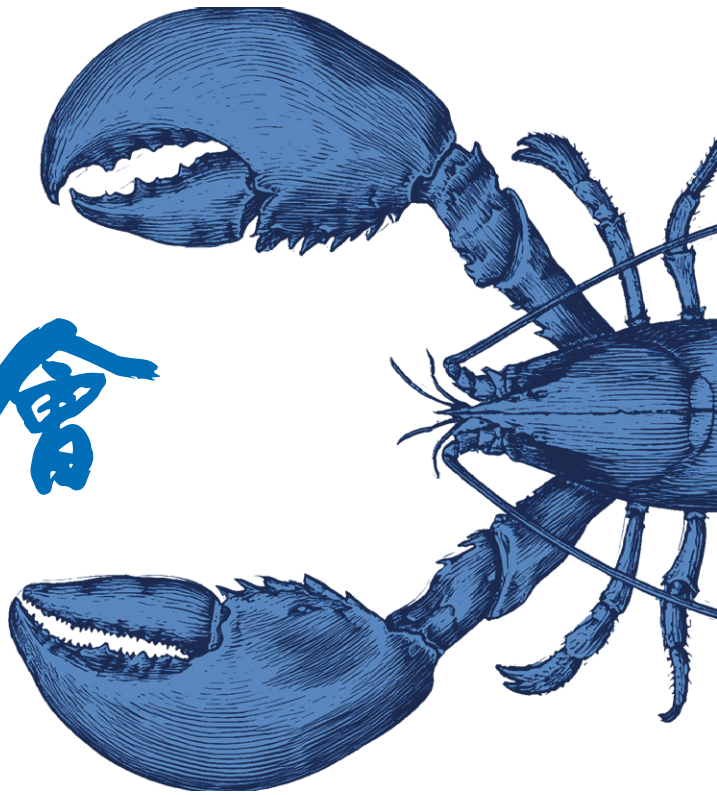
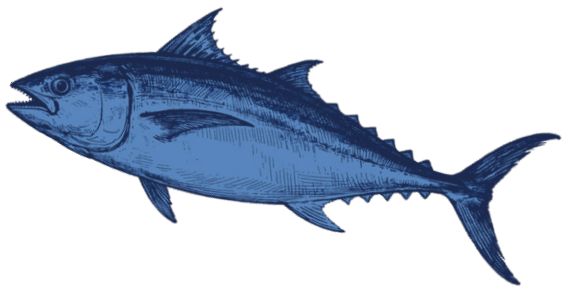
WorldSeafood Shanghai

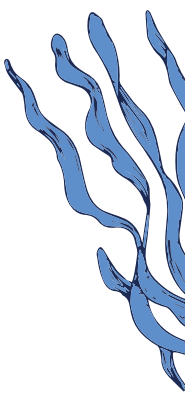
全球水产贸易盛会
GLOBAL AQUATIC PRODUCTS TRADE EVENT

21st 上海渔博會

21st Shanghai International Fisheries and Seafood Exhibition





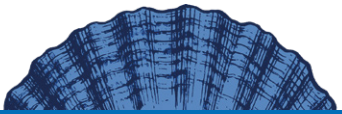


Date

Aug.25-27,2027

Venue

Shanghai New International Expo Center(SNIEC),China



Instructed Organizers

www.worldseafoodshanghai.com

WorldSeafood Shanghai



WorldSeafood Shanghai

Shanghai International Fisheries and Seafood Exhibition(World Seafood Shanghai), with two decades of deep industry experience, is guided by by China Aquatic Production Chamber of Commerce (APCC) and jointly organized by China Fisheries Association(CFA), Shanghai Fisheries Trade Association(SFTA), Shanghai Fisheries Group Co., Ltd.,(SFGC) ,Shanghai Aige Exhibition Services Co., Ltd.,and Shanghai Aige Exhibition Services Co., Ltd. It stands as China's leading, most professional, and comprehensive global seafood trade platform, covering the entire aquatic industry chain.

The 20th exhibition in 2026 concluded successfully. With an exhibition area of 60,000 square meters, it brought together 763 high-quality exhibitors from 30 countries around the world. It attracted a total of 107,739 professional number of visits from 72 countries and regions for procurement and business discussions, fully demonstrating the exhibition's strong industry cohesion and global business influence.

