

第20届上海国际渔业博览会

20th Shanghai International Fisheries and Seafood Exhibition

August 26th - 28th, 2026

Shanghai New International Expo Center, China

INVITATION



指导单位 Instructed

主办单位 Organizers

同期举办 Co-located event



WorldSeafood Shanghai

Shanghai International Fisheries and Seafood Exhibition (World seafood Shanghai) is guided by China Aquatic Production Chamber of Commerce (APCC). It is jointly organized by China Fisheries Association(CFA), Shanghai Fisheries Trade Association(SFTA), Shanghai Fisheries Group Co., Ltd.,(SFGC) and Shanghai Aige Exhibition Services Co., Ltd. Since its establishment, twenty years have quietly passed. It has always adhered to the original intention of "market-oriented and growing together with the industry", closely followed the development trend of the industry, efficiently integrated core resources in the fields of aquatic products and catering, accurately captured the latest trends, and successfully built a global aquatic product trade event integrating aquatic products and seafood, processing and production, and fishery services. It has continuously expanded new global trade spaces for participating enterprises and contributed to the steady development of the industry.

World Seafood Shanghai 2025 joined hands with Gehua Food Expo, with an exhibition scale of nearly 120,000 square meters, bringing together 3,005 exhibitors from 28 countries and regions, and welcoming 110,889 professional number of visits from 68 countries onsite.

At this significant milestone of the 20th anniversary celebration, 20th Shanghai International Fisheries and Seafood Exhibition (World Seafood Shanghai 2026) will be held in Shanghai New International Expo Center(SNIEC) from August 26 to 28, 2026. The exhibition will be centered around six core sections: "Global aquatic (marine) products, processed aquatic food/ pre-prepared dishes, premium nourishment, e-commerce gifts, aquatic farming, processing equipment and related services", and will comprehensively upgrade its service capabilities. Further expand and enhance the digital operation level and the international radiation scope. By relying on a more professional and efficient business matching system and more high-quality and comprehensive supporting services, deeply connect the supply and demand ends of the global aquatic trade, and effectively empower the global aquatic industry to enter a new stage of higher-quality trade development.

Scale Upgrade, 2026 Expectation


120,000m²
Sq m


3,000+
Exhibitors


100,000+
Visitors

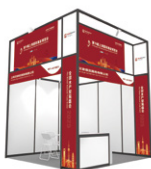

30+
Concurrent Events

(The figures include 17th Shanghai International catering and Ingredients Exhibition)

Overseas Countries and Regions



Booth Rate



Standard Shell Scheme: USD 4,000/9m², plus USD 500 on space total for a corner position(two sides open).

Booth Configuration: space, fascia board, carpet flooring, light box, 2 spot light, 1 halide lamp, 4 folding chairs, 1 information counter, 2 socket 5A/220V(500W), 1 wastepaper basket, 1 round table, graphic printing and installation for booth walls (not including graphic design, material: foam board).

Space Only(Minimum 36m²) : USD 400/m²

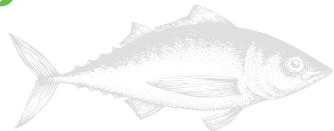
Note: ONLY SPACE PROVIDED

Concurrent Events

- Aquatic Regional Public Brand conference
- Yangtze River Delta Food Culture Convention
- China·Global Slamon Industry Development Summit
- Shrimp Import Trade Summit Forum
- China Catering Chain Development Industry Summit
- World CHEF KING (Shanghai) Competition
- Global Seafood Sashimi Creation Art Competition
- Special Seminar on the Supply Chain of Frozen Products for Supply and Marketing

Target Visitors

- Import and Export Trader
- Group Meal Purchasing
- Shopping Mall/Supermarket
- E-commerce
- Catering Hotel
- Dealer
- Distributor/Wholesaler
- Industrial Association/ Media/Academic Research Institution



Why Participate?

