

第19届上海国际渔业博览会

19th Shanghai International Fisheries and Seafood Exhibition

2025.8.27-29 | 上海新国际博览中心

指导单位  主办单位     



2025 展后报告
Show Report

WorldSeafood Shanghai

2025年8月27-29日，第19届上海国际渔业博览会在上海新国际博览中心圆满收官。本届上海渔博会由全国工商联水产产业商会指导，中国渔业协会、上海水产行业协会、上海水产集团有限公司、上海艾歌展览服务有限公司、上海歌华展览服务有限公司联合主办。历时三天，上海渔博会为全球水产人打造了一场推动中国与世界市场相遇、产业相融、文化互促、规则互鉴的全球海鲜贸易盛会。

本届展会携手歌华食材展、地标水产展、参交会、冻品供应链展、加工设备展，多展联动，以120,000平方米的展览规模、汇聚30+国家和地区的3000+家参展企业，国际参与度超68个国家和地区的110889人次专业观众的深度互动，构建起一场集产业展示、技术交流、商业对接于一体的全球水产盛宴。



The 19th Shanghai International Fisheries and Seafood Exhibition concluded successfully at the Shanghai New International Expo Center from August 27 to 29, 2025. Guided by the Aquatic Products Chamber of Commerce of All-China Federation of Industry and Commerce, this Expo was co-hosted by the China Fisheries Association, Shanghai Aquatic Products Trade Association, Shanghai Aquatic Products Group Co., Ltd., Shanghai Aige Exhibition Service Co., Ltd., and Shanghai Gehua Exhibition Service Co., Ltd. Over the three-day event, the Shanghai International Fisheries and Seafood Exhibition served as a global seafood trade gala for aquatic professionals worldwide, facilitating the connection between the Chinese and global markets, the integration of industries, the mutual promotion of cultures, and the mutual learning of rules.

Joined by the Gehua Food Ingredients Exhibition, Geographic Indication Aquatic Products Exhibition, Ginseng Trade Fair, Frozen Products Supply Chain Exhibition, and Processing Equipment Exhibition, this Expo achieved multi-event synergy. With an exhibition scale of 120,000 square meters, it gathered over 3,000 exhibitors from more than 30 countries and regions. Boasting high international participation, it saw in-depth interactions with 110,889 professional visitors from over 68 countries and regions, ultimately establishing itself as a global aquatic feast integrating industrial display, technical exchange, and business matching.



全球海鲜一站采 就到上海渔博会



展会概览

Show Overview



120,000

展出面积(平方米)
Exhibition Area (Sqm)



3,005

参展商
Exhibitors



110,889

观众(人次)
Number of Visits

(相关数字包含 **GFE** 第16届上海国际餐饮食材展)
(Relative data including data of 19th Shanghai International Fisheries and Seafood Exhibition and **GFE** 16th Shanghai International Catering and Ingredients Exhibition)

本届上海渔博会的国际影响力再度跃升，吸引了厄瓜多尔、俄罗斯、韩国、马来西亚、巴基斯坦、阿塞拜疆、智利、越南、印度、西班牙、阿根廷、挪威、法罗群岛、尼日利亚、巴布亚新几内亚、日本等28个国家及地区的**748**家水产品品牌展商携优质产品精彩亮相。

从挪威深海的三文鱼到厄瓜多尔的白虾，从俄罗斯的帝王蟹到越南的巴沙鱼，上万件展品涵盖初级捕捞、精深加工、即烹预制等全品类，形成从“海洋到餐桌”的全链路产业生态。

The international influence of this year's WorldSeafood Shanghai has surged once again, drawing 748 seafood brands from 28 countries and regions—including Ecuador, Russia, South Korea, Malaysia, Pakistan, Azerbaijan, Chile, Vietnam, India, Spain, Argentina, Norway, the Faroe Islands, Nigeria, Papua New Guinea, and Japan—to showcase their premium products. From Norwegian deep-sea salmon to Ecuadorian white shrimp, from Russian king crab to Vietnamese basa fish, tens of thousands of exhibits spanned the entire spectrum—from primary catch to deep processing and ready-to-cook preparations—forming a comprehensive “ocean-to-table” industrial ecosystem.