The 21st Shanghai International Fisheries and Seafood Exhibition will grandly open at the Shanghai New International Expo Center from August 25 to 27, 2027. Standing on a new starting point of its 20th anniversary, the expo will comprehensively upgrade its international layout and digital service system. Focusing on eight core sectors including aquatic (marine) products, value-added processed aquatic products & ready-to-eat meals, geographical indication aquatic products & regional public brands, premium nourishing ingredients, e-commerce gifts & leisure snacks, breeding technology equipment, food processing equipment, and distant-water fisheries trade.It will continuously deepen precise connections between the upstream and downstream of the entire industrial chain, expand global international trade channels, help enterprises reduce costs and increase efficiency, explore market growth potential, and fully promote the high-quality and global development of China's fishery industry.

2027 Expectation

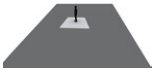
60,000	1,000+	100,000+	30+
Sqm	Exhibitors	Visitors	Countries & Regions

Booth Rate



Standard Shell Scheme: **USD 4,000/9㎡**, 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 36㎡) : USD 400/㎡

Note: ONLY SPACE PROVIDED

Exhibition Sectors



All Kinds of Aquatic Products and Seafood Series



Deep Processing Series of Aquatic Food



High-end Nourishing Ingredients Series



Oceanic Fisheries, Seafood, and Trade Services



Aquatic Products E-commerce and Gift Collections



Aquatic Snack Series



Processing Equipment and Supporting Services



Aquaculture Technology and Equipment

Why Exhibit

- **A 20-Year Industry Authority Professional Aquaculture Exhibition**
- **Located in Shanghai, Enjoying a Uniquely Advantageous Geographical Position**
- **Resource Linkage, Dual Exhibitions, Interconnection and Sharing of Global Business Opportunities**
- **Full-Chain Connectivity from Origin to End Consumers**
- **Insight into Concurrent Event Trends to Seize Opportunities**

Focus

With "Internet +" as the driving force, we will launch a "digital empowerment + precise marketing" package in stages. We will synchronize online and offline activities, highlight the exhibition's features to ignite industry enthusiasm, and drive the gathering of people, commercial transactions and industrial upgrading.

- ☑ 1v1 invitations, as well as traditional media such as SMS marketing and email marketing
- ☑ Video platforms such as Douyin and Tencent Video
- ☑ Social platforms such as WeChat, Weibo, and Xiaohongshu
- ☑ Industry media and other new media platforms conduct precise invitations through all channels

Million-level Precise Database,
Intelligent Algorithm Matching for Full-dimensional Buyer Outreach

1,500,000+
Offline Exhibition Professional Visitor Data

80,000+
Self-media Channel Followers

30,000+
WeChat Users

50,000,000+
Multi-channel Exposure Volume

WorldSeafood Shanghai 2026 Exhibition Review



60,000m²
Exhibition Area

763
Seafood Brand Exhibitors

30
Countries & Regions of Exhibitors

107,739 Person-time
Professional Visitors

91%
Decision Makers

72
Countries & Regions of Visitors

Exhibitor Analysis

World Seafood Shanghai 2026 has further elevated its global influence, drawing 763 aquatic product exhibitors from 30 countries and regions including Argentina, Pakistan, Russia, Ecuador, France, South 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.

Benefits of the Exhibition

- Find New Partners/Clients
- Increasing Brand/ Products Awareness
- Collect MarketInformation
- Expand Existing Sales Channels
- Launch New Product/Service
- Maintain Concurrent Customers

Overseas Countries and Regions

United States, Argentina, Russia, Norway, Ecuador, Spain, Chile, Korea, Canada, Thailand, Pakistan, France

Netherlands, Singapore, Australia, India, Vietnam, Malaysia, Northern Ireland, Britain, Bangladesh, Scotland, Oman, Denmark

UAE, Germany, Marshall Islands, Peru, Turkey, Philippines, New Zeland, Iceland, Brazil, Ireland, Indonesia, Papua New Guinea

Exhibitors' Feedback

97%
Concluded the exhibition feedback from satisfactory to very fruitful

92%
Intended to exhibit in the next Expo

86%
Graded the visitor quality from satisfactory to excellent

96%
Willing to invite industry friends to participate in the future

Exhibitors' comments



Shen Liang Chairman
Shanghai Xingyang Food Co., Ltd.

