

第十四届上海国际渔业博览会

14th Shanghai International Fisheries and Seafood Exhibition

第十四届上海国际水产养殖展览会

14th Shanghai International Aquaculture Exhibition

2019年8月28 - 30日 28-30 August 2019

中国 · 上海新国际博览中心 Shanghai New International Expo Center, China

展后报告 Show Report

www.worldseafoodshanghai.com





100,000

展会面积 (平方米)
Exhibition Area (Sq.m)

2,029

参展商
Number of Exhibitors

65,389

专业买家
Number of Visitors

(相关数字包含第十届上海国际餐饮食材展)
(The number include 10th Shanghai International Catering and Ingredients Exhibition)



展会概览
Show Overview

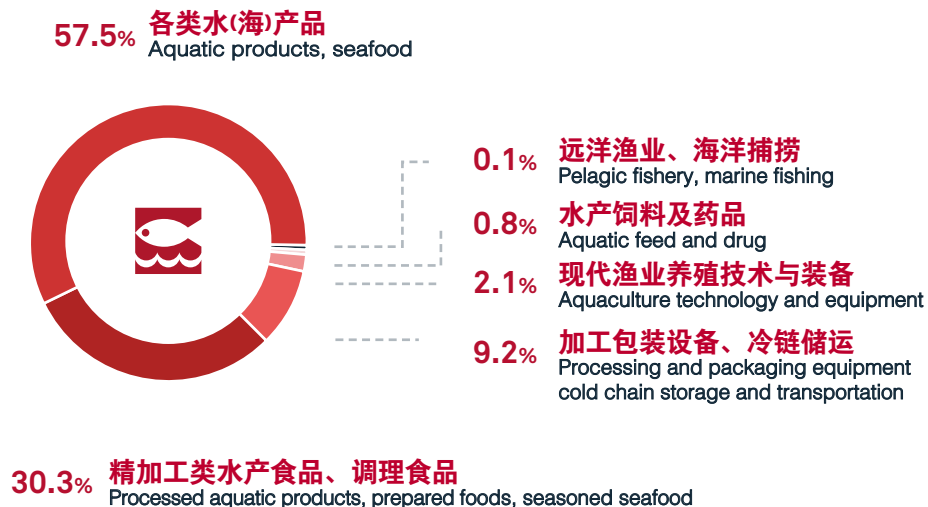
展商统计 Exhibitor Statistics

2,029 家企业，汇聚了来自美国、韩国、澳大利亚、阿根廷、挪威、西班牙、智利、厄瓜多尔、越南、泰国、巴基斯坦、加拿大、法国、新加坡、印度、伊朗、马来西亚、爱尔兰、土耳其、孟加拉、日本、苏格兰、中国、**23** 个国家及地区的中外企业参展。

Attracting 2,029 exhibitors from 23 countries and regions. Key participating countries included America, Korea, Australia, Argentina, Norway, Spain, Chile, Ecuador, Vietnam, Thailand, Pakistan, Canada, France, Singapore, India, Iran, Malaysia, Ireland, Turkey, Bangladesh, Japan, Scotland and China.



Exhibitor Breakdown by Product Category | 参展商按产品分类



Exhibitors' Feedback | 参展商反馈

- 94%** 认为这次参展成绩满意至非常好
Concluded the exhibition feedback from satisfactory to very fruitful
- 89%** 认为这次展会的观众质量为满意至非常好
Graded the visitor quality from satisfactory to excellent
- 87%** 计划参加2020上海国际渔业博览会
Intended to exhibit in World Seafood Shanghai 2020
- 90%** 乐意邀请行业朋友参加下届展会
Willing to invite industry friends to participate in the future



Exhibitor Testimonials | 展商评语

“

上海盒成食品有限公司 李智鹏 盒成公司经理

这是上海盒成食品有限公司第四次参加上海国际渔业博览会，上海渔博会在水产行业有非常好的影响力，规模也越办越大

湛江龙威水产实业有限公司 何细弟 龙威水产董事长

湛江龙威水产实业有限公司这次是第一次参加上海国际渔业博览会，我们今年参展的产品比较多，有虾类的各种产品，还有鱼类的产品，下次我们还会继续来参加上海渔博会

广东恒兴集团有限公司 陈升 水产业业务部产品研发中心 总经理

今年是广东恒兴集团第三年来参加上海国际渔业博览会，恒兴集团是一家水产资源性企业，未来我们会有更多的水产精深加工产品陆续上市，更好地服务和供应中国的餐饮业，明年我们继续上海见！

加拿大环球水产有限公司 威廉·阿塞尔斯丁 采购品控部经理

我是威廉，来自加拿大环球水产有限公司，这是我第一次参加上海国际渔业博览会，这次带来了龙虾，北极甜虾，多春鱼和海参，参展对我们来说是一个非常难得也是富有成效的机会，我们明年还会参加，将会预定一个更大的展位。

韩国水产业协同组合中央会 金娜拉 科长

今年是我们第五次参加了上海国际渔业博览会，在这五年里有主推过很多产品，今年的主推产品是海参，明年我们还是会继续参加。

Shanghai Hi-Chain Food Co.,Ltd Henny Li - General Manager

Shanghai Hi-Chain Food Co.,Ltd is attending in World Seafood Shanghai for the fourth time.This exhibition has a very good influence in our industry and the scale is getting bigger and bigger.

