WorldSeafood Shanghai

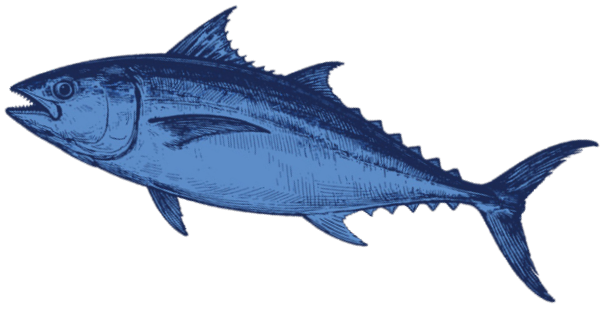
20th 2006-2026 全球水产贸易盛会
GLOBAL AQUATIC PRODUCTS TRADE EVENT

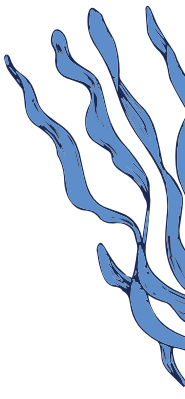


【Show Report】
展后报告

上海渔博會
20th Shanghai International Fisheries and Seafood Exhibition

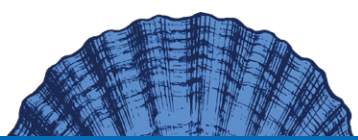
同期举办：上海国际预制食品加工与包装设备展





TIME
2026.08.26-28

ADD
上海新国际博览中心
（浦东新区龙阳路2345号）





WorldSeafood Shanghai

2026年8月26日-28日，由上海艾歌展览服务有限公司主办。中国渔业协会、上海水产行业协会、上海水产集团有限公司战略合作的第20届上海国际渔业博览会，在上海新国际博览中心成功举办。自2006年首届启航以来，上海渔博会已走过整整二十个春秋。从黄浦江畔出发，一路踏浪而行，当年初露峥嵘的区域性水产展会，如今已成为全球渔业界一年一度如约奔赴的行业盛会。本届上海渔博以60,000平方米的展览规模，汇聚全球763家水产品牌展商，三日吸引来自72个国家和地区的107,739人次的专业观众到场参观采购，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。这不仅是对二十载深耕成果的集中检阅，更以里程碑式的姿态勾勒出水产贸易的崭新图景，为全球从业者注入携手并进、共赢未来的坚定信心。

From August 26th to 28th, 2026, it is hosted by Shanghai Aige Exhibition Service Co., LTD. The 20th Shanghai International Fisheries Expo, a strategic cooperation between the China Fisheries Association, the Shanghai Aquatic Products Industry Association and Shanghai Aquatic Products Group Co., LTD., was successfully held at the Shanghai New International Expo Center. Since its first launch in 2006, the Shanghai Fisheries Expo has gone through exactly twenty years. Starting from the banks of the Huangpu River and riding the waves all the way, the once prominent regional aquatic products exhibition has now become an annual industry event that the global fishery industry rushes to as scheduled. This year's Shanghai Fisheries Expo, with an exhibition scale of 60,000 square meters, gathered 763 global aquatic product brand exhibitors. On the first day, it attracted 107,739 professional visitors from 72 countries and regions to visit and purchase, creating a global aquatic product feast integrating industrial display, technical exchange and business connection. This is not only a concentrated review of the achievements of two decades of in-depth cultivation, but also sketches out a brand-new picture of aquatic product trade with a milestone posture, injecting a firm confidence in global practitioners to move forward hand in hand and achieve a win-win future.



