



中国餐饮工业博览会系列主题展
THEME EXHIBITION OF CIE CHINA

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2021上海国际 轻餐饮连锁加盟展览会

Shanghai International Light Catering Chain Exhibition 2021

**CHAIN
CHINA**
连锁在中国

2021
Oct.
15-17

管理及统筹 | Organized by

高登商业
Golden Commercial

极致荟
Super vip

展览时间 | Time

2021年10月15日-17日
Oct.15-17, 2021

展会地点 | Venue

国家会展中心-上海·虹桥
NECC-Hongqiao-Shanghai

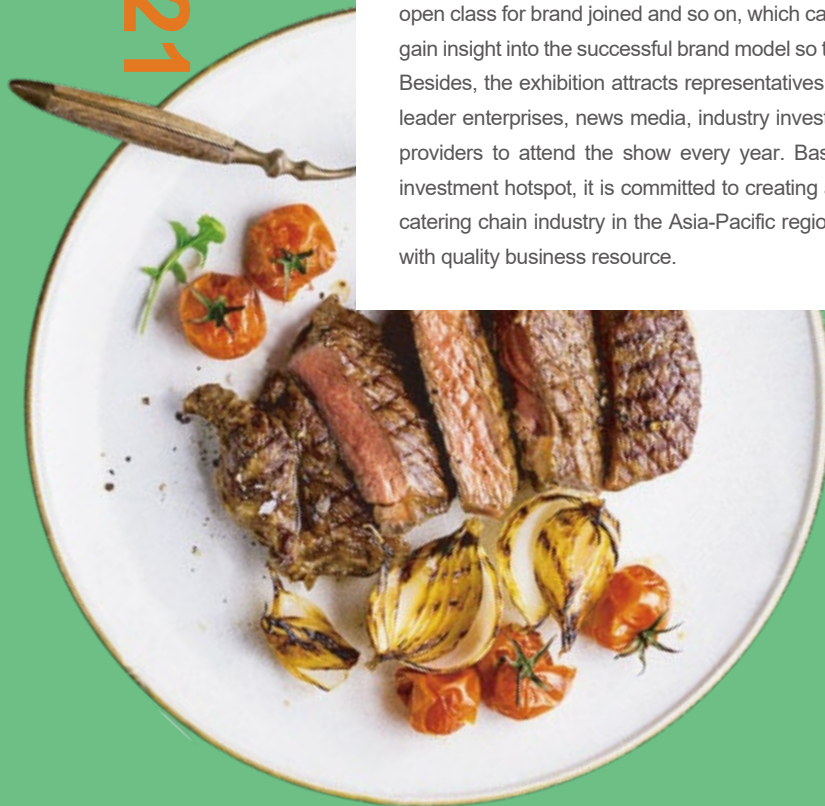


CHAIN CHINA 2021

About 关于

上海国际轻餐饮连锁加盟展览会（简称：Chain China）作为中国地区轻餐饮连锁加盟领域重要活动，是推动行业发展和信息交互的重要平台。CHAIN CHINA 加盟展迄今已累积服务超过2500家轻餐饮连锁品牌以及相关行业资源，横跨全球轻餐饮连锁加盟领域的供应商与服务商、商业地产与商业配套资源等。展会为全球众多轻餐饮品牌企业提供最优质的服务，通过品牌现场模型展示、产品与服务体验、商业模式与投资趋势解读、项目说明会与路演、高峰论坛、加盟公开课等多种活动形式，让更多的加盟投资者能快速了解行业发展趋势、洞悉品牌成功模式从而匹配自身投资计划，找到理想的创业项目。展会每年都会吸引来自政府相关部门与行业协会、行业领军企业、新闻媒体、行业投资、加盟代表、商业地产以及业内领先服务商等代表参展参会。CHAIN CHINA 加盟展将以依托上海独特的区位优势与最佳投资环境为窗口，全力打造成亚太地区顶级有影响力的轻餐饮连锁加盟行业的投资创业盛会，为业内投资人士打造一个优质商业资源的社交平台。