• Industry Authority Exhibition

World Seafood Shanghai has been engaged in the industry for 19 years and has accumulated more than 550,000 buyer resources. It has become an important exchange platform to meet global seafood trade buyers and major multinational companies entering the Chinese market.

• Urban geographical advantage

As an international economic and trade center and an international exhibition capital, Shanghai has the advantages of superior geographical location, convenient transportation and developed economy. It can provide exhibitors and visitors with a better exhibition experience. With the help of the exhibition gathering power and empowerment, Shanghai will contribute to the brand promotion and market expansion of exhibitors and stimulate full market potential energy.

• Resource Integration and Sharing Opportunities

Introducing Hyve Group's WorldFood series of food exhibition resources, sharing brand circle effect with aquatic products enterprises, fully extending the upstream and downstream of the industry, linking high-quality aquatic products and global professional buyers in the catering industry, covering star hotels, restaurants, supermarkets, catering enterprises, and opening up commercial channels of aquatic ingredients in different cities.

• Alliance Between Giants

Jointly with the 15th Shanghai International Catering and Ingredients Exhibition held at the same time, the scale of 150,000 square meters. Share aquatic ingredients integrated buyers and catering service traders, gather core resources and cutting-edge industry trends, and provide more trade possibilities.

• Colorful Concurrent Activities

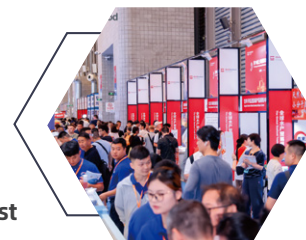
A number of industry theme forum, dish display, new product promotion, chef competition, award ceremony, etc., in-depth interpretation of industry hot spots, grasp the trend.

Exhibition Sectors

- 🌿 All Kinds of Aquatic Products and Seafood Series
- ⚙️ Aquaculture Technology and Equipment
- 📦 Deep Processing Series of Aquatic Food
- 🛒 Aquatic Products E-commerce and Gift Series
- 🏪 High-end Nourishing Ingredients Series
- 🔧 Processing Equipment and Supporting Services

The Benefits of the Exhibition

- 🔧 Enhance Corporate Brand Awareness
- 🔧 Maintain/Consolidate Existing Customers
- 🔧 Launch New Products/Services
- 🔧 Liaise with Relevant Business and Government Departments
- 🔧 Collect Market Information
- 🔧 Expand Sales Channels
- 🔧 Seek New Partners/Customers
- 🔧 Others



Five Highlights to Anchor the Global Aquatic Trade Event in August

Omnimedia Focus



2025 Exhibition Review



120,000m²
Exhibition Area



3,005
Exhibitors



28
Countries and Regions

(The figures include 16th Shanghai International catering and Ingredients Exhibition)



Exhibitor Analysis

In 2025, World Seafood Shanghai still possess significant international influence. It attracted 748 water product brand exhibitors from 28 countries and regions including Ecuador, Russia, South Korea, Malaysia, Pakistan, Azerbaijan, Chile, Vietnam, India, Spain, Argentina, Norway, Faroe Islands, Indonesia, Papua New Guinea, and Japan, who showcased their high-quality products with great enthusiasm.

Exhibitors' comments



Zhu Jinfang
Commercial Director, China Region
Northwest Fisheries Group, Russia

This year marks our third appearance at the Shanghai International Fisheries and Seafood Exhibition, coinciding precisely with the entry of Russia's Northwest fisheries into the Chinese market. Three years ago, we formally established our presence in China and promptly engaged in the Shanghai Fisheries Expo alongside numerous provincial and municipal fisheries exhibitions across the country. Over these three years, market response has far exceeded expectations, with our channel client base growing to nearly 6,000. The Shanghai International Fisheries and Seafood Exhibition has served as a vital bridge connecting us to premium distribution channels, and we hold this platform in high regard.



