



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 Octopoda. 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.

WORLD SeaFOOD

shrimp

crab

fish

salmon

octopus

lobster

mussel

World Seafood Shanghai

第16届上海国际渔业博览会

16th Shanghai International Fisheries and Seafood Exhibition

第16届上海国际水产养殖博览会

16th Shanghai International Aquaculture Exhibition

同期举办
Co-located event



主办单位 Organizers



2021年8月25-27日

上海新国际博览中心

25-27 Shanghai

New International

August 2021 Expo Center, China

聚焦上海·掌控市场

Aggregation of Seafood from Worldwide
Insights into China's Market

专注于水产B2B贸易。完美联结全球水产贸易供需关系
A specialized fish and seafood exhibition
aimed at reducing the demand and supply gap.





World Seafood Shanghai 上海国际渔业博览会由全国工商联水产商会、上海水产行业协会、上海艾歌展览服务有限公司联合主办。作为全球水产贸易盛会，World Seafood Shanghai紧扣水产及餐饮市场的发展趋势，经过不断的创新和发展，近几年展会规模迅速增长，其国际化视角和专业水平，得到了全球水产业的广泛认可和积极参与。

2020年，突如其来的疫情给水产行业带来了前所未有的挑战。上海国际渔业博览会坚定信心，迎难而上，在全面做好疫情防控的前提下，克服多方困难，在各级领导和机构，全球水产人的鼎力支持下顺利召开。展会期间聚焦行业热点的高峰论坛同期举行，共同探讨行业面临的话题和困境，共同研讨行业发展的形势和未来。为期三天的盛会携手上海国际餐饮食材展集结了14个国家和地区的1,273家企业参展，展览面积达80,000平方米，吸引了来自33个国家和地区的46,733名专业观众莅临参观。

第16届上海国际渔业博览会（World Seafood Shanghai）定于2021年8月25-27日在上海新国际博览中心举行。展会将继续保持一贯的专业视角与卓越品质，与海内外业内人士携手共进，砥砺前行，共享机遇、共谋发展、共赢未来。

2021展会规模(预计) Expo Scale(Expecting)



120,000 m²
展出面积 Sqm



2,500+
参展商 Exhibitors



80,000+
观众 Visitors

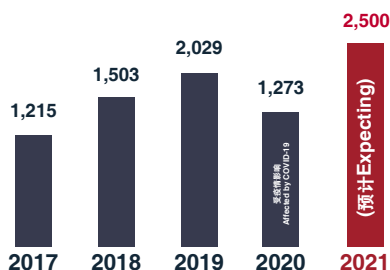
海外国家及地区展团 Countries and Regions



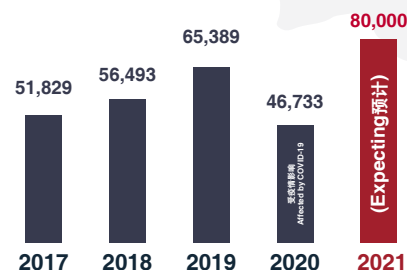
展出面积 Exhibition Size (m²)



参展商数量 Number of Exhibitors



专业观众数量 Number of Visitors



(相关数据包含上海餐饮食材展览会)



展品范围 Exhibition Sectors



各类水（海）产品：冷冻、冰鲜、鲜活、干制等产品；
Aquatic products, seafood



水产深加工系列食品：调理调味食品、鱼糜鱼浆制品、罐头食品、预制方便食品、即食、休闲类食品；
Processed aquatic products



高端滋补食材系列：燕、鲍、翅、参、肚等滋补类食材及加工制品，日料刺身食材、水产佐餐食品系列；
Aquatic high-end catering products



智慧渔业：现代渔业养殖技术与设备、人工智能、信息化建设及运营服务、水产饲料与种苗，鱼药与水质；
Smart fishery



水产品加工、储运设备设施：加工、包装设备，冷冻冷藏设备、称量、检测设备，冷链物流设备设施等；
Aquatic product processing, storage and transportation equipment



远洋捕捞工具及技术：
Pelagic fishery, marine fishing tools and technology



展位费用 Booth Price



标准展位：12,000元/9平方米（双开口加收20%费用）
包含：公司楣板、地毯、2盏射灯、1张咨询桌、2把折椅、1个垃圾桶、1个插座



精品区豪华标展：14,000元/9平方米（双开口加收20%费用）
包含：展位加高1米、公司楣板、地毯、2盏射灯、1盏长臂射灯、1张咨询桌、1张洽谈桌、4把折椅、1个垃圾桶、1个插座



室内光地：1,200元/平方米，最小36平方米起租

International Booth Price

Shell Scheme (3m x 3m): USD 3,500 / 9 m², plus 20% for a corner booth.

