



2020上海国际烘焙展览会

Shanghai International Bakery Exhibition 2020

2020年10月20-22日 | 国家会展中心-上海·虹桥
Oct.20-22, 2020 | NECC-Hongqiao·Shanghai

展后报告 | Post Show Report

批准单位 | Approved by

上海市商务委员会
Shanghai Municipal Commission of Commerce

主办单位 | Hosted by

上海高登商业展览有限公司
Shanghai Golden Commercial Exhibition Co., Ltd

支持单位 | Supported by

上海市食品协会
Shanghai Food Association





2020 上海国际烘焙展览会（简称：BSE CHINA）已于 2020 年 10 月 20 日 -22 日在上海·虹桥 - 国家会展中心隆重召开。展会共设展位 958 个，参展面积达到了近 50000 平米，为期 3 天的展会共吸引了 56168 名人次前来参观采购。展会期间还举办了南顺杯 - 第四届上海蝴蝶酥技能大赛、台湾特色商品推介活动、旅游餐饮服务（航空、邮轮及列车）与旅游特色食品买家见面会、台湾美食文化展区开幕仪式、及上海特色旅游食品推荐授牌仪式等活动。作为烘焙食品领域在中国地区产品展示、商业论坛、政商互动、贸易往来、比赛评选及文化交流的重要平台与窗口，上海国际烘焙展览会是由高登商业凭借在中国地区从事数十年烘焙食品领域的展览会议组织工作，积累了数十万家国内外优秀供应商及买家资源创办的烘焙展，为广大客商提供了一个现场 b2b 商务交流平台，共谋发展。展望 2021，2021 上海国际烘焙展览会无论在展会规模、展商数量和质量，还是观众邀请、展会服务、市场推广等方面都将达到更高的水准，成为一届精彩而难忘的国内外烘焙食品盛会。纵有千古，横有八方，相信无论是展商还是买家，您定将赢得预期效果，满载而归！

Shanghai International Bakery Exhibition 2020 (BSE CHINA) was successfully held on October 20-22, 2020 at the National Exhibition and Convention Center-Hongqiao·Shanghai. With a total exhibition area of nearly 50,000 square meters, 958 booths were set up at BSE CHINA and it attracted a total of 56,168 people to visit the site with an purpose to purchase across the three day show. During the exhibition, a series of activities such as The 4th "Lamsoon Cup" Shanghai Butterfly Crisp Skills Competition, Taiwan Special Products Promotion Activity, Buyer Meeting for Tourist Catering Services (Aviation, Cruise and Railway) and Special Tourism Food, Opening Ceremony of Taiwan Food Culture Pavilion and Licensing Ceremony of Shanghai Special Tourism Food Recommendation were also held. As an important platform and window for global bakery and food enterprises to explore the China market, BSE CHINA includes products display, business forums, political and commercial interaction, trade exchange, competition and awarding, and cultural exchange etc.. BSE CHINA was found by Golden Commercial on the basis of hundreds of thousands of excellent suppliers and buyers resources at home and abroad, which were accumulated in its decades organizational experience of exhibition and conference in bakery and food industry in China, providing a live b2b business exchange platform for the majority of customers to seek common development. Looking ahead to 2021, the BSE- Shanghai International Bakery Exhibition will reach a higher level and become a wonderful and memorable event at home and abroad, whether in the scale of the exhibition, the quantity and quality of the exhibition or the invitation of the audience, the exhibition service, the market promotion, and so on. In the long run, no matter whether you are an exhibitor or a buyer, you will win the expected results!

