chouguiyu,HUAOU STARCH,Haitong food,Lamb Weston,Shanghai Miwenjian,Banu, PRB Bio-Tech,Taste King Food, Qianweiyangchu,Thermo King,Fujian Supertec, Wanrun International,House,Chuangli,etc. The 14th China (Shang hai) International Catering Food & Beverage Exhibition 2023 attracted from Russia, South Korea, Japan, India, Thailand, Turkey, Iran, Australia,Ecuador,Argentina,Singapore, Indonesia, Malaysia, Vietnam,Philippines, USA, Canada, Italy, France,Spain,Taiwan and other 28 countries and regions, and many domestic provinces and cities with 682 exhibitors rich food collective debut, received a total of 53,280 visitors, including professional buyers and professional audience of 37,901 people, the total exhibition area of over 60,000㎡, with many yuan taste feast for fans of delicacy delicacy. At present, the exhibition has become the large scale and good effect international professional exhibition of catering ingredients industry, and it is also a landmark exhibition of the development of food ingredients industry.

**■同期举办|Co-located with（筹划中）：**

上海国际酒店及餐饮业供应商交易会

Shanghai International Hotel & Catering Suppliers Fair

2024新菜品鉴交流大会

2024上海团餐产品展示交流会展

2024上海火锅美食文化节

Shanghai Hotpot Cuisine Culture Festival 2024

第八届上海素食文化节

The 8th Shanghai Vegetarian Culture Festival

中国创意菜烹饪大赛暨酒店特色食材推介会

National Creative Hotel Food Cooking Contest and Hotel Special Ingredients Event

“舌尖上的海味”水产海鲜推介品鉴会

A Bite of Seafood-Introduction and Tasting Meeting of Seafood

上海素食烹饪展示大赛

上海健康食材烹饪大赛

冷冻食品技术应用与市场研讨论坛

酒店及餐饮行业采购商配对洽谈会

Hotel & Catering buyer pairing meeting

中华优秀食材产品/企业评选

China excellent ingredients / enterprise selection

**■参展范围|Scope of exhibits：**

“好食材·聚申城”展品涵括食材上、中、下游产业链各领域产品，从源头到餐桌，从原料到成品，从食品配料到相关设备，展会全力打造行业内为丰富的一站式餐饮全产业链供需平台。

◇肉类食材：冷冻/冰鲜肉、肉卷、肉丸、火腿、香肠、调理食品及即食产品等；

◇水产海鲜：海鲜冻品、干品、活品、水产调理食品及深加工制品等；

◇禽类食品：速冻家禽、分割禽、禽肉调理食品、禽肉深加工食品、蛋品等；

◇蔬菜菌菜：速冻蔬菜、调理菜、酱菜、泡菜、蔬菜制品及各种食用菌菜等；

◇速食食品：速食米饭、速食汤、速食快餐、方便粥、调理包等速食食品；

◇其他食材：酒水饮料、豆制品、乳制品、杂粮和面制品、山珍野味及各种新型有机食材；

◇配餐调料：食用油、味精、鸡精、酱油、食醋、调味酱、烧烤制品、汤料、火锅调料等；

◇相关设备：食材加工设备、灭菌设备、包装设备、速冻设备、仓储及冷链物流设备等；

◇生鲜电商：互联网+餐饮食材供应链B2B、生鲜O2O采购平台，团餐供应商、农副产品电商及物流配送服务等；

◇餐饮收银管理软件、触摸屏点菜软件、各种餐饮设备信息软件类，不锈钢及陶瓷餐具等；

Meat Products: Frozen / chilled meat, rolled meat, meatballs, ham, sausage, prepared foods, ready meal products,etc.

Seafood: Frozen seafood, dried, live seafood, aquatic prepared products and deep- processing products,etc.

Poultry Food: Frozen poultry, poultry parts, prepared poultry products, deep- processed poultry,egg products,etc.

Vegetable and Mushroom Products: Frozen vegetables, prepared vegetables,soy sauce pickles, pickles, vegetable products and various edible mushrooms,etc.

Instant Food Products: Instant steamed rice, instant soup, fast food, instant porridge,retort pouches,etc.

Other Ingredients: Wines and drinks, soy products, dairy products, cereals and pasta products, wild venison and various new organic ingredients;

Food Seasonings: Edible oil, MSG, chicken essence, soy sauce, vinegar, sauces, soups, barbecue products, spices and hot pot seasonings,etc.