World Seafood Shanghai 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.



Gong Haiwang General Manager
Hubei Chuxiangda International Trade Co., Ltd.

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.



Lin Qiu Sales Director
Dalian Rongchang Food Co., Ltd.

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.



Yu Zaipeng Sales Specialist, North China Region
Dandong Ande Biotechnology Co., Ltd.

World Seafood Shanghai enjoys significant influence nationwide and worldwide. It serves as an efficient platform for our enterprise to accumulate client resources and expand business. Every year when we attend the expo, we get to meet long-time partners and make many new acquaintances from various niche sectors, enabling candid and in-depth exchanges among all participants.

Part of Well-Known Buyers

(In no particular order)



WorldSeafood Shanghai Visitors Statistics

Source of Visitors

32% Aquatic Product Dealers, Wholesalers, Processors, and Ready-to-Eat Food Manufacturers

24% Import and Export Traders, Agents

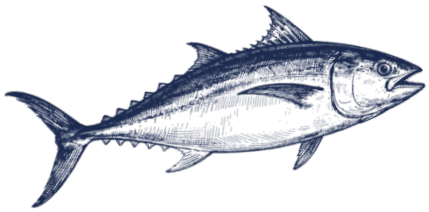
16% Chain Restaurant, Hotel, Catering, and Central Kitchen Procurement

11% Aquaculture, Marine Ranching and Processing Equipment Enterprises

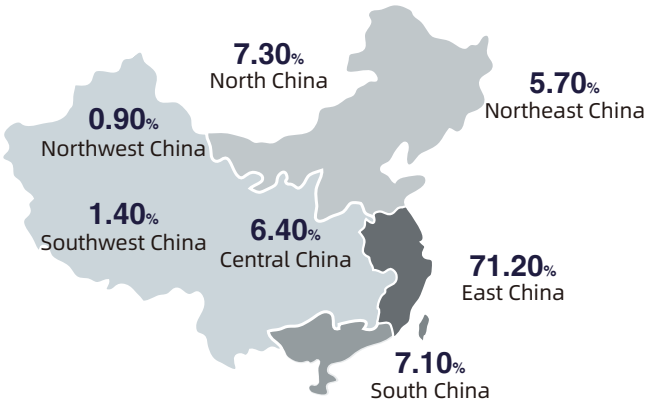
9% Shopping Malls and Supermarkets, New Retail, Community Group Buying

6% E-commerce Platforms, Food Delivery Industry, Live-streamed Product Sales

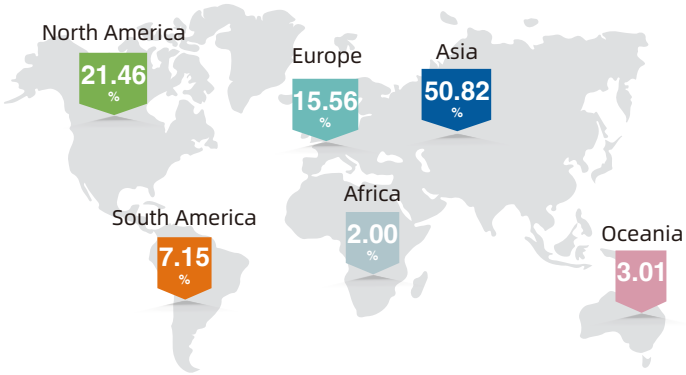
2% Industry Associations, Media, and Academic Research Institutions