BSE CHINA 2020

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展会总体概况 | Exhibition Summary

Exhibition Name: BSE CHINA 2020
 Exhibition Venue: NECC-Hongqiao-Shanghai
 Exhibition Date: Oct. 20-22, 2020
 Exhibition Area: 50000m²
 Exhibitor: 958
 People Flow: 56168
 Audience: 52810
 Domestic Audience: 47529
 Oversea Audience: 5281

展会名称: BSE CHINA 2020
 展会地点: 国家会展中心-上海·虹桥
 展会时间: 2020年10月20日-22日
 展出面积: 50000m²
 展商数量: 958家
 门禁流量人次: 56168人次
 参观人数: 52810人
 国内观众: 47529人
 海外观众: 5281人

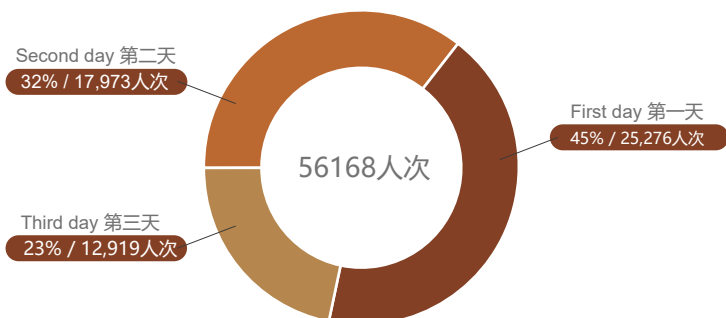


现场观众门禁流量分析 | Audience Flow Analysis

每日门禁流量分析 Daily flow analysis

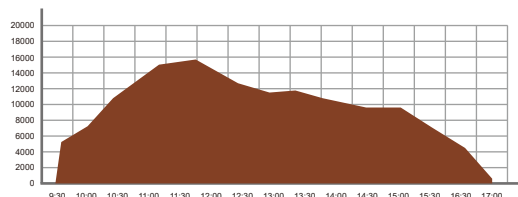
Daily flow analysis / 每日门禁流量分析

According to Access Control System, the total audiences of this exhibition session is 56168
 根据同高信息展会门禁管理系统统计的数据显示本届展会观众人次共为: 56168人次

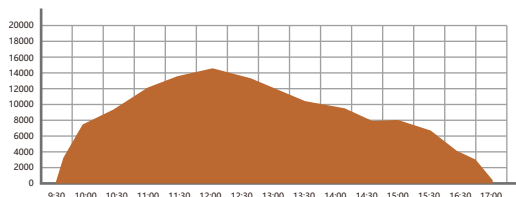


门禁流量曲线图示 Audience Flow Curve Diagram

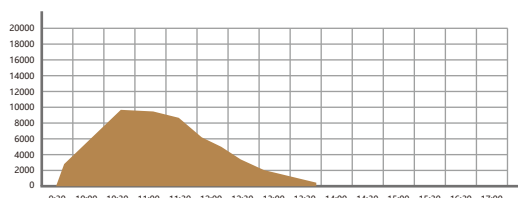
展会第一天观众流量图
 Audience flow curve diagram of 1st day



展会第二天观众流量图
 Audience flow curve diagram of 2nd day



展会第三天观众流量图
 Audience flow curve diagram of 3rd day



资料收集分析 | Data Analysis

Audience Source Analysis / 观众来源分析

根据观众登记服务处收集汇总的数据包括：现场观众登记处注册、预先登记、参观团、媒体等人员资料的收集，到会的人数为：52810 人

According to the data from registration service station, 52810 were present at the meeting those who come from on-site registration, pre-registration, audience group, the media, etc.

