FHC
FOOD & HOSPITALITY
CHINA

The 29th FHC Shanghai Global Food Trade Show

SHAPING THE FUTURE OF FOOD

10-12 November, 2026

Shanghai New International Expo Centre (SNIEC) China



Organizer

Concurrent

ASIAFRESH

AGR China
环球地标产品展

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^2	3,000+	180,000	100+
EXHIBITION SPACE	EXHIBITORS	VISITORS	COUNTRIES & REGIONS

PARTIAL BUYERS

For Import / Export

Distributor	Region
Pinlive Foods Co., Ltd.	East China
Iccme Food Technology (Shanghai) Co., Ltd.	East China
Shanghai Nangong Food Co., Ltd.	East China
Suzhou Fengju Real Estate Marketing Planning Co., Ltd.	East China
Lvning Food Trading Company	South China
Mr.Snaki Food (GZ) Co., Ltd.	South China
Ningde Xinletian Trading Co., Ltd.	South China
Hainan Lianjia Industrial Co., Ltd.	South China
Beijing Guoyingjian Economic and Trade Co., Ltd.	North China
Gaobeidian Yiming Youpin Trading Co., Ltd.	North China
Shanxi Mass Joint Creation Supply Chain Management Co., Ltd.	North China
Yantai Fuji Trading Co., Ltd.	North China
Xi'an Baiwei Kitchen and Catering Management Co., Ltd.	Northwestern China
Daqing Zhongrui Jianuo Economic and Trade Co., Ltd.	Northwestern China
Huining County Vitality E-commerce Co., Ltd.	Northwestern China
San Shui Yuan Trading Co., Ltd.	Northwestern China
Xining Dingxing Trading Co., Ltd.	Northeastern China
Kunpeng Trading Co., Ltd.	Northeastern China
Shenyang Urban Dairy Co., Ltd.	Northeastern China
Zhaoyou Trading Co., Ltd.	Northeastern China
Chongqing Ruiqing Food Co., Ltd.	Southwestern China
Guiyang Yongqiang Food Co., Ltd.	Southwestern China
Sichuan Huiyimin Food Co., Ltd.	Southwestern China
Yunnan Xianle Trading Co., Ltd.	Southwestern China
Zhengzhou Shengkang Trading Co., Ltd.	Central China
Shaodong Jiaxing Tianxia Supply Chain Co., Ltd.	Central China
Hunan Jifeng Food Co., Ltd.	Central China
Jingmen Jinfeilong Trading Co., Ltd.	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

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

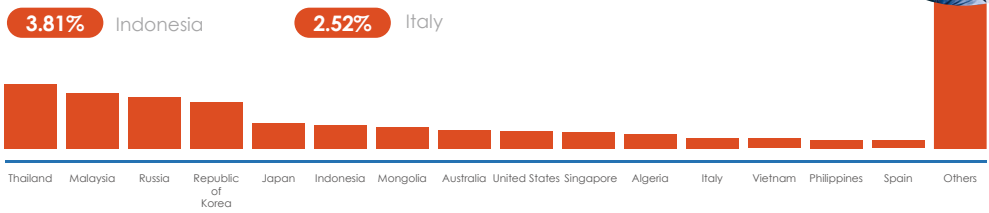
Visitor Business Attributes

Distributor	14%
Manufacturer/ Producer/ Source Factory	12%
Importer/ General Agent	8%
Chinese Restaurant	7%
E-commercial Platform/ Online Store/ Multi-channel Network	7%
Covenience Store/ Retail Store/ Department Store/ Specialty Store	6%
Supermarket	6%
Western Restaurant & Light Meal Shop	5%
Service Provider	5%
Bakery/ Cake Shop/ Pizza Shop/ Pastry Shop	3%
Investment, Brand Incubation, Consulting & Planning, Training	3%
Cafe	3%
Hotel & BnB, Bar/ Club/ Entertainment Place	3%
Import Supermarket/ Duty-free Shop	3%
Supply Chain Service Provider/ Central Kitchen/ Logistic	3%
Tea & Beverage Shop	2%
Ice Cream Shop/ Chocolate Shop/ Dessert Shop	2%
Media	2%
Catering Design/Packaging Design/ Food Design	2%
Group Meal Supply/ Event Catering Service/ Government & Enterprise Canteens, Airlines, Cruise Ships, Railways	2%
Others	2%

Overseas Visitors' Regional Distribution

8.74%	Thailand	3.42%	Mongolia	2.12%	Vietnam
7.66%	Malaysia	3.24%	Australia	2.01%	Philippines
6.69%	Russia	3.06%	United States	1.76%	Spain
6.55%	Republic of Korea	2.91%	Singapore	38.67%	Others
4.03%	Japan	2.81%	Algeria		
3.81%	Indonesia	2.52%	Italy		