Zhao Jiayi
Queen of Eels
Founder

Since the inception of the Shanghai International Fisheries and Seafood Exhibition, we have attended every year without fail, building a long-standing partnership over the years. At each exhibition, we engage in in-depth discussions with numerous food service clients while connecting with distributor partners from across the nation. It is safe to say that over the years, we have consistently reaped abundant rewards and achieved remarkable results through this platform.



Li Donggui
Shanghai New Cross Trading Co., Ltd.
General Manager

I believe the Shanghai Fisheries Expo has played a crucial role in driving the growth of our company's business. We've grown together. I hope this show becomes like the ocean — vast, endless, and never small. Just like the waves in the ocean never stop, I wish this expo keeps growing and never stops. Thank you!



Abuthahir Aboobakar
Indian Pavilion Jeelani Marine
CEO

The exhibition is really excellent. I mean, the way you've organized everything — it's wonderful. There are also so many companies here. The first day is full of energy. Within the first hour, we already had a lot of customers. They were very happy and said they'll definitely come again next year.



Asad Malik
Pakistan Asad Malik
General Manager

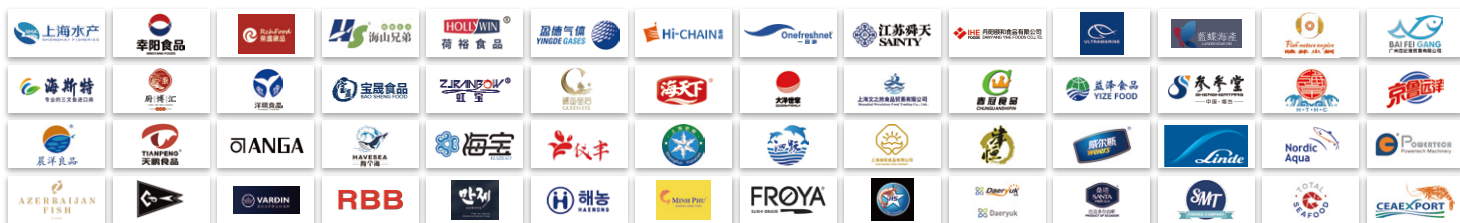
The event is very well organized. The staff and the organizers have been extremely helpful. We've connected with some great customers and clients here. Overall, everything has gone very smoothly, and it has been a very beneficial experience for us. We truly hope to continue participating in this event every year.



Torgrim Finnes
Norwegian Seafood Seafood
Partners

We are very, very pleased with the exhibition. There's been a lot of foot traffic, great potential, and high-quality clients coming by. So overall, we're really happy with the experience.

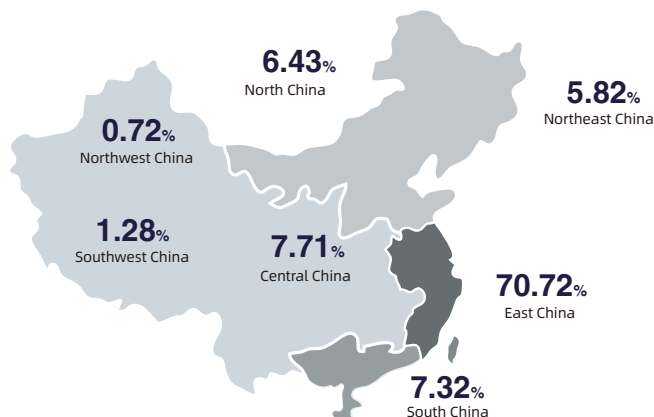
Part of Well-known Exhibitors (In no particular order)