参展商反馈

Exhibitors' Feedback



96%

认为这次参展成绩满意至非常好

Concluded the exhibition feedback from satisfactory to very fruitful



87%

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



91%

计划参加下一届上海国际渔业博览会

Intended to exhibit in the next Expo



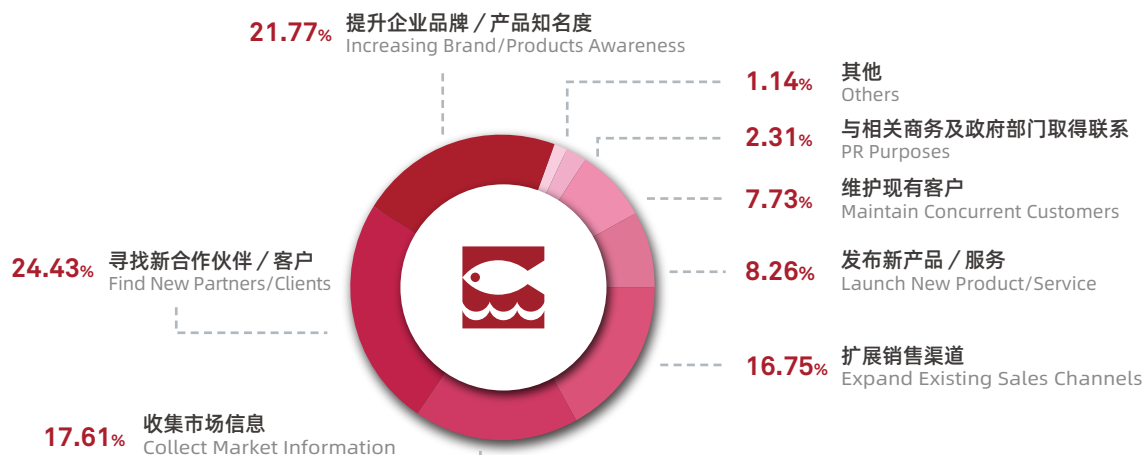
95%

乐意邀请行业朋友参加下届展会

Willing to invite industry friends to participate in the future

展会带来的得益

Benefits of the exhibition





朱瑾芳
俄罗斯西北渔业集团
中国区商务总监

今年是我们第三次亮相上海渔博会，而这恰好与俄罗斯西北渔业进入中国市场的时间同步——三年前，我们正式扎根中国，随即便积极投身上海渔博会及国内多省市的渔业展会。三年来，市场反响远超预期，我们已成功累积近 6000 个渠道客户。上海渔博会为我们搭建了对接优质渠道的桥梁，我们对这个平台青睐有加。因此，今年我们特意在W5馆的核心C位，打造了本届最大的展台，热切期盼各渠道伙伴前来交流互动！

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 Seafood Expo has served as a vital bridge connecting us with premium distribution channels, and we hold this platform in high regard. Consequently, this year we have strategically positioned our largest booth at the prime center location in Hall W5, eagerly anticipating engaging with all our channel partners!



孙铭德
金丰海洋牧场(浙江)有限公司
总经理

本届上海渔博会，是我们公司首次参与。初次体验，我们对展会的整体印象极佳：不仅展会运营专业度高，参展群体也极具多样性——无论是国内外的展商，还是来自各地的经销商、贸易商，层次丰富且覆盖面广，让我们收获满满。

This year's Shanghai International Fisheries and Seafood Exhibition marks our company's first participation. As a first-time experience, we were thoroughly impressed by the event overall: not only was the exhibition management highly professional, but the diverse range of attendees—including domestic and international exhibitors, as well as distributors and traders from across the country—offered rich layers and broad coverage, leaving us with a wealth of valuable insights.



赵珈仪
鳗鱼皇后
创始人

自上海国际渔业博览会创办以来，我们年年赴约，至今已相伴多年。每一届展会，我们都能与众多餐饮客户深入洽谈，同时结识来自全国各地的经销商伙伴。可以说，多年来我们始终在这个平台上收获满满，成果丰硕

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.