As a professional activity in the field of China's light catering chain industry, Shanghai International Light Catering Chain Exhibition (Chain China) is an important platform to promote the industry development and information exchange. Nowadays, it has accumulated more than 2,500 light catering chain brands and related industry resources so far, spanning suppliers and service providers, commercial real estate and supporting resources in light catering chain industry around the world. Furthermore, the exhibition will provide the best service for light catering brand enterprises all over the world with multiple forms of activity, such as on-site brand store display, product and service experience, business model and investment trend interpretation, project briefing and road show, summit, open class for brand joined and so on, which can enable franchisees to quickly understand the industry trends, and gain insight into the successful brand model so that they can match their investment plans and find the ideal project. Besides, the exhibition attracts representatives from relevant government departments and industry associations, leader enterprises, news media, industry investment, chain franchise, commercial real estate and leading service providers to attend the show every year. Based on Shanghai's unique geographical advantages and its best investment hotspot, it is committed to creating an top influential investment and entrepreneurial event for the light catering chain industry in the Asia-Pacific region, as well as building a social platform for investors in the industry with quality business resource.



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同期活动 Concurrent Event

展会同期还将举办中国轻餐饮连锁加盟与创业投资大会、企业加盟品牌说明会及连锁加盟品牌评选活动等多场论坛，为参展企业与投资者提供高效的对接桥梁与加盟必备平台。其中，中国轻餐饮连锁加盟与创业投资大会将作为中国地区轻餐饮连锁加盟行业最具规模影响力的专业级盛会，大会邀请权威专家与餐饮大咖、行业精英参会，共同探讨在机遇与挑战面前，打破餐饮行业界限，联结上下游产业链优势，为轻餐饮品牌发展突破提供多维度解决方案思路和专业见解。

Along with the exhibition, the concurrent events include China Light Catering Chain and Venture Investment Conference, Chain Enterprise Brand Meeting, Chain Brand Selection Activities and other kinds of activities, which provides a efficient docking bridge and essential chain platform for exhibitors and investors. As the most influential professional event in the light catering chain industry, authoritative experts, catering representatives and industry elites will be invited to attend the China Light Catering Chain and Venture Investment Conference, the people participated in the event will have a discussion on breaking the boundaries of the catering industry, and connecting the advantages of the upstream and downstream industry chain to provide multi-dimensional solution ideas and professional insights for the development of light catering brands in the face of opportunities and challenges.