展会概览 *Show Overview*

60,000
展出面积(平方米)
Exhibition Area (Sqm)

1,205
参展商
Exhibitors

107,739
观众(人次)
Number of Visits

美国 United States
加拿大 Canada
俄罗斯 Russia
挪威 Norway
厄瓜多尔 Ecuador
西班牙 Spain
智利 Chile
韩国 Korea
越南 Vietnam
印度尼西亚 Indonesia
泰国 Thailand
巴基斯坦 Pakistan
委内瑞拉 Venezuela
毛里塔尼亚 Mauritania
希腊 Greece
土耳其 Turkey
澳大利亚 Australia
印度 India
伊朗 Iran
马来西亚 Malaysia
北爱尔兰 Northern Ireland
英国 Britain
孟加拉 Bangladesh
苏格兰 Scotland
阿曼 Oman
丹麦 Denmark
德国 Germany
阿联酋 UAE
尼加拉瓜 Nicaragua
荷兰 Netherlands

(相关数字包含第17届上海国际餐饮食材展)
(Relative data including data of 20th Shanghai International Fisheries and Seafood Exhibition and 17th Shanghai International Catering and Ingredients Exhibition)

展商统计 *Exhibitor Statistics*

763 家水产品牌展商
Seafood Brand Exhibitors

来自**30**个国家和地区
From 30 Countries & Regions

9 国家和地区展团
National & Regional Pavilions

来自**挪威、阿根廷、印度、厄瓜多尔**等地
From Norway, Argentina, India, Ecuador and more

本届上海渔博会的国际影响力再度跃升，吸引了阿根廷，巴基斯坦，俄罗斯，厄瓜多尔，法国，韩国，荷兰，加拿大，墨西哥，挪威，泰国，新加坡，印度，越南，智利，中国台湾，中国香港等30个国家及地区的763家水产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 2026 Shanghai Fisheries Expo has further elevated its global influence, drawing 763 aquatic product exhibitors from 30 countries and regions including Argentina, Pakistan, Russia, Ecuador, France, the Republic of Korea, the Netherlands, Canada, Mexico, Norway, Thailand, Singapore, India, Vietnam, Chile, China’s Taiwan region and China’s Hong Kong region, who showcase a great array of premium products.

From deep-sea salmon of Norway and white shrimp from Ecuador, to Russian king crab and Vietnamese basa fish, tens of thousands of exhibits cover the full spectrum of categories ranging from primary catch, intensive and deep processing to ready-to-cook pre-packaged food, building a full industrial ecosystem connecting “ocean to table”.

参展商反馈
Exhibitors’ Feedback


97% 认为这次参展成绩满意至非常好
Concluded the exhibition feedback from satisfactory to very fruitful


86% 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


92% 计划参加下一届上海国际渔业博览会
Intended to exhibit in the next Expo


96% 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

25.43%
寻找新合作伙伴 / 客户
Find New Partners/Clients

20.77%
提升企业品牌 / 产品知名度
Increasing Brand/Products Awareness

17.61%
收集市场信息
Collect Market Information

16.75%
扩展销售渠道
Expand Existing Sales Channels

8.26%
发布新产品 / 服务
Launch New Product/Service

7.73%
维护现有客户
Maintain Concurrent Customers

2.31%
与相关商务及政府部门取得联系
PR Purposes

1.14%
其他
Others

展商评语 *Exhibitors Testimonial*



沈亮 董事长
上海幸阳食品有限公司

上海渔博会一年比一年办得出彩。今年现场人流量相比往年也有所提升，能明显感受到水产行业正在发生转变：行业已经从单纯的价格竞争，逐步转向追求高性价比、看重产品品质，同时各家企业也愈发重视新品研发。今年展会整体效果十分亮眼，我们对接上不少新客户，也敲定了不少合作订单。

The Shanghai Fisheries Expo grows more impressive year after year. Visitor attendance at this year's show was higher than in previous editions. One can clearly sense the transformation underway in the aquatic-products industry: the sector is shifting away from pure price-based competition toward greater focus on cost-performance and product quality. Meanwhile, enterprises are placing increasing emphasis on new-product R&D. This year's exhibition delivered outstanding overall results. We connected with many new clients and secured a number of cooperation orders.