赵学军
祥鲜国际贸易(上海)有限公司
董事长

祥鲜国际作为一家高品质海鲜进口商，始终致力于将全球各地的优质海产品持续引进中国市场。参与上海渔博会对我们而言具有重要意义，它不仅让我们与来自全国各地的客户齐聚一堂，更为我们带来了丰富的合作机遇。我们期待这一盛会越办越好，并愿与之共同成长。

Xiangxian International, as a premium seafood importer, remains committed to continuously introducing high-quality seafood products from around the world to the Chinese market. Participating in the Shanghai Seafood Expo holds significant importance for us, as it not only brings us together with clients from across the nation but also presents abundant opportunities for collaboration. We look forward to this event growing stronger each year and are eager to grow alongside it.



李东圭
上海新跨贸易有限公司
总经理

我觉得上海渔博会在我司的业务发展中起到了非常重要的推动作用。我们是一起成长的。

我希望上海渔博会像海洋一样——海洋是无边无际的，从不停止，也从不变小。我也希望上海渔博会能够不断壮大，越办越好，就像海浪一样，永不停歇。

希望这个展会能一直持续下去，谢谢！

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
印度展团JeelaniMarine
CEO

上海渔博会真的非常棒，你们的组织方式非常出色。现场也汇聚了很多优秀的企业。第一天的氛围非常活跃、充满能量。在开场一小时内，我们就接待了很多客户。他们都很满意，并表示明年一定还会再来。

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
巴基斯坦Asad Malik
总经理

这次上海渔博会组织得非常到位。工作人员和主办方都非常热情、乐于助人。我们在这里接触到了很多优质的客户和合作伙伴。整个展会过程非常顺利，对我们来说收获很大。我们真心希望今后每年都能继续参加这个活动。

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
挪威海产 Seafood
Partners

我们对这次上海渔博会感到非常满意。现场人流量很大，充满潜力，也吸引了很多优质客户。

总的来说，我们非常开心，也非常认可这次的参展体验。

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.



展商评语 Exhibitors Testimonial



姚静雯
福建海山兄弟食品有限公司
外贸业务经理

这是我们公司第三年来参加上海渔博会了，每次来都能感受到展会的专业度有所提升，不仅能有同行交流行业动态，还有更多的专业买家汇聚，洽谈的效率，能够充分的感受到市场的活力和平台的价值

This marks our company's third consecutive year participating in the Shanghai International Fisheries and Seafood Exhibition. Each visit has demonstrated a noticeable enhancement in the event's professionalism. Not only does it provide opportunities to exchange industry insights with peers, but it also attracts a growing number of specialized buyers. The high efficiency of business negotiations allows us to fully appreciate the market's vitality and the platform's value.



王昂博士
上海费澳德食品有限公司
海外采购拓展部副总监

算下来，这是我第7次走进上海渔博会的现场。作为一家总部位于上海的企业，我们对这场展会的重视程度远超其他活动——它不仅是行业交流的平台，更是我们向合作客户、出口伙伴展现企业形象、推介核心产品的重要窗口，所以每年我们都会全力以赴参与。今年的渔博会，最直观的变化就是品类的“扩容”。过去提起渔博会，我脑海里多是鱼、虾、蟹等经典水产；而今年，各类特色产品与新锐企业纷纷亮相，让展会的内容变得丰富又立体。更值得开心的是，我们主打的三文鱼产品还拿下了“网络人气奖”，这份荣誉让我们格外欣慰。这些年看着三文鱼市场的发展，我们也越发清晰：随着直播等新媒体兴起，消费市场的触达方式在变，我们需要主动走向更下沉的消费群体，让更多人了解优质三文鱼。中国庞大的消费需求，对我们来说既是巨大的潜力，也承载着我们对未来发展的美好期许。

This marks my seventh time attending the Shanghai International Fisheries and Seafood Exhibition. As a company headquartered in Shanghai, we place far greater importance on this event than any other—it serves not only as a platform for industry exchange but also as a vital window for showcasing our corporate image and promoting core products to clients and export partners. That's why we commit our full efforts to participating each year. The most noticeable change at this year's expo is the expansion of product categories. In the past, when I thought of the Expo, classic seafood like fish, shrimp, and crab came to mind. This year, however, a diverse array of specialty products and innovative companies made their debut, enriching the exhibition's content and adding depth to the experience. What's even more gratifying is that our flagship salmon product won the "Online Popularity Award"—an honor that brings us particular satisfaction. Observing the salmon market's evolution over the years has made one thing increasingly clear: with the rise of new media like livestreaming, consumer engagement is transforming. We must proactively reach deeper into consumer markets, introducing more people to premium salmon. China's vast consumer demand represents not only immense potential for us but also embodies our hopeful aspirations for future growth.