Zhanjiang Longwei Aquatic Products Industry Co.,Ltd Freddy He - President

Zhanjiang Longwei Aquatic Products Industry Co.,Ltd is the first time to attend World Seafood Shanghai. We have many products to show this year. There are various products of shrimp, and products of fish. Next time we will continue to attend this exhibition.

GUANGDONG EVERGREEN CONGLOMERATE CO.,LTD. Chen Sheng - Product R&D Center of Aquatic Product Processing Business Dept. General Manager

This year is the third year of our Guangdong Evergreen Conglomerate Co.,Ltd to attend World Seafood Shanghai. Our company is an aquatic resource enterprise. We will have more aquatic products and deep processing products listed one after another to Better serve and supply China's catering industry in the future. We will continue to see you in Shanghai next year!

Universal Ocean Canada Willis William Asselstine - QC and Purchasing Manager

This is William. I'm from Universal Ocean Canada. This is my first time at Shanghai Expo. I'm working to introduce our new products, Lobster cold water shrimp, Capelin, and Sea Cucumber. It's been a very exciting time for us. And I'm looking forward to next year to attend, and to get a bigger booth.

Korea Aquatic Industry Collaborative Central Committee KIM NA RA - Section chief

This year is the fifth time we have attended in World Seafood Shanghai. In the past five years, many products have been promoted. This year's main product is sea cucumber. We will continue to attend next year.

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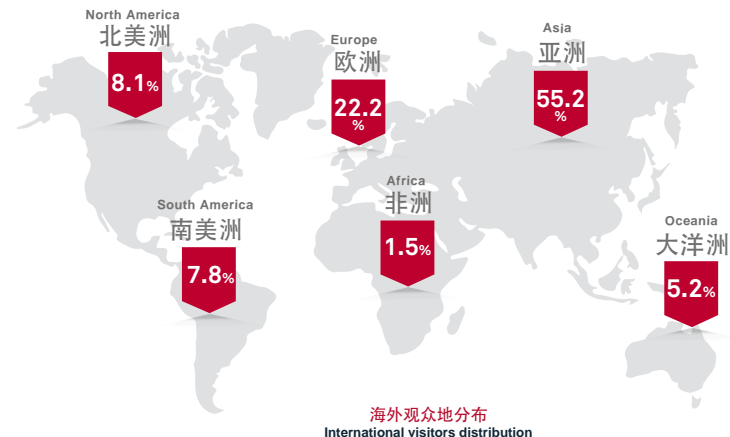
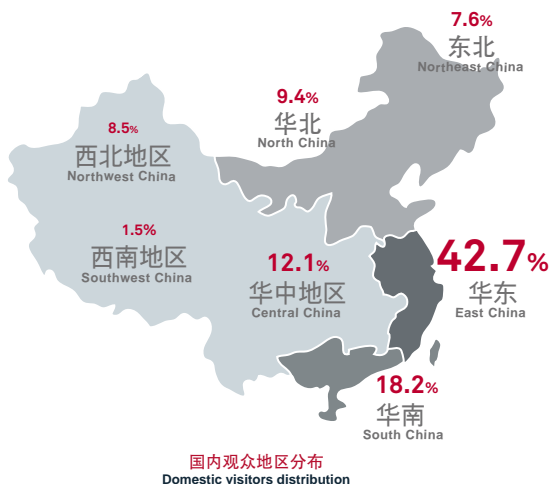
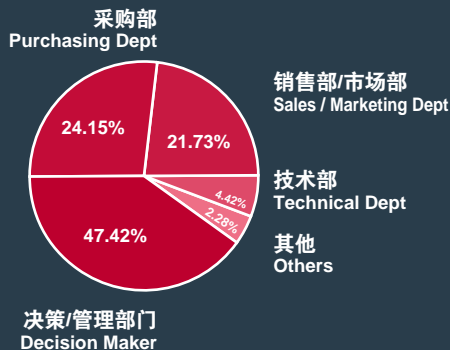
Visitors by Geographical Origins 地区分布