All Related Equipment: Food processing equipment, sterilization equipment, packaging equipment, frozen equipment, warehousing and cold chain logistical equipment,etc.

Fresh lectricity : Internet plus B2B, O2O fresh supply chain procurement platform, group meals, agricultural and sideline products suppliers and logistics service providers,etc.

Catering cashier management software, touch screen ordering software, information software of various catering equipment, stainless steel and ceramic tableware,etc.

**■邀请专业买家|** **Visiting audience：**

1、庞大的《采购商数据库》，定点、定向邀请全国各省市、港澳台地区餐饮业协（商）会会 长、秘书长，大型中高档超市、中国百强餐饮企业，航空公司餐饮部门。

2、全国星级酒店及各类品牌连锁酒店、商贸公司、食品贸易商、食品采购商、食品批发商、食品进口商、中餐店、西餐店、快餐店、分销商、连锁店、酒吧、酒类进口商。

3、沃尔玛、家乐福、华联、美廉美、物美、世纪联华、京客隆、欧尚、卜蜂莲花、麦德龙、贸易商、经销商、代理商、礼品团购、大型连锁酒店、度假村。

4、总经理、行政总厨和采购总监，全国省市各大商超采购经理及代理商等近3万人进场参观采购，帮助品牌展商建立行业高端人脉圈，提高业务拓展效率，降低合作交易成本。

5、各国驻华大使馆等以及通过与各行业协会合作，协助组织前来观展的专业买家。

6、为餐饮食材界搭建展示平台和实效交易环境，协助展商拓展蓬勃发展的中国餐饮市场。

7、 展会期间将邀请行业权威人士就餐饮食材的发展趋势和市场需求举办相关高层研讨会。

1, the huge "purchaser" database, fixed, directed to invite various provinces, the National Food Industry Association (business) Hongkong Macao and Taiwan Association, the secretary general, in the high-end large supermarkets, Chinese hundred catering enterprises, airlines catering department.

2, the hotel and all kinds of brand chain hotel, trading company, food traders, food procurement, food wholesalers,food importers,Chinese restaurant,western restaurant, fast food restaurant, Distributor, chain stores, bars, wine importers.

3, WAL-MART, Carrefour, Hualian, Milian Mi, Wumart, Century Lianhua, Jingkelong, Auchan, lotus, Metro, traders, dealers, agents, gifts, large chain hotels and Resorts Group purchase.

4, general manager, executive chef and purchasing director, national and provincial major super purchasing managers and agents such as nearly 30 thousand people visit procurement, help brands establish high-end industry contacts circle, improve business efficiency, reduce the transaction costs of cooperation.

5, the embassy and with various industry associations, assisting in the organization of professional buyers to the exhibition.

6, for food and beverage industry to build a display platform and effective trading environment, to help exhibitors expand the booming Chinese food and beverage market.

7, during the exhibition, will invite industry authority on the development trend of food and beverage products and market demand held high-level seminars.

**2023年展会 部分观众一览**

晨星生鲜、YAOKO、Infinity 、Kingsland、吉祥航空、联华超市、俏码头、我家酸菜鱼、胡桃里、大鲸百货、陈家坝水产、内蒙古一捞、黎花建国度假酒店、京东、宝钢、蓝海酒店、湖北洈水、虹桥迎宾馆、上海旭洋、绿捷实业、虹桥经济开发区、三胞集团、满三江、君善、住总集团、添虹海鲜酒家、Ji Xinlan、品味鲜、牛小牛、虾魔餐饮、海洋绿洲、Imilys (SH) 、如此生活商城、杭州乐团缘、丰利餐饮、丽丽食品、鱼菜之乡、外高桥保税区、千通国际、ABF Twinings、滨州大饭店、宁波味恒、宝德、悦思意、上海柔稻、利男居、正域农业、情缘老酒馆、港喜茶餐厅、春园餐饮集团、牛咖食品、烟台味商、星品汇、Hunter Gatherer、高线餐饮、协通酒店、小屋生鲜、吖咪餐饮、泰阳水产、锦江饭店、馥渔国际、小螺号、佛山豪海鲜、钛狄国际、麻屋餐饮、湖北惠美家、FURNITURE 、拉缇娜西餐厅、汉堡王、新力物业集团、香港鼎猫集团、东湖集团、绿地国际会议中心、涵田城市酒店、美宴摩登餐厅、广东亨利、杏花楼、日本合食、辽宁营城集团、蓝焰厨房、枫味餐饮、餐帮帮、辣蜀川渝、希杰、永辉、上海田野、嘉兆国际集团、上航实业、爱菲尔会馆、迪士尼度假区、万家配菜、融华酒店、奇异鸟、中原会馆、壹泓清泉餐饮、清悦智心餐行、正川厨艺、袁记云饺、王品...