陈新伟
温岭市澄川(松门市)白鲢专业合作社
理事长

今年是我们第一次参加2025上海国际渔业博览会，其实很荣幸的。前年我也参加了国家会展中心的中国进口国际博览会。而且是我整个展馆唯一一个农民专业合作社参加的。今天的展会对我的影响跟我前年参加进博会有点类似，规模挺大的，档次也比较高。

This year marks our first participation in the 2025 Shanghai International Fisheries and Seafood Exhibition, and it's truly an honor. Two years ago, I also attended the China International Import Expo at the National Exhibition and Convention Center. In fact, I was the only farmer cooperative participating in the entire exhibition hall. Today's expo has had a similar impact on me as the CIIE did two years ago—it's quite large in scale and maintains a high standard.



王会超
北京通敏国际贸易有限公司
执行董事

我们每年都来参加上海国际渔博会，到目前为止已经有8-10年了，展会服务非常周到，我觉得跟往年一如既往的放松。

We've been attending the Shanghai International Fisheries and Seafood Exhibition every year for 8 to 10 years now. The service at the exhibition has always been very attentive, and I feel just as relaxed as in previous years.



展商评语 Exhibitors Testimonial



王磊
大连棒槌岛海产股份有限公司
营销总监

这个是我们的第六次参加上海渔博会，感受挺多的，因为渔博会办的越来越大，包括它的影响性，甚至不光是在国内、在整个全世界影响性都很大，然后作为大连地区的代表能参加这样一场盛会感到非常荣幸，很感谢上海渔博会给棒槌岛这次机会。

This marks our sixth participation in the Shanghai International Fisheries and Seafood Exhibition, and it has been quite an experience. The expo has grown significantly in scale and influence—not only domestically but also globally. As representatives of the Dalian region, we feel deeply honored to be part of such a grand event. We are truly grateful to the Shanghai Fisheries Expo for granting Bangchuidao this opportunity.



赵美丽
济湘源养马岛海鲜水饺
非遗传承人

这是我们第一次带着这份“海上非遗味”走进上海渔博会，养马岛的海鲜水饺，包着的是渤海湾的鲜活海味，藏着的是几代人手工传承的老手艺。这次来上海渔博会，想让更多人尝到这份来自海边的非遗美食，更希望能借着这个专业的平台，和全国的同行、食客交流。

This marks our first appearance at the Shanghai Seafood Expo with this “Intangible Cultural Heritage of the Sea.” Yangma Island's seafood dumplings encapsulate the fresh flavors of the Bohai Bay and preserve generations of artisanal craftsmanship passed down through manual techniques. By participating in this expo, we aim to introduce more people to this coastal culinary treasure while leveraging this professional platform to connect with industry peers and food enthusiasts nationwide.



刘成
广东湛江洋水产有限公司
董事长

我们是每一届都过来的，已经是来了第五届，上海渔博会真正的实现了买全球卖全球的概念，并且把全球优质的供应商汇聚到上海来参展，让中国的优质产品有机会出口到全球渠道，全球海鲜一站采，就到上海渔博会，这一点我觉得上海渔博会已经实现了。

We've attended every single edition, and this marks our fifth time here. The Shanghai International Fisheries and Seafood Exhibition has truly realized the concept of buying globally and selling globally. It brings together top-tier suppliers from around the world to exhibit in Shanghai, giving China's premium products the opportunity to reach global channels. For one-stop sourcing of seafood worldwide, come to the Shanghai Seafood Expo. I believe the expo has already achieved this.



张家志
赛湖渔业
副总经理

赛湖渔业今年是首次亮相上海渔博会，带来了来自新疆火洲坎儿井的三文鱼。我们公司采用陆基过水的养殖模式，实现“一水两用，一水双收”，借此平台，今年与同仁交流、寻找合作伙伴，希望让更多人尝到赛湖的纯净美味。

Saihu Fisheries made its debut at this year's Shanghai International Fisheries and Seafood Exhibition, showcasing salmon from the Karez Wells of Xinjiang's Fire Region. Our company employs a land-based recirculating aquaculture system, achieving “dual-purpose water use and dual-purpose water yield.” Through this platform, we aim to exchange insights with industry peers and seek partners this year, hoping to let more people savor the pure, delicious taste of Saihu.