200⁺
专业媒体
Professional Media

60,000m²
展出面积
Exhibiting Area

2,000⁺
展商
Exhibitors

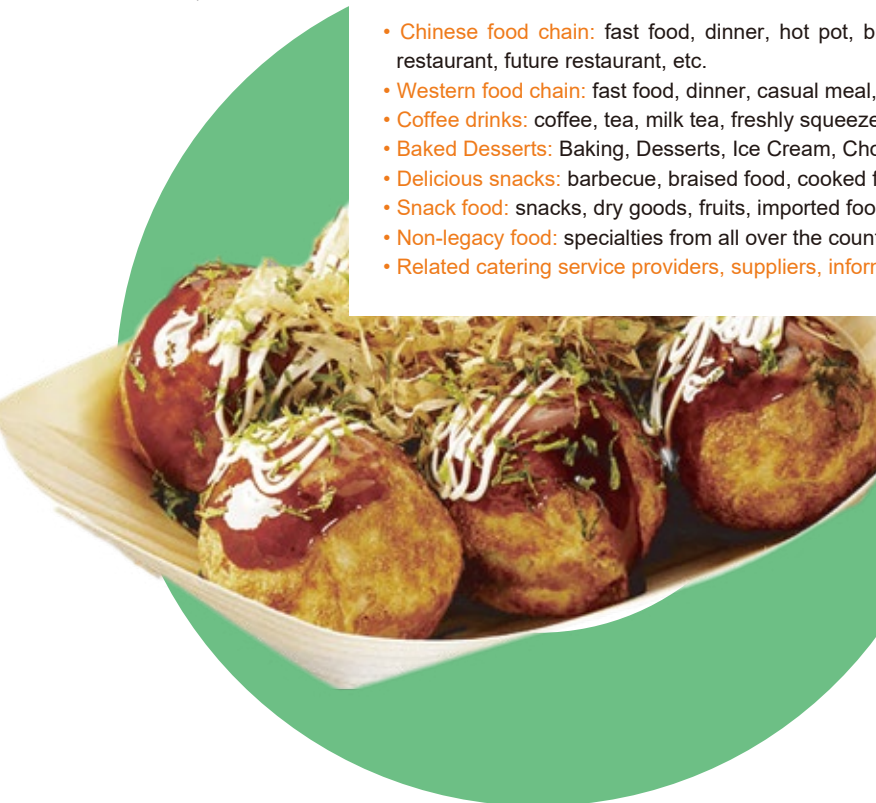
100,000⁺
专业观众
Visitors

2021年05月20日-22日
国家会展中心-上海·虹桥
NECC-Hongqiao-Shanghai

展出大类

Major Exhibits

- **中餐连锁:** 快餐、正餐、火锅、早餐、面馆、特色餐厅、互联网+餐厅、未来餐厅等;
- **西餐连锁:** 快餐、正餐、休闲餐、牛排、自助、料理、色拉、各国美食等;
- **咖啡饮品:** 咖啡、茶饮、奶茶、鲜榨果汁、创意饮品、下午茶等;
- **烘焙甜品:** 烘焙、甜品、冰激凌、巧克力、面包、蛋糕、DIY创意甜品等;
- **美味小吃:** 烧烤、卤味、熟食、炸鸡、小丸子、风味小吃、国民小吃等;
- **休闲食品:** 零食、干货、水果、进口食品等;
- **非遗美食:** 全国各地特色美食等;
- **相关餐饮服务商、供应商、信息化等上下游企业等**
- **Chinese food chain:** fast food, dinner, hot pot, breakfast, noodle restaurant, specialty restaurant, internet + restaurant, future restaurant, etc.
- **Western food chain:** fast food, dinner, casual meal, steak, buffet, cuisine, salad, international cuisine, etc.
- **Coffee drinks:** coffee, tea, milk tea, freshly squeezed juice, creative drinks, afternoon tea, etc.
- **Baked Desserts:** Baking, Desserts, Ice Cream, Chocolate, Bread, Cakes, DIY Creative Desserts, etc.
- **Delicious snacks:** barbecue, braised food, cooked food, fried chicken, small balls, snacks, national snacks, etc.
- **Snack food:** snacks, dry goods, fruits, imported food, etc.
- **Non-legacy food:** specialties from all over the country, etc.
- **Related catering service providers, suppliers, information and other upstream and downstream enterprises, etc.**



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参展费用

Participation Fees

- **国际标准展位:**
 - A: 国内企业: 16800.00/展期 (RMB) 3m×3m
 - 标准展位 (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/1电源插座一个、废纸篓一个。)
 - B: 国外企业: 4800.00/展期 (USD) 3m×3m
- **室内光地:**
 - A: 国内企业: 1500.00 (RMB) /平方米
 - B: 国外企业: 480.00 (USD) /平方米
 - 注: (最少36平方米起租) “光地” 只提供参展空间, 不包括展架、展具、地毯、电源等。
- **International Standard Booths:**
 - For overseas enterprise: USD 4800/Expo, 3m*3m
 - Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket
- **Indoor Raw Space:**
 - For overseas enterprises: USD 480.00/Sq.m.
 - Note: The raw space(minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.

选评活动

Selection Activity

CHAIN CHINA 加盟展作为亚太地区轻餐饮连锁加盟及投资创业领域年度行业盛会，承载着推动连锁加盟产业快速健康发展的使命。为更好的配合参展商扩大宣传和树立品牌形象，招募更多的加盟投资商，本届展会期间特举办“2021 国际轻餐饮连锁加盟与特许经营投资品牌企业”选评活动，旨在提升品牌知名度、提高企业竞争力和影响力。此次选评是针对展会参展企业举办的一次大型宣传活动，将通过微信投票传递的方式提高企业在行业的知名度。参展企业可通过微信投票的方式拉票，最后累计票数最多的前十家企业将被评为“2021 中国十佳餐饮连锁加盟投资品牌企业”，奖杯与证书将在展会现场有大会主办方颁发。

Shanghai International Light Catering Chain Exhibition (CHAIN CHINA) is a yearly event of light catering chain and venture investment industry in Asia, carrying the mission of promoting the fast and safe development of chain industry. In order to better cooperate with enterprises to expand publicity and establish brand image, and attract more franchisees to the show as well, the selection activity of "China Light Catering Chain Franchise Investment Brand Enterprises 2021" will be held during the exhibition, aiming at enhancing brand awareness, corporate competitiveness and influence. This activity is a large-scale publicity event for exhibitors, improving the visibility of the company in the industry by voting on WeChat. Besides, the participants can ask voters for support, and top 10 enterprises with the accumulative total votes will be selected as "2021 China Catering Chain Franchise and Investment Brand Enterprises top 10", trophy and certification will be issued by organizer on the spot.