王邦神 总经理
马鞍山创源食品有限公司

我们最早通过自媒体关注到上海渔博会，了解到展会每年落地上海，曾经到现场参观过一次，现场人气十分火爆。那时候我们就萌生了参展的想法，主动联系上主办方开展对接，从三年前正式加入渔博会。参展体验非常不错，展会对于我们新品发布、拓展客户资源都有极大助力。这三年参展期间，公司销售业绩每年都能保持20%-30%　的增长。后续我们也会持续参与上海渔博会，借助这个平台提升品牌影响力，推广新品，挖掘更多商业机遇。祝愿上海渔博会越办越好，期待更多企业入驻参展，也欢迎广大采购商来到现场，发掘国内优质、前沿的水产产品。2027 上海渔博会，我们不见不散！

We first discovered the Shanghai Fisheries Expo via social media. Having visited its bustling show in Shanghai before, we decided to become an exhibitor. We contacted the organizer and joined the event three years ago.The expo has been a great experience, greatly supporting our new-product launches and customer development. Our sales have grown 20%-30% each year over the past three years. We will keep participating to boost our brand, launch new items and seek more business opportunities.Wish the Shanghai Fisheries Expo greater success. More companies are welcome to exhibit, and buyers are invited to source premium, innovative domestic aquatic products. See you at 2027 Shanghai Fisheries Expo!



宫海旺 总经理
湖北楚翔达国际贸易有限公司

我们已经连续参展好几年了，对比下来，今年到场的客商比去年更多，整体收获也比去年更丰厚。现场汇聚了大批高质量专业观众，我们的产品不仅收获众多国内客户的认可，也得到不少海外客商的青睐，今年参展的成果可以说是相当理想。

We have been exhibiting for several consecutive years. Compared with last year, more buyers attended this year, and we achieved better results. The show drew a large number of high-quality professional visitors. Our products won recognition from many domestic clients and also attracted quite a few overseas merchants. Overall, this year's participation has been very rewarding.



林秋 销售总监
大连荣昌食品有限公司

展会期间，我们既能与老客户面对面交流，进一步巩固合作基础；也能接触到大量新客户，在短时间内完成多轮次的商务对接，渠道拓展效率非常高。

During the expo, we can meet existing clients face-to-face to consolidate our partnerships, while connecting with numerous new customers. Multiple rounds of business discussions are completed in a short time, delivering highly efficient channel expansion.

分享嘉宾（部分） *Guest Speakers (Partial)*



毕思明
挪威海产局中国总监



葛亚培
智利驻上海商务领事



王崛华
苏格兰国际发展局
中国食品饮料行业贸易代表



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



王 信
BAP国际水产认证
中国市场拓展总监



杜 颜
英国商贸部消费品行业
食品饮料负责人



Paul T Aandahl
挪威海产局海鲜品类
资深分析师



李智鹏
上海盒成食品有限公司
创始人、总经理



陈姵洁
JBT Marel 北亚区
高级销售经理



蔡 桢
纯尔集团CEO



乔明国
青岛美厨食品有限公司
总经理



佘咸平
永辉超市副总裁
兼首席产品官



柯志一
永辉超市生鲜总监



王 兵
永辉超市水产总监



Rob Mann
澳大利亚Huon水产集团
出口经理



童安睿
诺帝克水产(宁波)
有限公司总经理



李耀云(上海)
中华食神
世界厨师联合会国际评委
世界中餐名厨联合会会长



吕敬来(韩国)
韩国中餐联盟会长
首尔数码大学烹饪系客座教授
EBS世界主题之旅节目特邀主持
YOUTUBE吕家首席播主



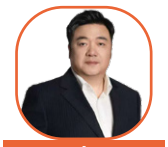
李 亚(浙江)
2026长三角美食文化大会主任
上海市冷冻食品行业协会
餐饮委员会主任委员
金钥匙国际联盟星厨学院执行院长
探索者国际酒店餐饮策划公司创始人