分享嘉宾 (部分) Guest Speakers (Partial)



毕思明

挪威海产局中国区总监



葛亚培

智利驻上海商务领事



王岷华

苏格兰国际发展局
中国食品饮料行业贸易代表



雍汉声

丹麦法罗群岛政府
驻华代表



赵琰

澳大利亚塔斯马尼亚州
政府驻华代表



佟维

AquaChile
大中华区总经理



胡晓云

浙江大学CARD中国农业品牌
研究中心主任
浙江永续农业品牌研究院院长



杨维龙

苏州市阳澄湖大闸蟹
行业协会创会会长



葛锦海

中国渔业协会
水产商贸分会会长



迟飞跃

中国渔业协会
海参产业分会会长



秦伟琴

上海鑫江洋供应链管理
有限公司创始人



吕昕

上海荷裕冷冻食品
有限公司总裁



殷亚昌

上海盒成食品
有限公司副总经理



方洪

东航冷链物流(上海)
有限公司总经理



Rob Mann

澳大利亚Huon水产集团
出口经理



Carl Carrington

新西兰帝王鲑公司
CEO



曾庆文

Olé精品超市
水产品类负责人



张黎骏

马瑞奥中国区
销售总监(水产行业)



王雪光

中国水产流通与加工协会
副会长兼秘书长



**豪尔赫·
赛瓦略斯**

厄瓜多尔大使馆
商务参赞



施通才

中国水产流通与
加工协会副会长
全国工商联水产商会副会长



尤申

上海现代服务业联合会副会长
上海国际冷链产业
联席会议创始副理事长



叶宇芒

中远海运物流供应链
上海大区董事长



张昱

乌克兰工商会
上海代表处代表



李征远

东港贝类产业协会
会长



许云飞

中国商业技师协会会长



李耀云

中华食神
世界中餐名厨联合会会长



杨位醒

香港餐饮管理协会会长
香港世界粤菜厨皇会主席



李耀震

资深中国烹饪大师
世界中餐名厨联合会
副会长

*排名不分先后



2025年度水产爆款新品获奖 2025 Aquatic Products Breakout New Product Award Winner



年度爆款新品奖

上海盒成食品有限公司	广东湛江津洋水产有限公司
浙江兴业集团有限公司	鳗鱼皇后
上海新跨贸易	上海费澳德食品有限公司
鲜美来食品股份有限公司	秦皇岛美烨食品有限公司
温岭市澄川(松门)白鲢专业合作社	烟台森淼源生物科技有限公司



最佳包装创意奖

上海水产集团有限公司	金丰海洋牧场(浙江)有限公司
北京通敏国际贸易有限公司	福建陆合供应链管理有限公司
浙江省三门海之蓝农业开发有限公司	俄罗斯西北渔业
杭州不花心供应链管理有限公司	大连棒槌岛海产股份有限公司
润控食品供应链(广东)有限公司	青岛铭匠包装制品有限公司



网络人气爆款奖

双浩源水产有限公司	上海费澳德食品有限公司
润控食品供应链(广东)有限公司	集品堂健康产业有限公司
海川(上海)渔业有限公司	山东淄博甲御天下大酒店
福建海山兄弟食品有限公司	上海新鱼港国际贸易有限公司
北海市胜意海洋科技有限公司	上海水产集团有限公司



TOP 100 Reputation of China's GI Agricultural (Aquatic) Products Regional Public Brands

TOP 100 Reputation of China's GI Agricultural (Aquatic) Products Regional Public Brands



中国地理标志农产品(水产)区域公用品牌大会获奖

China's GI Agricultural (Aquatic) Products Regional Public Brands Award Winner

博览会金奖

凌海海参——凌海市海洋发展局
仙桃黄鳝——仙桃市黄鳝产业协会
烟台海参——莱州明波水产有限公司
鄂州武昌鱼——鄂州市武昌鱼协会
九龙口大闸蟹——盐城市九龙口大闸蟹产业发展促进会
潜江龙虾——潜江市人民政府