By Geographical Origins



Domestic visitors distribution



International visitors distribution





2026 Onsite Photos















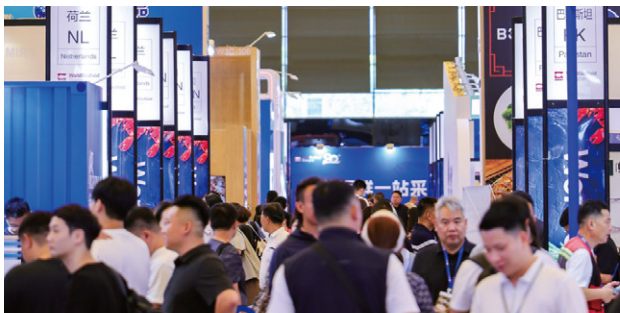








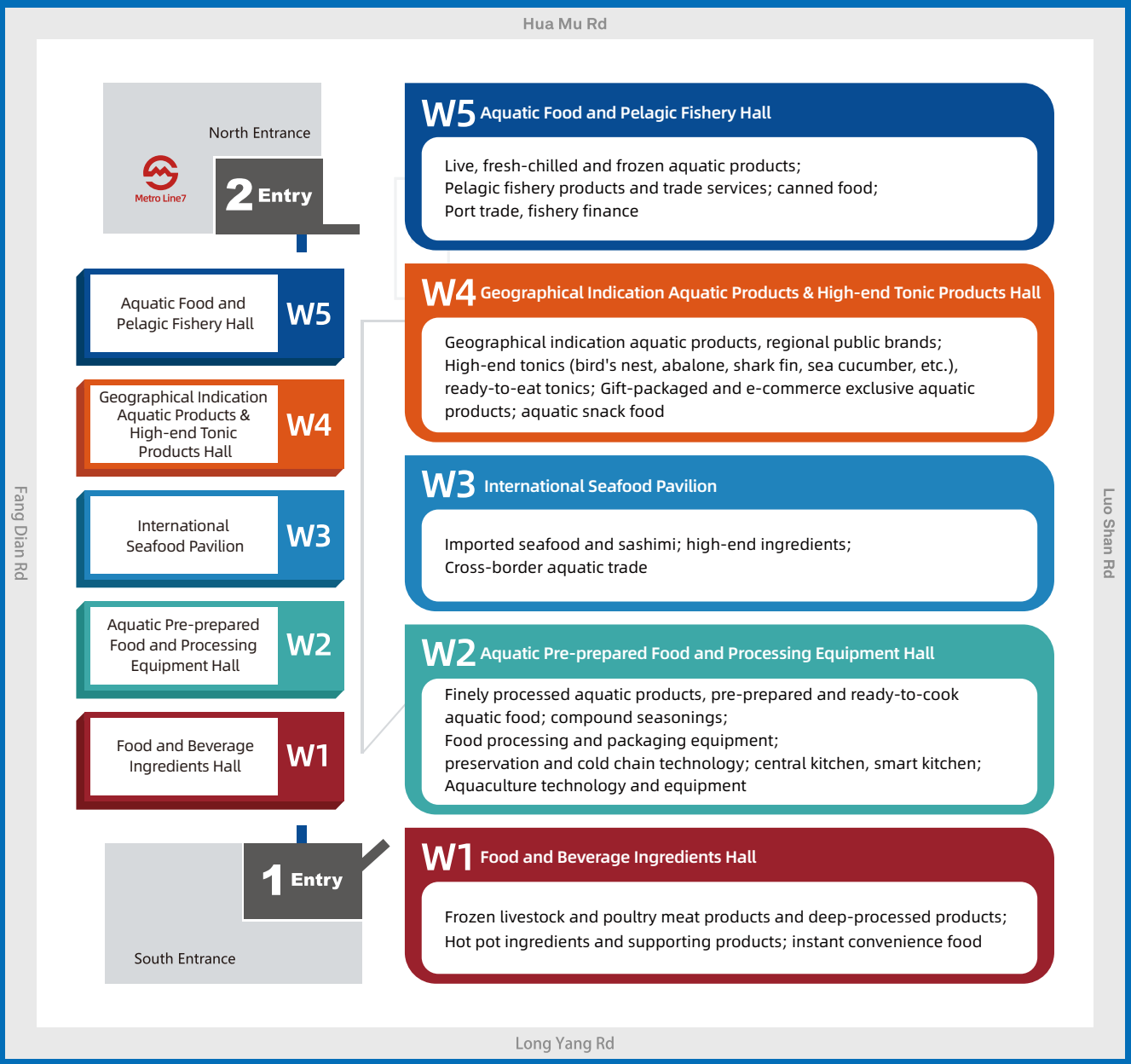




做世界的水产生意

Fisheries and Seafood Exhibition

Doing Seafood Business Worldwide



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上海国际渔博会

小程序

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