



# 2021上海国际 速冻食品加工包装与设备展览会

Shanghai International Frozen Food Processing Packaging and Equipment Exhibition 2021

2021年10月15-17日 | 国家会展中心-上海虹桥

October 15-17, 2021 | NECC-Hongqiao·Shanghai

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

上海市食品协会  
Shanghai Food Association  
上海市包装技术学会  
Shanghai Society for Packaging Technology

承办单位 | Organized by

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

[www.foodindustryfair.com](http://www.foodindustryfair.com)

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## 展会概况 | *Exhibition Background*

食品工业是“为耕者谋利、为食者造福”的传统民生产业，在实施制造强国战略和推进健康中国建设中具有重要地位。冷冻冷藏食品作为食品工业的重要组成部分，伴随着人们生活节奏的加快和消费习惯改变，越来越受到了更多的消费者喜爱，市场份额也正不断攀升。据相关数据显示：2019年我国规模以上的冷冻冷藏食品工业企业10850家，实现营业收入2.02万亿元，同比增长2.02%。到了2020年，食品工业规模化、智能化、集约化、绿色化发展水平明显提升，供给质量和效率显著提高。预计2025年中国冷冻冷藏食品市场规模将近3500亿元。随着冷冻冷藏食品门类增加，品种多样，产品结构优化升级，向定制化、高端化、差异化方向发展，有力满足市场消费升级趋势，对安全、营养、方便、快捷的需求呈现三个趋势：速冻果蔬及净菜蔬菜消费市场趋旺；速冻调理食品预制菜持续升高，以速冻鱼糜制品、速冻肉制品为主的火锅料制品市场潜力巨大；冷冻烘焙食品市场芳香四溢，成为食品行业一大亮点。为了进一步推动速冻食品与冷冻食品的快速发展，给冷冻冷藏、加工设备企业与速冻食品企业搭建一个展览展示、技术交流的对接平台。经上海市商务委员会批准，上海市食品协会与上海市包装技术学会共同主办，上海高登商业展览有限公司具体承办“2021上海国际速冻食品加工包装与设备展览会”定于2021年10月15日-17日在上海虹桥-国家会展中心召开，届时将有来自全球数万名速冻与冷冻冷藏食品龙头企业、食材进口贸易、食品加工、冷链物流、冷食经销、商超连锁、餐饮单位等领域的专业买家前来参会，通过展会面对面的交流形式，以增进供需双方友谊，来促进双方的合作共赢。

The food industry is a traditional industry based on the people's livelihood for the benefit of the tiller as well as for the benefit of the eater, playing an important role in implementing the strategy of manufacturing power and pushing forward the construction of a healthy China program. As an important part of the food industry, frozen and chilled food has become more and more popular among consumers with the accelerating pace of people's life and changes in consumption habits, and has acquired a huge market share. According to relevant data, there were 10,850 frozen and chilled food enterprises above designated size in China in 2019, operating revenue reached 2.02 trillion yuan, a year-on-year increase of 2.02%. In 2020, the level of the scale, intelligence, intensive, and green development have improved significantly, and the quality of supply and efficiency have been obviously increased. It is estimated that the China market of frozen and chilled food will reach nearly 350 billion yuan in 2025. Furthermore, with the increase in the number of frozen and chilled food in great varieties, the product structure is optimized and upgraded, developing in the direction of customization, high-end, and differentiation, to effectively meet the need of market consumption upgrading. The requirements for safety, nutrition, convenience, and speed shows the following three trends. Firstly, the consumer market of frozen fruits and vegetables and clean vegetables gradually expanded. Secondly, the demand for frozen prepared foods continues to rise, and the potential for the consumer market of hot pot products is staggering, especially frozen fish-surimi products and frozen meat products. Thirdly, frozen baked goods stimulate the vitality of the market, becoming a highlight of the food industry. In order to further speed up the rapid development of frozen food and refrigerated food, provide a matchmaking platform for freezing and refrigeration, processing equipment companies and frozen food companies for product display and high-end business exchange and cooperation, Shanghai International Frozen Food Processing Packaging and Equipment Exhibition 2021, approved by Shanghai Municipal Commission of Commerce, co-hosted by Shanghai Food Association together with Shanghai Society for Packaging Technology as well as organized by Shanghai Golden Commercial Exhibition Co., Ltd., will be held on October 15-17, 2021 at National Exhibition and Convention Center. Tens of thousands of domestic and foreign professional buyers who engage in the frozen and chilled food, import food trade, food processing, cold chain logistics, cold food distribution, supermarket chains, catering and other fields will gather together in Shanghai, to enhance the friendship between the supply and demand, and promote the win-win cooperation with the help of face-to-face communication on site.