优质品牌奖

荣成海洋发展集团有限公司



最佳组织奖

湖北垄上优选绿色科技有限公司

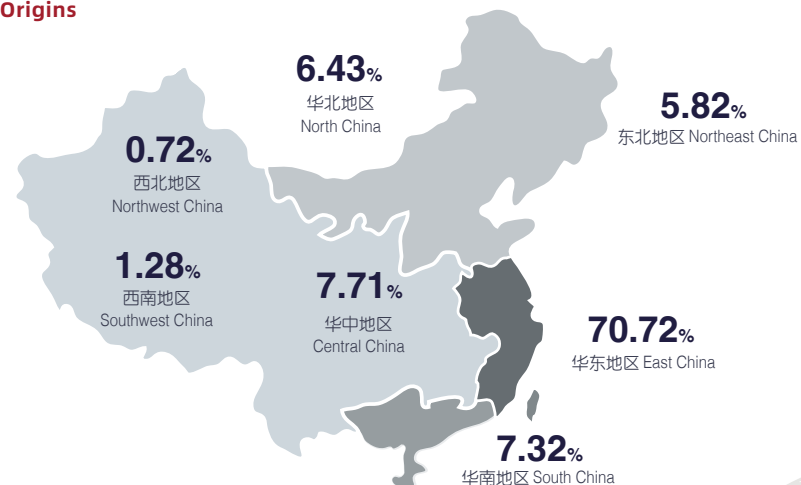


110,889
观众(人次)
Number of Visits

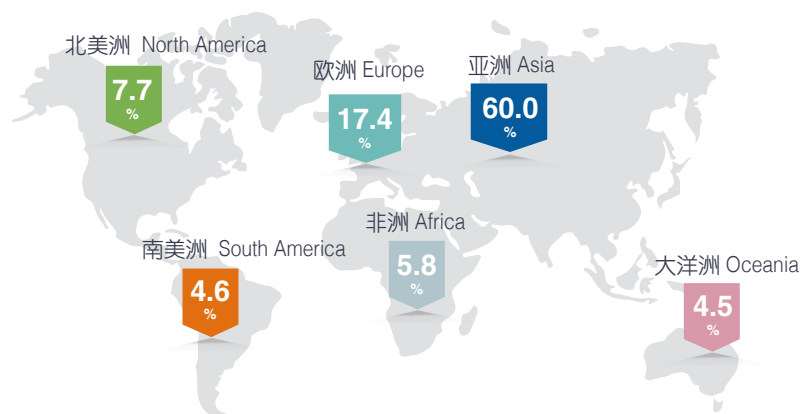
68
国家及地区
Countries & Regions



地区分类 By Geographical Origins



国内观众地区分布
Domestic visitors distribution



海外观众地分布
International visitors distribution

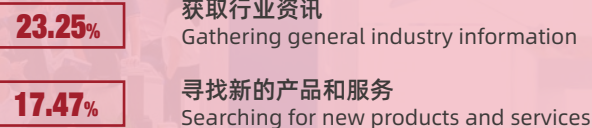
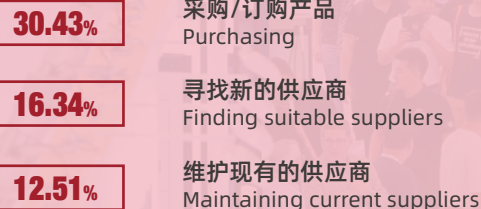


观众统计 Visitors Statistics

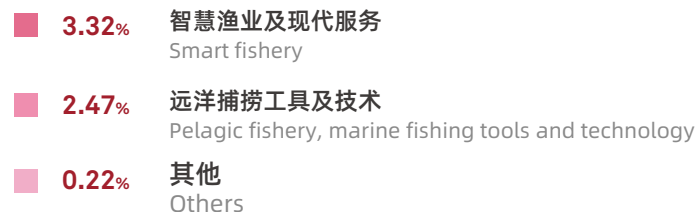
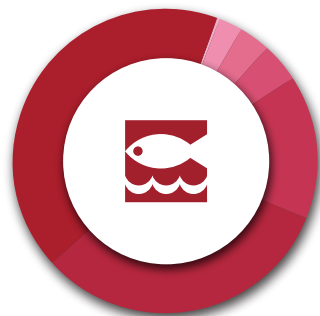
观众反馈 Visitors Feedback