王菊好(北京)
全军优秀共产党员
中国烹饪大师金爵奖
第五届中国烹饪世界大赛三项金奖
世界中餐业联合会青年国际
名厨委总干事



陈国强(中国香港)
香港国际厨艺交流协会创会会长
香港清远飞来峡协会会长
中餐烹饪世界锦标赛金奖



王 丰(浙江)
浙江商业职业技术学院副教授
全国院校职业技能大赛优秀指导老师
浙江省健康膳食公益促进会副会长



李耀震(上海)
世界中餐名厨业联合会副会长
上海功德林素食工业有限公司
产品技术终身顾问



赖声强(上海)
上海松江声强职业技能培训中心
上海市技能大师工作室领办人
国家级西式烹调高级技师



陈纪庆(上海)
李锦记（中国）销售有限公司
专业餐饮发展高级经理



陈健伦(新加坡)
新加坡Frasers House豪华精选酒店
中餐行政总厨
新加坡中厨协会副会长
新加坡电视台特邀节目厨师



潘小峰(江苏)
江苏省首席技师
世界厨师联合会国际评委
江苏景缘餐饮创始人



钟伟纶(马来西亚)
马来西亚美食家协会副会长
世界粤菜厨皇协会马来西亚常务副主席
亚洲软壳蟹皇餐饮行政总厨及董事

*排名不分先后



观众统计 *Visitors Statistics*

观众反馈
Visitors Feedback

92%
总体对展会的评价为好至非常好
Concluded the exhibition from good to excellent

90%
现场活动/论坛/演讲为好至非常好
Live events/forums/speeches from good to excellent

89%
认为这次展会的展商素质为好至非常好
Graded the quality of exhibitors from good to excellent

98%
表示明年还会参观上海国际渔业博览会
Would Visit the next Shanghai International Fisheries and Seafood Exhibition

观众的参观目的
Visitors' objectives

27.67% 采购/订购产品 Purchasing	**18.96%** 收集市场及新品资讯 Collect market and new product information
13.88% 寻找新的供应商 Finding suitable suppliers	**17.06%** 寻找新的产品和服务 Searching for new products and services
22.43% 维护现有的供应商 Maintaining current suppliers	

观众类型
Audience type



24% 水产批发市场商户 Merchants in the Aquatic Products Wholesale Market	**11%** 其他 Others
17% 餐饮酒店采购 Procurement of Restaurants and Hotels	**10%** 商超生鲜采购 Supermarket Fresh Food Procurement
14% 水产加工企业 Aquatic Product Processing Enterprises	**7%** 电商直播带货 E-commerce Live-Streaming Sales
14% 经销代理商 Distributor or agent	**3%** 行业媒体 Industry Media