观众统计 Visitors Statistics

 **65,389** 位观众
Number of Visitors

 **67** 国家及地区
Countries & Regions

观众按部门分类 Visitors by Job Function

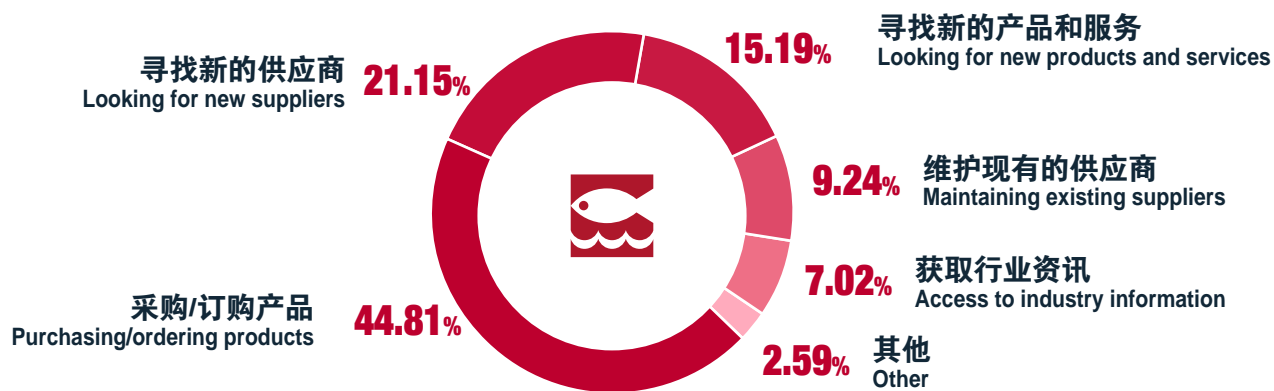


Visitors by Business Sectors | 行业分类





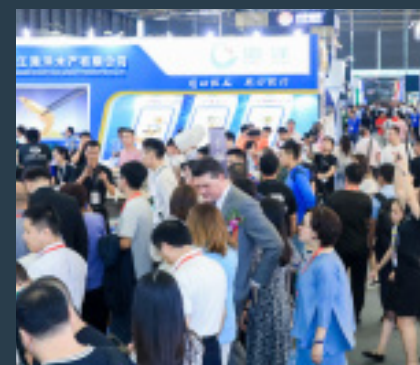
Visitors' objectives | 观众的参观目的



Visitors' Most Interested Exhibits | 观众最感兴趣的产品



观众统计 Visitors Statistics





88%

总体对展会的评价为好至非常好
Concluded the exhibition from good to excellent.

95%

认为这次展会的展商质素为好至非常好
Graded the quality of exhibitors from good to excellent.

93%

现场活动/论坛/演讲为好至非常好
Live events/forums/speeches from good to excellent.

89%

认为参观上海渔博会对其公司很重要
Recognized the importance of World Seafood Shanghai to his/her business.

90%

愿意将上海渔博会推荐给朋友或业内同行
Willing to recommend World Seafood Shanghai to industry friends

87%

表示明年还会参观上海渔博会
Would visit World Seafood Shanghai 2020.



观众反馈 Visitors Feedback





WorldSeafood
Shanghai

开幕仪式 Opening Ceremony

2019年8月28日，第十四届上海国际渔业博览会正式拉开帷幕，展会吸引了来自全球33个国家和地区的使领馆及代表处，国内29个政府机构、合作商协会及合作伙伴，100余家媒体单位和众多参展商、专业观众一同见证了2019年上海国际渔博会的华丽绽放。来自中华全国工商业联合会水产分会、上海水产行业协会、上海市餐饮烹饪行业协会、大连市人民政府、挪威海产局、长海县人民政府、全球水产养殖联盟等27个有关合作机构的贵宾出席了开幕式。各位上台嘉宾均致辞对展会成功举办送上美好祝福，自此，2019上海国际渔业博览会正式揭开神秘面纱，展会盛大启幕！

On August 28, 2019, World Seafood Shanghai officially kicked off. There had embassies and consulates from more than 33 countries in the world, 29 domestic government agencies, Chamber of Commerce, associations, more than 100 media and many exhibitors and professional visitors witnessed the exciting moment of the World Seafood Shanghai 2019. VIPs from 27 relevant cooperative institutions including China Aquatic Production Chamber of Commerce, Shanghai Fisheries Trade Association, Shanghai Catering Industry Association, Dalian City Ocean and Fishery Administration, People's Government of Changhai County and Norwegian Seafood Council attended the opening ceremony. Since then, World Seafood Shanghai has officially kicked off, unveiling the mystery to people in the industry!