**■参展费用|Booth Rate：**

★ 标准展位：  (注：双面开口加收10%费用)

A.国内企业  12800.00 /展期（RMB） 3m × 3m

B.国外企业  3000.00 /展期（USD） 3m × 3m

★ 豪华展位：3m×3m国内企业： RMB 13800元/个；国外企业: ＄4000元/个；

★ 室内光地：

A.国内企业   1300（RMB）/平方米

B.国外企业    300（USD）/平方米

注：每个标准展位9平方米包括（三面白色壁板、中（英）文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5a电源插座一个（特殊用电请事先说明，另行收费）、废纸篓一个）。“光地” 至少36㎡起租，只提供参展空间，展馆内24小时保洁\保安，不包括展架、展具、地毯、电源等。

International Exhibitor

• Standard Booths(3m\*3m):USD 3,000/9㎡;Deluxe booth(3m\*3m):USD 4,000/9㎡;

(Plus 10% for corner booth).

• Raw Space:USD 300/㎡(minimum 36 sq.m.).

• New product and new technology conference: USD 3000/45 minutes

Industry special co organizer $38,000, only 1; CO organizer $28,000, only 2; reception dinner co organizer $20,000, limited to 1 (details see attachment 1, 2, 3).

会刊广告：◇封面 25000元 ◇封二 18000元 ◇彩首 12000元 ◇封三 15000元，◇封底 20000元 ◇彩色内页 8000元 ◇彩色内页对开 15000元；

注：会刊尺寸140mm（宽）×210mm（高）

◇手提袋广告50000元/1万个 ◇现场参展、参观证背面广告50000元/3万张 ◇门票广告 20000元/1万张 ◇条幅广告 12000元/幅 ◇拱门 18000/个 ◇5米\*3米广告牌 20000/个；

★ 新产品新技术发布会:每场10000元/45分钟，国外企业  3000.00（USD）

★ 行业特别协办单位20万，限1家；协办单位16万，限2家；招待晚宴协办单位10万，限1家（详情见附件2、3）。**更多现场广告方案请咨询：17765110324**

**▉参展程序|** **Exhibition Procedure:**

1.参展条件:具有《营业执照》的相关行业企业。

2.填写《参展申请表》邮寄至组织单位。展位执行 “先申请，先付款，先安排”的原则；

3.申请展位后一周内将参展费用[50%（订金）或全款]电汇或交至组织单位，余款于2024年5月1日前付清。参展商在汇出各项费用后，请将银行汇款单发邮件至展会组织单位。

4.根据《参展商手册》妥善安排参展事宜（宾馆预定、展品运输、展位装修、展具租赁、现场翻译等）。

2.fill in the application form for exhibition, mail to the organization. The principle of "first application, first payment, first arrangement";

3.Within one week after the Booth Application,Exhibitors will cost [50% (deposit) or full payment] by telegraphic transfer or pay to the organization ,the balance paid before in May 1, 2024. After remitting the expenses, the exhibitor will send the bank remittance email to the exhibition organization.

如欲订“CFBE CHINA 2024 上海餐博会”展位和了解更多信息，请通过以下联络方式:

To reserve the booth of “CFBE CHINA 2024 Shanghai Food Catering Fair” or learn more information, please contact:

国内部：

联系人：华东区 习经理 177 6511 0324（上海）

北方地区 李经理 134 3988 0025（北京）

南方地区 杨 生 137 1049 1808（广州）

电话：86-21-6840 5229

QQ： 274402319

International Division：

Contacts: Jimmy

WeChat: 13482165724

E-mail: sales@kilnexpo.com

总部：上海市浦东新区三林路235号

Add: 235 Sanlin Road,Shanghai,Pudong New Area.