Accurate Buyer Group

Large Database, Scientific Marketing Strategy, Accurate Target Buyers

1,500,000
Data of professional buyers

1,400,000
Followers of self-media channels

100,000
Users of WeCom

120,000,000
Omnichannel exposure

*Data as of November 2025

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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 Resgistration Fee: USD 500)

2 WALK ON STAND
US$530 per m²

(minimum area 9m²)

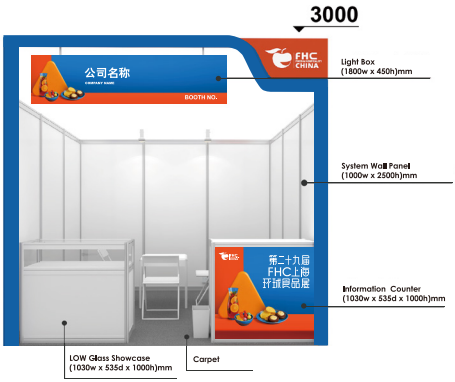
Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket, low glass showcase.

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)

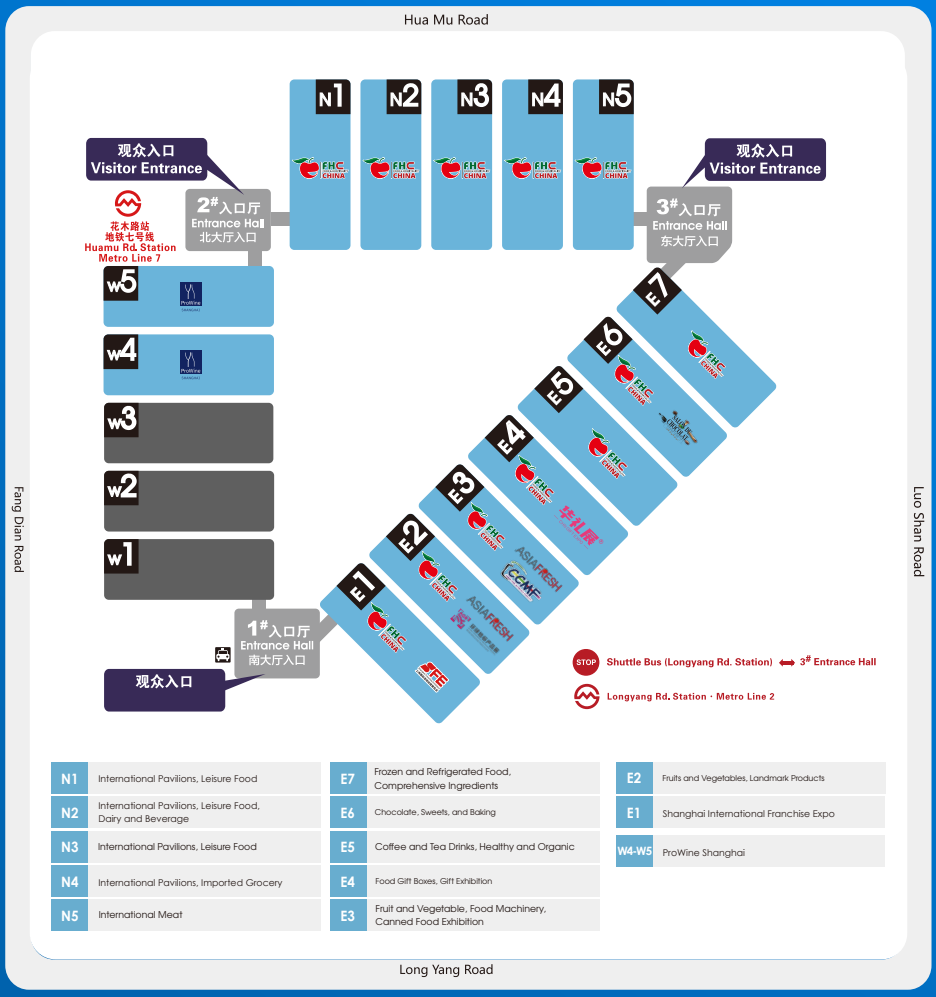
Bare floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

EARLY BIRD RATE
US$ 410 per m²

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N1	International Pavilions, Leisure Food
N2	International Pavilions, Leisure Food, Dairy and Beverage
N3	International Pavilions, Leisure Food
N4	International Pavilions, Imported Grocery
N5	International Meat

E7	Frozen and Refrigerated Food, Comprehensive Ingredients
E6	Chocolate, Sweets, and Baking
E5	Coffee and Tea Drinks, Healthy and Organic
E4	Food Gift Boxes, Gift Exhibition
E3	Fruit and Vegetable, Food Machinery, Canned Food Exhibition

E2	Fruits and Vegetables, Landmark Products
E1	Shanghai International Franchise Expo
W4-W5	ProWine Shanghai

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