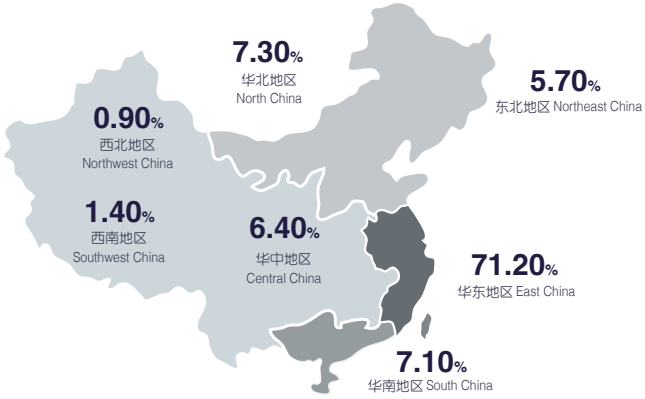


观众统计 Visitors Statistics

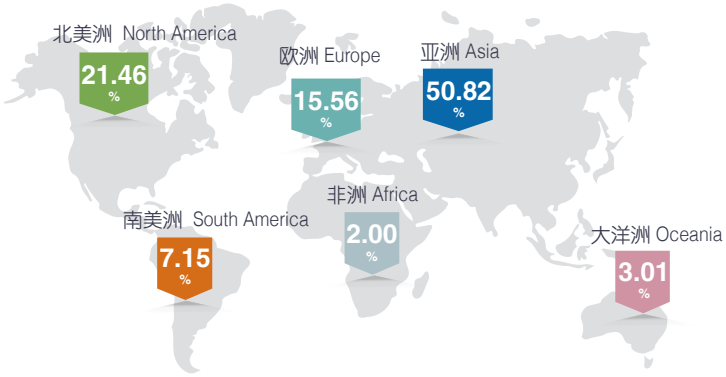
72 国家及地区
Countries & Regions

107,739 观众(人次)
Number of Visits

地区分类
By Geographical Origins



国内观众地区分布
Domestic visitors distribution



海外观众地区分布
International visitors distribution

部分来源国家 Some source countries

加拿大 Canada
韩国 Korea
泰国 Thailand
澳大利亚 Australia
俄罗斯 Russian Federation
马来西亚 Malaysia
越南 Vietnam
新加坡 Singapore
智利 Chile
巴基斯坦 Pakistan

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



- 26% 鲜活、冰鲜类水(海)产品 Fresh and Chilled Aquatic (Marine) Products
- 22% 冷冻类水(海)产品 Frozen Aquatic (Marine) Products
- 12% 精加工类水产品 Processed Aquatic Products
- 10% 水产预制菜 Aquatic Ready-to-eat Meals
- 7% 地标特色水产品 Landmark Characteristic Aquatic Products
- 6% 冷冻冷藏 Freezing and Refrigeration
- 5% 高端滋补 High-end Tonics
- 4% 加工设备 Processing Equipment
- 4% 产品包装 Product Packaging
- 4% 智能制造 Intelligent Manufacturing

水产爆款新品 *Aquatic Product Hit New Product Launch*

浪潮·鲜锋盛典 WORLDSEAFOOD

2026年度 水产爆款新品发布

时间 08.26 周三 ／ 08.28 周五 上海新国际博览中心



2026年度水产爆款新品获奖 *2026 Aquatic Products Breakout New Product Award Winner*

年度爆款新品奖

灯塔水母海产品加工(乳山)有限公司
鳗鱼皇后
广西农垦明阳农场垦小鲜食品分公司
大连海朴生物科技有限公司
湖北楚翔达国际贸易有限公司
鲜美来食品股份有限公司
胡志明津洋供应链有限公司
润控食品供应链(广东)有限公司
双浩源水产有限公司
温岭市澄川(松门)白鲞专业合作社
福建三都澳食品有限公司
神鹭食品(高邮)有限公司



最佳包装创意奖

上海水产集团有限公司
大连荣昌食品有限公司
福建海汇鳞食品有限公司
云南山葵生物科技有限公司
上海海天下食品股份有限公司
湖北楚翔达国际贸易有限公司
潮州市大灿贸易有限公司



网络人气爆款奖

福建海山兄弟海洋科技有限公司
灯塔水母海产品加工(乳山)有限公司
蓬莱汇洋食品有限公司
大连海朴生物科技有限公司
上海幸阳食品有限公司
河南华美万邦生物科技集团有限公司
上海新跨贸易有限公司
杭州小饭柜科技有限公司
浙江骏马食品有限公司
山东康悦堂生物科技有限公司



同期活动 *Concurrent Activities*















○ 2026第20届上海国际渔业博览会开幕式

2026 20th Shanghai International Fisheries and Seafood Exhibition Opening Ceremony

○ 水产品营销之区域品牌数字化赋能探讨

Exploration on Digital Empowerment of Regional Brands in Aquatic Product Marketing