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## 同期活动 | *Concurrent Activities*

展会期间还将举办数场中国速冻与冷冻冷藏食品发展大会、国际进出口食品政策与法律法规交流会、中国餐饮供应链与新零售峰会、首届餐饮人力资源管理论坛、首届健康中国新食材名厨创新展演赛、首届中国地方名菜星厨大赛、中国火锅爆品上海大赛、中国国际航旅餐优秀厨师烹饪竞标赛、生鲜电商与冷链物流智慧发展高峰论坛、新食品出品包装交流大会、速冻食品加工设备与包装技术发展论坛及餐饮火锅产品推介会等多场活动将引起众多生产企业与行业同仁的关注。

During the exhibition, there will also be a series of events such as China Frozen and Chilled Food Development Conferences, International Import & Export Food Policy, Laws and Regulations Summit, China Catering Supply Chain and New Retail Summit, the First Catering Human Resources Management Forum, and the First Top Chef Innovation Competition for Chinese Healthy New Catering Ingredients, the First China Local Famous Dishes Star Chef Competition, China Hot Pot Explosion Shanghai Regional Contest, International Air Travel Meal Championship, Fresh Food E-commerce and Cold Chain Logistics Smart Development Summit, New Food Product Packaging Exchange Conference, the Development Forum of Frozen Food Processing Equipment and Packaging Technology and the Promotion of Catering and Hot Pot Products, etc., which will arouse the attention of many manufacturers and industry colleagues.







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## 展出大类 | *Major Exhibits*

- **速冻食品：**肉类食材、水产食材、禽类食材、速冻面点、果蔬制品、餐饮调味品、米面粮油、烘焙食品、原料辅料及相关食材等；
- **冷冻冷藏：**冷冻冷藏技术设备、冷库自动化系统、冷链物流运输、冷藏保鲜柜、低温冷库、保鲜设备、保鲜材料、贮藏技术及生产设计单位等；
- **加工设备：**屠宰及肉类加工、冷冻水产品加工、蔬菜水果加工、豆制品制造、蛋品加工、冷冻米面食品制造、冷冻烘焙食品制造、冷冻饮品制造与冷冻调理品制造设备与机械等；
- **包装技术：**包装设备、包装材料及制品、品质控制和检测设备、其他相关配套设施等。

• **Frozen food:** meat ingredients, aquatic ingredients, poultry ingredients, frozen noodles, fruit and vegetable products, catering condiments, rice & noodles, cereals and oils, baked goods, raw materials and related ingredients, etc.

• **Freezing and refrigeration:** freezing and refrigeration technology and equipment, cold storage automation system, cold chain logistics and transportation, refrigerated & fresh-keeping cabinets, low-temperature cold storage, fresh-keeping equipment, fresh-keeping materials, storage technology and manufacturing design units, etc

• **Processing equipment:** slaughter and meat processing, frozen aquatic product processing, vegetable and fruit processing, soy product manufacturing, egg processing, frozen rice and noodle food manufacturing, frozen baked food manufacturing, frozen beverage manufacturing and frozen prepared product manufacturing equipment and machinery, etc.

• **Packaging technology:** packaging equipment, packaging materials and products, quality control and testing equipment, and other related supporting facilities, 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      B: 国外企业: 4800.00/展期 (USD) 3m×3m

注: 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/5A电源插座一个、废纸篓一个。)

### • 室内光地:

A: 国内企业: 1500.00 (RMB) /平方米/展期;      B: 国外企业: 480.00 (USD) /平方米/展期

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 enterprises: USD 4800/Expo; 3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket.

### • 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 stand frames, show equipment, carpet and power supply, etc.

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## 目标观众 | Target Audience

- 全国各地生鲜肉类、海产品、果蔬、乳制品、鲜果饮品、冷冻食品、餐饮食材等加工、进口、批发、经销、零售、加盟企业等。
- 各省市餐饮酒店、中餐饮机构、酒吧、咖啡厅、连锁餐厅和连锁酒店、免税经营者、便利店等。
- 各省市单位、大型集团、商业地产、餐厅、零售商等。
- 各省市行业单位、食品协会、媒介媒体。
- Fresh meat companies, seafood companies, fruit and vegetable companies, dairy products companies, fresh fruit beverage companies, frozen food companies, food and beverage processing companies, importers, wholesalers, distributors, retailers, franchise companies, etc.
- Catering hotels, Chinese catering institutions, bars, coffee shops, chain restaurants and chain hotels, duty-free operators and convenience stores, etc.
- Related departments, large groups, commercial real estate, restaurants and retail companies, etc.
- Industry departments, food associations, media, etc.

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### 预定展位 / BOOTH RESERVATION

请立即预订“2021速冻食品加工展”展位，越早预留位置越佳，争取最大曝光率，领先竞争对手，开拓无限商机。

Please reserve the booth of "SFPE 2021" immediately. The sooner you reserve, the better your reserved position.  
Strive for maximum exposure, lead competitors, and open up unlimited business opportunities.

如欲预订2021速冻食品加工展展位，或了解更多信息，请发电子邮件至[info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)。  
或通过以下联络方法，预订展位。

To reserve the booth of "SFPE 2021" or learn more information, please contact:

电话/Tel: (86-21) 6439-6190  
E-mail: [info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)