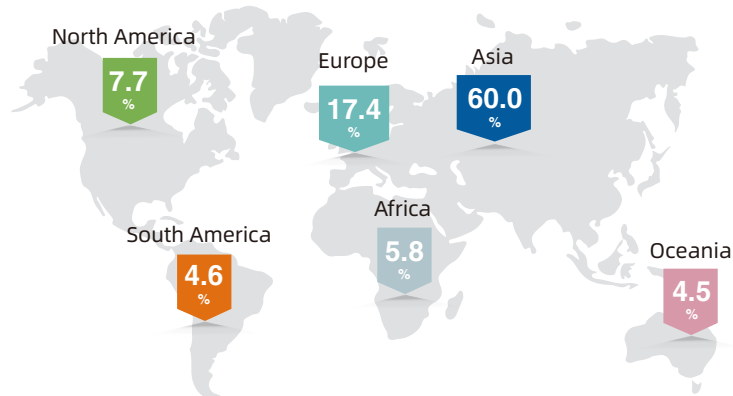


Visitors Analysis

Visitors By Geographical Origins



Domestic visitors distribution



International visitors distribution

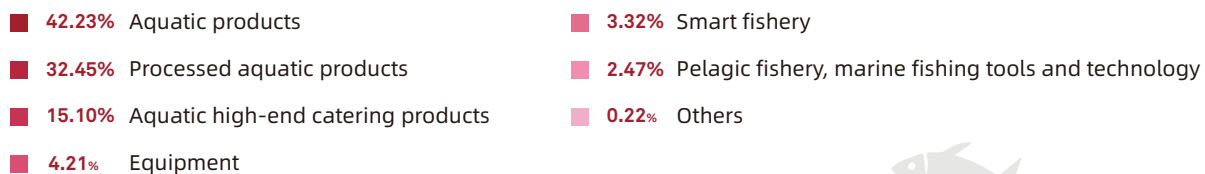
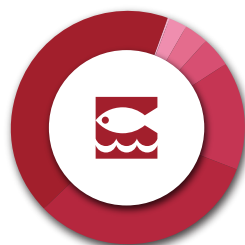
Visitors Feedback



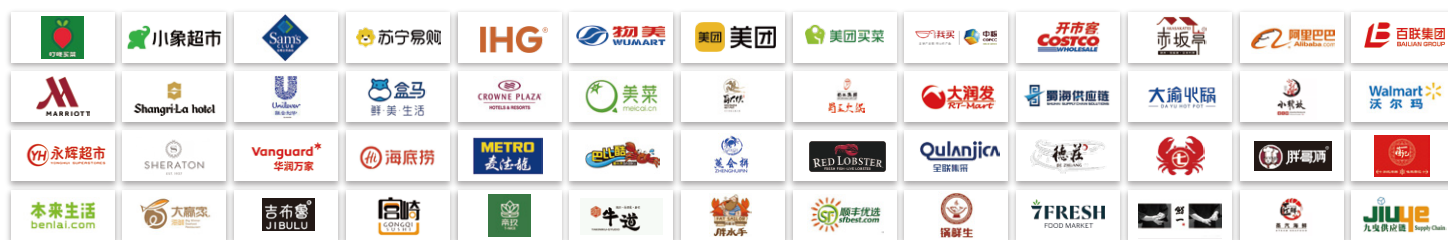
Visitors' objectives

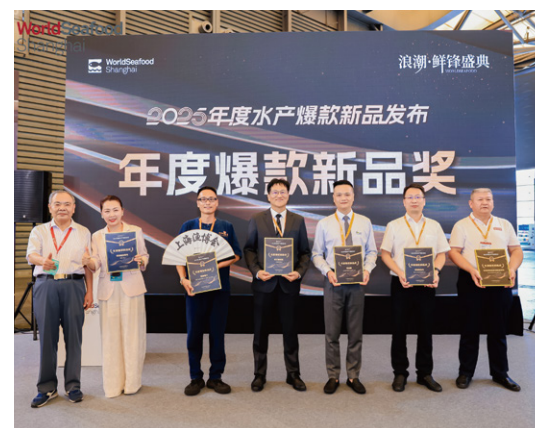


Visitors' Most Interested Exhibition Area



Part of Well-Known Buyers (In no particular order)







2025 Onsite Photos





WorldSeafood
Shanghai

Arctic Ocean



For Overseas Exhibitors Enquiry and Agency/Media Cooperation:

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上海国际渔博会



小程序

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