Oversea and Domestic Audience Proportion
现场观众的国内外分类如下

国内观众：47529， accounting for 90%

海外观众：5281， accounting for 10%

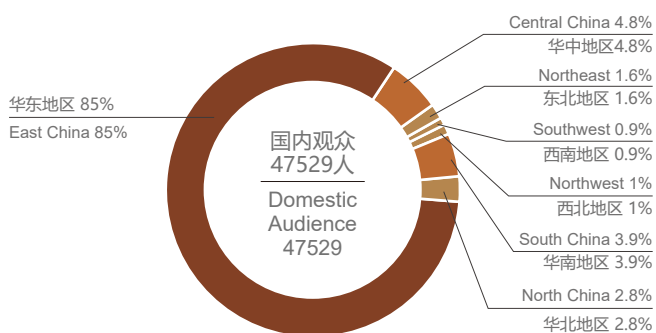
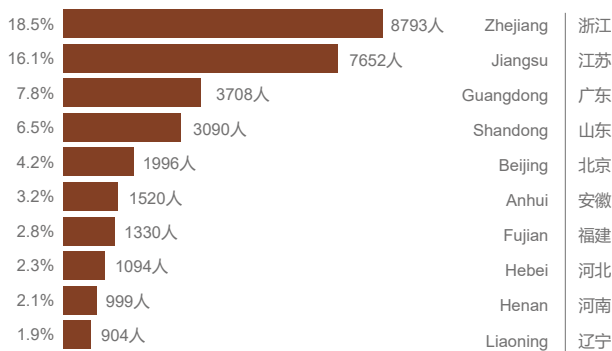
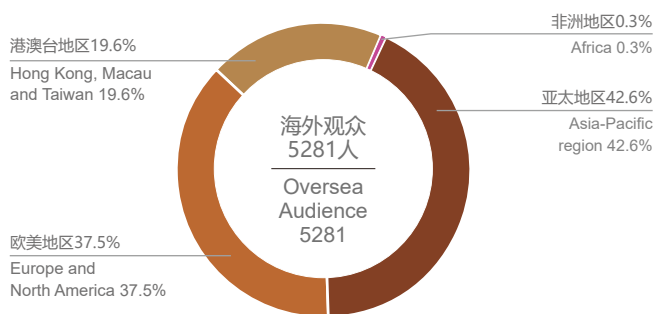
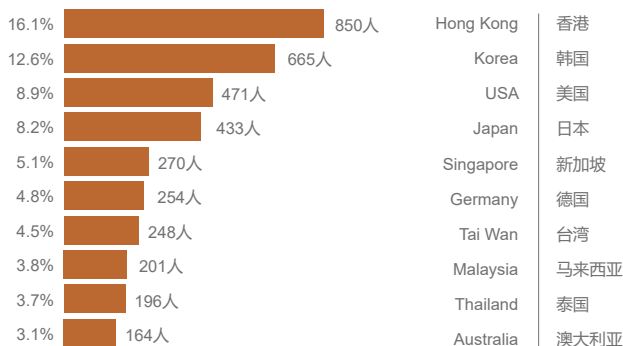
国内观众人数：47529名，占观众总数的90%

海外观众人数：5281名，占观众总数的10%

地区分析 | Region Analysis

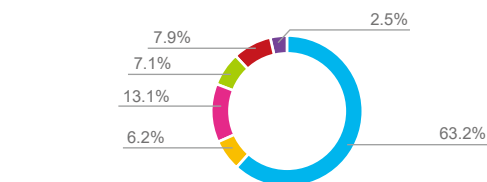
Domestic Audience Region Analysis (47529 audience from 31 provinces and municipalities)

国内观众地区分析 (来自31个省市、自治区，共计47529人)

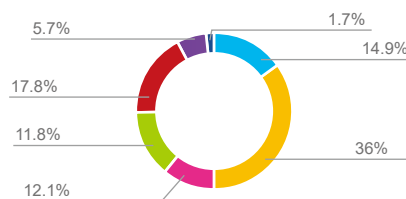
Domestic Audience Region Top 10 (except Shanghai)
国内观众前十位排位 (除上海地区以外)Oversea Audience Region Analysis
海外观众地区分析Oversea Audience Top 10
(including Hongkong, Macau, and Taiwan)
海外观众前十位排位 (包括港澳台地区)

调查表问卷统计分析 | Audience Questionnaire Statistical Analysis

Exhibition Approaching Path / 观众如何获知展会信息



Audience Goals Analysis / 观众的参观目的





南顺杯 - 第四届上海蝴蝶酥技能大赛

The 4th "Lamsoon Cup" Shanghai Butterfly Crisp Skills Competition

南顺杯 - 第四届上海蝴蝶酥技能大赛是通过比赛的形式，在上海食品行业掀起学技能、比技能的热潮，提升上海特色旅游食品的整体实力，推进上海食品企业以创新与担当，与世界最新最潮的食品趋势同步。经过紧张刺激的团体和个人两项比拼，国家级烘焙评委组成的评审组从蝴蝶酥产品的外表、口味、特色、形态等方面进行综合评判和打分，最终上海新麦食品工业有限公司等 3 家企业获得了团体金奖；蒋芳银摘得了个人金奖。上海新雅食品有限公司等 4 家企业获得了团体创意金奖；徐伟创摘得了个人创意金奖。