观众的参观目的 Visitors' objectives



观众最感兴趣的展区 Visitors' Most Interested Exhibition area



同期活动 Concurrent Activities



○ 2025第19届上海国际渔业博览会开幕式

2025 19th Shanghai International Fisheries and Seafood Exhibition Opening Ceremony

○ 第六届长三角美食文化大会暨“得味堂杯”2025世界厨王(上海)争霸赛 "Xunwei Tang Cup" 2025 World Master Chef (Shanghai) Championship

○ 冻见锋芒 食力绽放—全球冻品餐饮食材生态赋能大会

Unveiling the Brilliance, Blossoming the Taste - Global Frozen Food Catering Ingredients Ecological Empowerment Conference

○ 嘉鱼优品上海推介暨得味堂罗氏沼虾上市发布会

Jiaoyu Premium Products Promotion Event in Shanghai and Launch Event for Luo's Marsh Shrimp from Xunwei Tang

○ 2025中国·第八届三文鱼产业发展高峰论坛

2025 China-The 8th Global Salmon Industry Development Summit

○ 2025年安徽名优水产品品牌推介活动

2025 Anhui Famous and Excellent Aquatic Product Brand Promotion Event



同期活动 Concurrent Activities



○ 浪潮·鲜锋盛典—2025年度水产新品爆款发布

Innovative Wave Freshness Summit - 2025 Annual Release of Best-Selling New Aquatic Products

○ 共筑渔业精深发展 赋能乡村振兴

2025水产地理标志区域公用品牌大会暨优品推介会

Jointly Build the Deep Development of the Fishery Industry and Empower Rural Revitalization、2025 Aquatic Products Geographical Indication Regional Public Brand Conference and Quality Product Promotion Conference

○ 第六届长三角美食文化大会暨2025全球海鲜刺身姿造艺术大赛

2025 Global Seafood Sashimi Art Competition

○ “重塑冻品供应链新范式，国际供销冻品供应链赋能冷贸产业提质增效”专题研讨会

Reinvent the New Paradigm of the Frozen Food Supply Chain, and Empower the International Supply Chain of Frozen Foods to Enhance the Quality and Efficiency of the Cold Trade Industry

○ 鲜启东港，渔联世界——从深海到餐桌的价值共创

Fresh from Donggang Port, connecting the fishing world—co-creating value from the deep sea to the dinner table

○ 第三届南美白对虾贸易发展大会

The Third Conference on the Trade Development of South American Whiteleg Shrimp



19 载深耕沉淀，让上海国际渔博会敢破局、勇创新！

以新场景回应产业变革，以新需求锚定市场方向，

以新消费激活行业潜能，以新合作共筑发展蓝图，

持续为水产业注入澎湃“新”活力。

2026年，我们迎来20周年盛典！

8月26-28日，上海新国际博览中心，

第 20 届上海国际渔业博览会（World Seafood Shanghai）

盼与您共赴下一个精彩 19 年，再启新程！

19 years of deep cultivation and refinement empower World Seafood Shanghai to break conventions and embrace innovation!

Responding to industry transformation with new scenarios, anchoring market direction with fresh demands,

unleashing sector potential through novel consumption, and co-creating development blueprints via new partnerships—

we continuously inject surging “new” vitality into the aquatic industry.

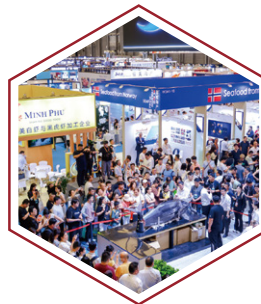
In 2026, we celebrate our 20th anniversary!

August 26-28, Shanghai New International Expo Centre,

The 20th Shanghai International Seafood Expo (World Seafood Shanghai)

looks forward to embarking on the next remarkable 19 years with you,

setting sail for new horizons!



全球海鲜一站采

就到上海渔博会

2026年8月26-28日

期待再相聚

See you next year