Space Only (Minimum 36 m²): USD 350 / m²



展会带来的得益 Benefits of the exhibition

94.2% 提升企业品牌/产品知名度 Enhance brand/ products awareness

95.3% 收集市场信息 Collect market intelligence

92.3% 维护/巩固现有客户 Meet / Maintain concurrent customers

88.5% 扩展销售渠道 Expand existing sales channels



目标观众 Visitor Sectors



进出口贸易商
Import and export traders



团餐采购
Group purchase



商场超市
Supermarket



电商
Electronic commerce



餐饮酒店
HoReCa



零售商
Retailer



经销商/批发商
Dealer/Wholesaler



行业协会/媒体/院校研究机构
Association/Media/Research institute



87.9% 发布新产品/服务 Launch new products / service

86.4% 寻找新合作伙伴/客户 Find new partner / clients

76.9% 与相关商务及政府部门取得联系 PR purposes

25.1% 其他 Others

观众统计 Visitors Statistics

观众分析 Visitors Analysis

观众反馈 Visitors' Feedback

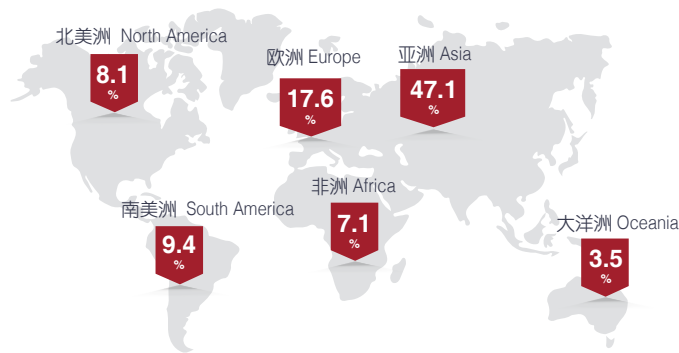
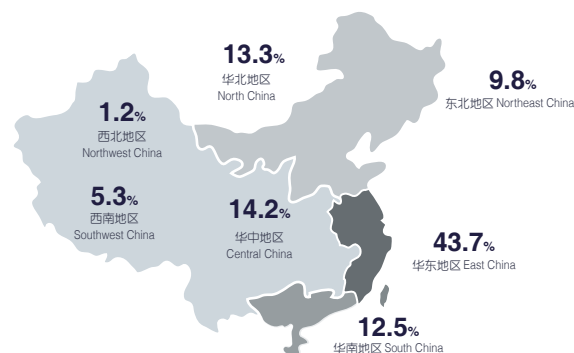


46,733 位观众
Number of Visitors

33 国家及地区
Countries & Regions



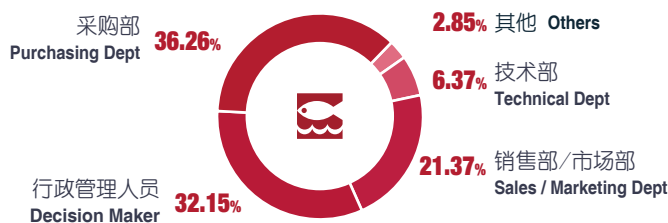
观众按地区分布 Visitors By Geographical Origins



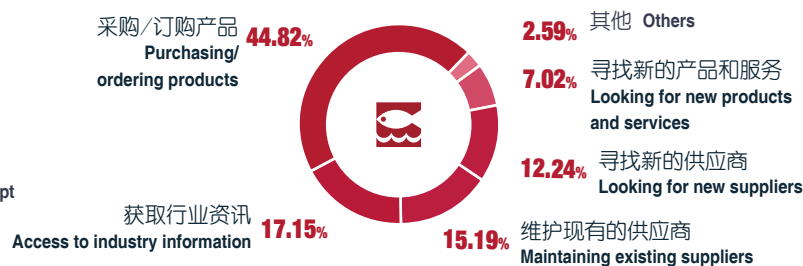
观众按行业分类 Visitors by Business Sectors



观众按部门分类 Visitors by Job Function



参观目的 Visitors' Objectives



部分知名买家 Part of Well-Known Buyers (排名不分先后 In no particular order)





同期活动 Concurrent Events





现场集锦 2020 Onsite Photos





World Seafood Shanghai

The Global Seafood Trade Event
全球海鲜贸易盛会

25TH-27TH AUG 2021

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

www.worldseafoodshanghai.com

参展查询·展位预定

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