同期活动

Concurrent Activities



- 全国地理标志水产品推介会
National Geographic Landmark Seafood Promotion Conference
- 大连海鲜，鲜动中国，大连海鲜精品品鉴推介会
Dalian Seafood, fresh in China. Dalian quality seafoods tasting promotion conference
- “椰岛水产，南海鲜风”暨海南优质水产品品鉴推介会
"Seafood in coconut island, fresh wind in the South China Sea" Hainan quality seafoods promotion conference
- 鱼糜系列产品从工厂到餐桌的专业定制之路
Customerized of minced fillet products, from factory to dining-table
- 舌尖上的海味-进口海鲜推介品鉴会
Seafoods Taste Session-Imported Seafoods Tasting Promotion Conference
- 冰纯海味-挪威海产推介品鉴会
Norwegian seafood tasting promotion conference
- 冰鲜蓝鳍金枪鱼解体秀
Fresh Bluefin Tuna Disintegration Show
- 全球水产品的神奇美味之旅
Magical Delicious Journey of Global Aquatic Products

同期活动

Concurrent Activities



- 中国·第二届三文鱼产业发展高峰论坛
China 2nd Salmon Industry Development Forum
- 中国日本料理产业发展论坛
Japanese Cuisine Industry Development Forum
- 中国2019首届中国稻渔综合种养战略发展国际高峰论坛
1st International Rice-Fish Farming Strategy Development Summit
- 第四届东方渔人之夜暨菜品品鉴会
The Night of Oriental Fisherman
- 中国美食烹饪锦标赛-恒兴/百香顺杯中国创意菜专项赛暨中国黑鱼产业链高峰论坛
Chinese food championship-Hengxing/Bai Xiangshun China creative food competition & China blackfish industry chain summit





主办单位 Organisers



官方支持 Association Partners

- 全球水产养殖联盟
Global Aquaculture Alliance
- 全国工商联水产业商会稻渔种养专业委员会
Rice-Fish Culture Professional Committee
of China Aquatic Production Chamber of Commerce
- 全国工商联水产业商会青年委员会
Youth Committee of Aquatic Production Chamber of Commerce
- 中国渔业协会水产商贸分会
Aquatic Trade Branch of China Fisheries Association
- 海南省农业农村厅
Department of Agriculture and Rural Affairs of Hainan Province
- 大连市农业农村局
Bureau of Agriculture and Country of Dalian City
- 长海县人民政府
People' s Government of Changhai County
- 珠海国家农业科技园
Zhuhai National Agricultural Science and Technology Park
- 威海市海参产业协会
Weihai Sea Cucumber Industrial Association

- 挪威海产局
Norwegian Seafood Council
- 厄瓜多尔共和国驻上海总领事馆商务处
Consulate General of the Republic of Ecuador in Shanghai
- 厄瓜多尔国家水产养殖商会
Camara Nacional de Acuicultura de Ecuador
- 澳大利亚投资委员会
Australian Trade and Investment Commission
- 韩国水协中央会
National Federation of Fisheries Cooperatives
- 越南巴沙鱼协会
Vietnam Pangasius Association
- 上海市餐饮烹饪行业协会
Shanghai Cuisine Association
- 上海市餐饮烹饪行业协会日本料理专业委员会
Shanghai Cuisine Association Japanese Cuisine Professional Committee
- 上海市冷冻食品行业协会
Shanghai Frozen Food Industry Association

合作媒体 Media Partners



赞助单位 Sponsors



市场合作伙伴 Marketing Partners



第15届上海国际渔业博览会
15th Shanghai International Fisheries and Seafood Exhibition

第15届上海国际水产养殖博览会
15th Shanghai International Aquaculture Exhibition



WORLD SeaFOOD

Shrimp and prawn are important types of seafood that are consumed worldwide.

Salmon is the common name for several species of ray-finned fish in the family Salmonidae. Other fish in the same family include trout, char, grayling and whitefish.

Crabs are decapod crustaceans of the infraorder Brachyura, which typically have a very short projecting "tail", usually entirely hidden under the thorax.

The octopus is a soft-bodied, eight-limbed mollusc of the order Cephalopoda. Around 300 species are recognised, and the order is grouped within the class Cephalopoda with squids, cuttlefish, and nautilus.

Lobsters are a family of large marine crustaceans. Lobsters have long bodies with muscular tails, and live in crevices or burrows on the sea floor.

Mussel is the common name used for members of several families of bivalve molluscs, from saltwater and freshwater habitats. These groups have in common a shell whose outline is elongated and asymmetrical compared with other edible clams, which are often more or less rounded or oval.

期待再相聚
See you next year

2020.8.26-28

中国 上海新国际博览中心
Shanghai New International Expo Center, P. R. China



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More info, please follow the Official Wechat

2020 展会规模 (预计) : 120,000 平方米Sqm 2,500 展商Exhibitors 80,000 观众Visitors
(相关数字包含上海国际餐饮食材展)

10 馆联动 Exhibition halls (W1-W5, N1-N5)

参展咨询、展位预定
Exhibition Inquiries & Booth Reservation

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