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宣传媒体

Advertising Media

商界、现代营销、地纬商机网、中国连锁杂志、中国 POS 机网、连锁中国、中国加盟网、渠道网、东方特许加盟网、中华投资网、铭万网、中国财富联盟、就要加盟网、959 企业招商网、中国商机网、全球连锁加盟网、中国好商机栏目、中国经营报、市场信息报、京华时报、法制晚报、商界、连锁特许、销售与市场、现代营销、中外会展杂志、创业致富指南、今日财富、中国商贸、创富指南、财富商机。

Business China, Marketing Management Review, DV37.com, China Chain Store, POS 580.com, China Chain, Chinese Alliance Network, Channel Network, East Franchise, East Franchise, China Investment Network, Mingwan, China Fortune Alliance, 91 Jiamengnetwork, 959 Network, 37 Network, Global Franchise Network, China Business Opportunity, China Business News, Market Information, Beijing Times, Legal Evening News, Business, Chain Franchise, Sales and Marketing, Modern Marketing, Chinese and Foreign Exhibition Magazines, Entrepreneurship Guide, Wealth Today, China Trade, Wealth Guide, Wealth Business Opportunities.



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品牌展商

Brand Exhibitors



展会总体概况

Exhibition Summary

Exhibition Name: CHAIN 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

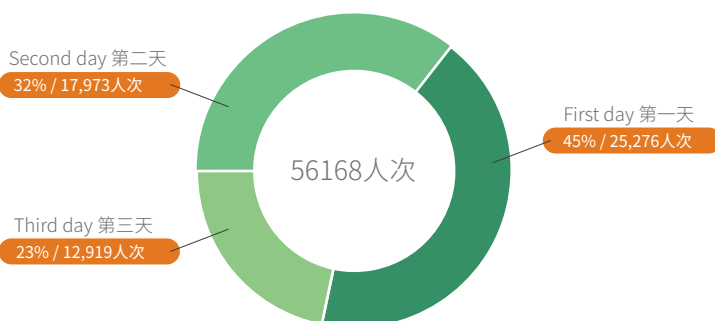
展会名称: CHAIN CHINA 2020
展会地点: 国家会展中心-上海·虹桥
展会时间: 2020年10月20日-22日
展出面积: 50000m²
展商数量: 958家
门禁流量人次: 56168人次
参观人数: 52810人
国内观众: 47529人
海外观众: 5281人

现场观众门禁流量分析

Audience Flow Analysis

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



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%

Oversea audience: 5281, accounting for 10%

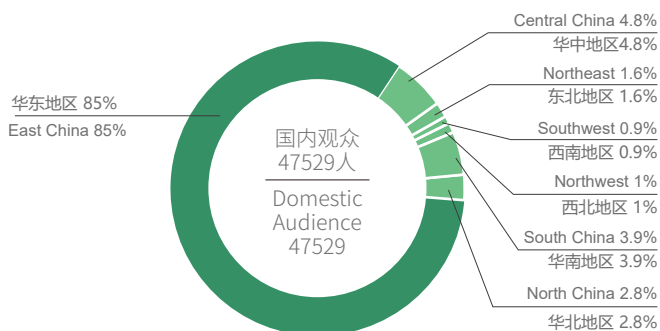
国内观众人数: 47529名, 占观众总数的90%

国外观众人数: 5281名, 占观众总数的10%

地区分析 Region Analysis

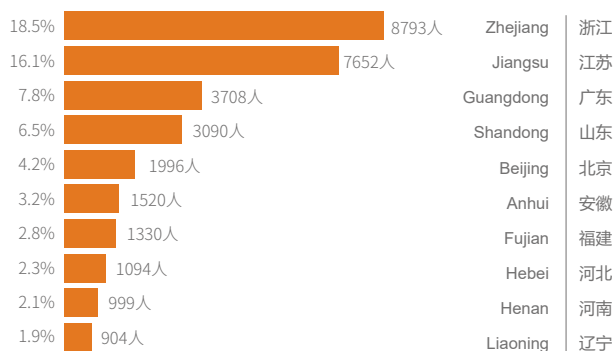
Domestic Audience Region Analysis (47529 audience from 31 provinces and municipalities)