○ 2026长三角美食文化大会
暨妙当家中式真空烹饪发布会

2026 Yangtze River Delta Gourmet Culture Conference & Miao Dang Jia Chinese Style Vacuum Cooking Launch Event

○ 第六届泛亚匠厨技艺挑战赛

6th Pan-Asian Master Chef Skills Challenge

○ 山东远洋自捕水产品进上海专场推介会

Shandong Overseas Self-Caught Aquatic Products Shanghai Special Promotion Conference

○ 武昌鱼产业链专场推介会

Wuchang Fish Industry Chain Special Promotion Conference

○ 浪潮·鲜锋盛典——2026年度水产爆款新品发布

Wave Trend·Fresh Food Grand Ceremony — 2026 Aquatic Product Hit New Product Launch

○ 2026全国乡宴产业发展大会
暨第四届长三角民间乡厨烹饪大赛

2026 Yangtze River Delta Banquet Industry Development Conference & 4th Yangtze River Delta Folk Chef Cooking Competition















○ 2026长三角西式烹饪(和牛)职业技能上海挑战赛
2026 Yangtze River Delta Western Cuisine (Wagyu) Vocational Skills Shanghai Challenge

○ 渔聚上海·渔脉互通墙
Fish Gathering Shanghai·Fishery Pulse Connection Wall

○ 2026第九届三文鱼产业发展高峰论坛
China · The 9th Global Salmon Industry Development Summit

○ 双能智链·温度致鲜——冷链供应链生态产业大会
Dual-Energy Smart Chain · Temperature for Freshness — Cold Chain Supply Chain Ecological Industry Conference

○ 西班牙蓝鳍金枪鱼开鱼秀
Spanish Bluefin Tuna Cutting Show

○ 库克山帝王鲑开鱼秀
Mount Cook King Salmon Cutting Show

○ 首衡智慧冷链采购对接会
SUNHOLA Smart Cold-Chain Procurement Matchmaking Meeting

新闻报道 & 线上直播 *News Reports & Live Streaming Online*

展会联合全球近 300 家媒体机构及行业协会资源，新华网、中国网、上海电视台《东方财经》《乐享新生活》、上海发布、新闻晨报等权威媒体将全程聚焦报道。现场安排专业媒体一对一企业专访，搭建立体化营销传播矩阵，助力参展品牌破圈传播，大幅提升行业影响力与公众知名度。

The exhibition brings together resources from nearly 300 global media organizations and industry associations. Authoritative media such as Xinhuanet, China.org.cn, Shanghai Television's "Oriental Finance", "Enjoy New Life", Shanghai Release, and News Morning Post will provide full coverage throughout the event. On-site, one-on-one enterprise interviews are arranged by professional media to build a three-dimensional marketing communication matrix, helping the participating brands break through the circle of dissemination and significantly enhancing the industry influence and public recognition.

300+ 媒体报道
Media reports

35,000,000+ 现场直播成交额
Live broadcast transaction volume



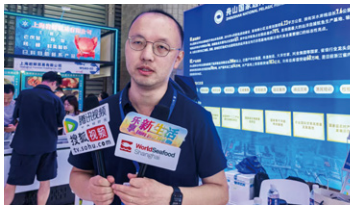




















WorldSeafood Shanghai

20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！
2027年8月25-27日，上海新国际博览中心，
第 21 届上海国际渔业博览会（World Seafood Shanghai）
盼与您共赴下一个精彩 20 年，再启新程！

20 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 25-27, 2027, Shanghai New International Expo Centre,
The 21st Shanghai International Seafood Expo (World Seafood Shanghai) looks forward to embarking on the next remarkable 20 years with you,
setting sail for new horizons!







Fisheries and Seafood Exhibition

做世界的水产生意

8月上海见！

Looking forward to your visit

2027.08.25-27

上海新国际博览中心（浦东）

扫码进群

上海渔博会

小程序