By means of the form of competition, the 4th "Lamsoon Cup" Shanghai Butterfly Crisp Skills Competition has caused a boom of learning and battle in the Shanghai food industry. The event has enhanced the overall strength of Shanghai's special tourism food industry, and promoted the innovation and took responsibility of Shanghai food companies, so as to keep pace with the latest and most fashionable food trends in the world. After an intense competition between groups and individuals, a review team composed of national baking judges made comprehensive evaluations and scores on the appearance, taste, characteristics, and form of the butterfly crisp products. Finally, 3 companies including Shanghai Xinmai Food Industry Co., Ltd. won the group gold award and Jiang Fangyin won the individual gold award. Four companies including Sunya won the gold award of group creativity and Xu Weichuang won the gold award of personal creativity as well.





台湾美食文化节

Taiwan Food Culture Festival

台湾美食文化节以展示优质台湾烘焙食品、茶、酒、饮料及农产品为主，通过以商贸洽谈为手段，促进和扩大台湾产品在内地市场的市场份额；以企业形象、品牌文化展示为辅，通过特装和标摊的形式来展示台湾食品企业的产品及品牌形象，从而提升台湾美食的美誉度，进而弘扬中华美食文化。

Focusing on showcasing high-quality baked food, tea, wine, beverages and agricultural products in Taiwan, the Taiwan Food Culture Festival acquired the market share of Taiwan products in the Mainland by means of cooperation and communication. In addition, partially based on showing corporate image and brand culture, the event displayed the products and brand image of Taiwan food enterprises in the form of special booths and standard booths, so as to enhance the reputation of Taiwan cuisine and carry forward Chinese cuisine culture.

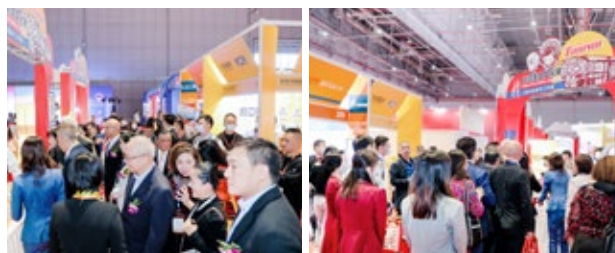


旅游餐饮服务(航空、邮轮及列车等)与旅游特色商品买家见面会

Buyer Meeting for Tourist Catering Services (Aviation, Cruise and Railway) and Special Tourism Food

旅游餐饮服务(航空、邮轮及列车等)与旅游特色商品买家见面会是本届烘焙展重要商务活动之一，主办方特邀众多国内外的航空公司、机场集团、邮轮公司及铁路客运等多家旅游配餐企业主要采购管理部门分别在现场设立采购中心，与参加的展商进行一对一采购洽谈，进行供应商的样品采集与信息的收集。

Buyer Meeting for Tourist Catering Services (Aviation, Cruise and Railway) and Special Tourism Food was one of the important business activities of BSE CHINA. The organizing committee specially invited a great number of domestic and foreign major procurement management departments including airlines, airport groups, cruise companies, railway groups and passenger transportation companies and others to set up procurement centers on site, and directly contact with exhibitors for procurement, so as to collect samples and information from suppliers.



BSE CHINA 2020

媒体合作 | Media Cooperation

特别鸣谢以下合作媒体 | Special Thanks to the Following Media Partners







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如欲订 “BES CHINA 2021” 展位和了解更多信息，请通过以下联络方式：

To reserve the booth of “BES CHINA 2021” or learn more information, please contact:

地址: 中国(上海)浦东新区金高路1296弄151号4028-4029室 (201206)

Add: Room 4028 - 4029, No.151, Lane 1296, Jingao Road, 201206, Shanghai, P.R.China

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