国内观众地区分析 (来自31个省市、自治区, 共计47529人)



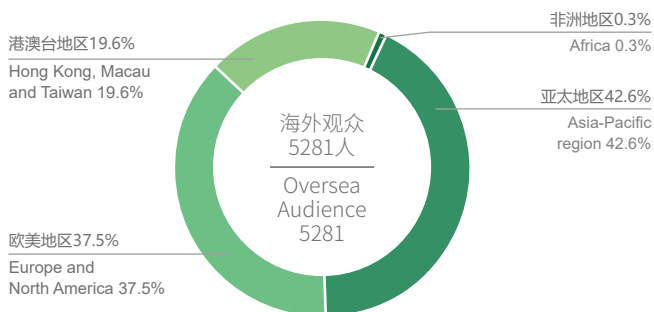
Domestic Audience Region Top 10 (except Shanghai)

国内观众前十位排位 (除上海地区以外)



Oversea Audience Region Analysis

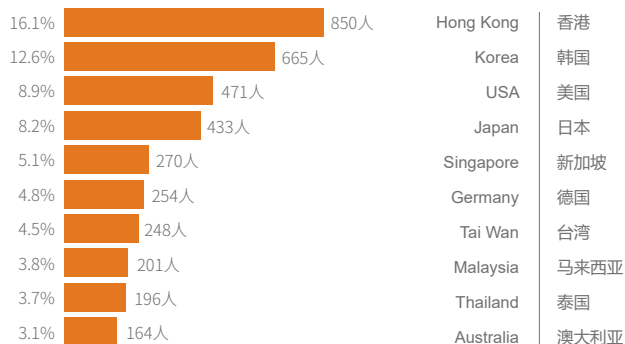
海外观众地区分析



Oversea Audience Top 10

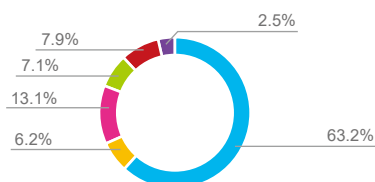
(including Hongkong, Macau, and Taiwan)

海外观众前十位排位 (包括港澳台地区)



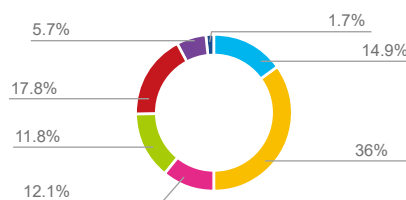
调查表问卷统计分析 Audience Questionnaire Statistical Analysis

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



- 收到参观券 (Received visiting ticket)
- 报章、杂志广告或报导 (Newspaper, Magazine, and other news report)
- 国外厂家 (展商) 的介绍 (Invitation by Oversea exhibitors)
- 其他 (Others)
- 此次展会的国内支持单位, 赞助或协办单位介绍 (Invitation by exhibition co-organizers, supporters and sponsors)
- 其他商贸伙伴的介绍 (Informed by business partners)

Audience Goals Analysis / 观众的参观目的



- 比较不同厂家的产品及介绍, 以考虑将来购买 (Compare the products and introductions between different suppliers for future purchasing)
- 购买现场展品 (Shopping on the spot)
- 参加展览会期间举行的技术交流会和研讨会 (Attending other forums or seminars during exhibition)
- 寻求海外合资合作单位 (Searching for overseas joint cooperators)
- 通过展会采购产品 (Purchasing products)
- 其他 (Others)



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Focus on the development and future of China's light catering chain



如欲订“CHAIN 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 “CHAIN CHINA 2021” or learn more information, please contact:

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

Add: Room 4028-4029, No.151, Lane 1296, Jingao Road, Pudong New District, 201206, Shanghai, PRC

电话/Tel: (86-21) 5013-1760 6439-6190 传真/Fax: (86-21) 5013-1761

E-mail: info@goldenexpo.com.cn