



舌尖上的海味

地理标志水（海）产品推介品鉴会

Global Geographic Iconic Seafood Promotion Conference



2021 年 8 月 25 日-27 日 | 中国·上海新国际博览中心

Aug. 25-27, 2021 | Shanghai New International Expo Centre, China



活动综述 | Profile

作为第 16 届上海国际渔业博览会的重要主题活动之一，第六届**舌尖上的海味·地理标志水（海）产品推介品鉴会**继续以特色海鲜为食材，围绕“健康、新鲜、创新”的主题，结合资深名厨现场面对面烹饪讲解、现场品鉴展开整个活动的构架，品味“舌尖上的海鲜美食”。

本次活动为海外企业提供了一个水海产品的展示推广平台，通过介绍当地海鲜文化和特色水海产品、特性结合烹饪式营销的形式，使国内外买家更加深入地了解当地海鲜产业和水产品的突出优势，从而更加精准的引导采购商进行优质采购。

Seafood Promotion Conference is a highlight of World Seafood Shanghai 2021.

It is a platform for country pavilions and international companies to showcase their cuisines and offerings in order to attract international and domestic buyers.



活动时间 | Time

2021 年 8 月 25 日-27 日
25th - 27th August, 2021



活动地点 | Venue

舌尖上的海味在第 16 届上海国际渔业博览会展会现场 W3 馆
Hall W3, Shanghai New International Expo Centre (No. 2345 Longyang Road, Pudong New District, Shanghai)



活动费用 | Fee

收费标准: 5,000 美金/1 小时	9,000 美金/2 小时
Fee Standard: USD 5, 000/ hour	USD 9, 000/ 2 hours



活动对象 | Participants

进出口贸易商；餐饮酒店集团；商超；食品加工企业；生鲜电商等专业领域人士。

Importing/exporting traders; Catering & Hotel; Supermarkets; Food processing enterprises; Fresh food e-commerce businesses; etc.



活动形式 | Mode

线下互动:

活动方用 PPT、视频、数据等材料来阐述产品特色，同时名厨用新鲜食材为观众精心烹饪菜式，现场的观众可以了解产品的同时也能品尝到美味的顶级海鲜。

线上直播:

主办方将实现多平台实时同步直播，B2B 直播平台，大众直播平台，短视频平台共同联手直播，借助直播流量多角度全方位为活动方品牌宣传做最大化效应，B 端 C 端客户一起在线上体验现场活动，了解产品。

1. 网络推介会

通过舌尖上的海味网络推介会系列预热。每场网络推介会都通过微博，微信公众平台推送活动新闻，及单场宣传片在各个短视频平台推送。合作机构官方媒体需要进行互推宣传。主办方跟各大领事馆及行业协会合作，为 B2B 买家寻找优质的供应商及世界各地的高端海鲜。

2. 现场直播

KOL 主播带领其平台的粉丝玩转活动现场的高端海鲜，线上体验活动方带来的鲜美食材的制作全过程，香煎三文鱼、盐焗鲭鱼、蒸煨佛跳墙、水煮汉虾还有重磅金枪鱼解体大秀！无需东奔西跑，主播用镜头跟粉丝一同尝遍来自海洋的鲜味，色香味俱全，视觉享受全过程。

Offline Interaction:

The event party uses materials like PPT, video, data, etc. to explain the characteristics of the products. At the same time, a famous chef carefully prepares dishes for the audience with fresh ingredients. The audience on the site can understand the products and taste delicious high-end seafood.

Live Streaming:

The organizer will realize multi-platform real-time synchronous live streaming, B2B live broadcast platform, mass live broadcast platform, short video platform jointly live broadcast, with the help of live broadcast traffic from multiple angles to maximize the effect of brand promotion for the event party, customers online for business and consume together experience live events and learn about products.

1. Event warm-up

Preheated through the Seafood Taste Session Promotion Conference series. Each online promotion meeting pushes event news through Weibo and WeChat public platforms, and promotional videos are pushed on various video platforms. The official media of the cooperative agencies need to promote each other. The organizer cooperates with major consulates and industry associations to find quality suppliers and high-end seafood for B2B buyers.

2. Live

The cyberstar takes fans to look through high-end seafood, salmon, mackerel, Buddha jumping over the wall, boiled prawns and tuna disintegration show! There is no need to run around, the cyberstar uses the lens to taste the fresh taste from the ocean with the fans, the color and fragrance are complete, and the visual enjoyment is the whole process.





媒体宣传 | Media campaign

行业媒体: 展会合作的行业纸媒及网络媒体。

Industry Media: Official media partners, including paper medias and network medias.

主流大众媒体: 新民晚报、青年报、东方早报、文汇报、上海商报、城市导报、中国经济周刊等报纸媒体；
星尚频道、第一财经等电视媒体。

Social Media:

Shanghai Xinmin Evening News, Youth Daily, Oriental Morning News, the shanghai mercury, Shanghai Business Daily, City Herald, CEWEEKLY, etc. Paper media;
Channel Young Modern、YiCai, etc. TV Media.

自媒体: APP、公共微信平台、抖音、今日头条、微博等互动信息发布；有影响力的美食达人个人媒介。

We Media: APP、WeChat、Tik Tok、Toutiao、Weibo (MicroBlog)；Influential Gourmet Master Personal media.

现场 LED 大屏幕，安排专人对活动进行全程拍摄，另外参加单位还可获得精彩视频以便推广宣传所需。

We provide LED Display and arrange photographers to record videos. Moreover, your company will get a video for your company promotion.





步骤	时间安排	项目	内容	执行细节
1	开场前 5 分钟	入场签到	收到请柬的优质采购商、媒体 验证入场	提前下发请柬 a 主办方邀请 b 线上报名经确认的优质采购商 c LED 播放视频
2	5 分钟	开场	KOL 主播暖场 活动开场: 嘉宾介绍展示内容	主办方提前 10 天对接给活动组所有宣传点; 国家专场: 代表团出主持词 企业专场: 展会主办方出主持词
3	25 分钟	食材展示及烹饪	明星大厨分析食材特点 明星大厨烹饪食材	国家专场: 请安排一位代表详细讲述食材特性 企业专场: 可由大厨与主持互动讲述食材特性
4	10 分钟	饕餮分享 活动总结	美食分享 给参与活动的观众	分食用的餐具 2 名礼仪负责分食工作, 主持人总结活动, 再次强调食材特性, 强化品牌感。
5	15 分钟	推介和一对一洽谈	参展企业专家或厨师介绍该 国食材, 安排企业人员和观众 深入洽谈交流	国家专场: 介绍国家招牌海鲜及口感、外观等独家优势 企业专场: 介绍食材的特性及参展地区该食材独有的特性

* 以上内容供参考, 具体事宜可根据实际情况修改。



Process

Time		Program	Details	Process
1	5 minutes before opening	Sign in	Buyer and media receiving an invitation sign in and enter meeting place.	<p>Send invitations in advance.</p> <ul style="list-style-type: none"> ● Organizer send invitations. ● Organizer choose buyers register on line
2	5 minutes	Opening	KOL influencer starts an opening Introduce food materials	<p>10 days before activities, Organizer collect info;</p> <ul style="list-style-type: none"> ● National Session: Official Delegations provide host draft. ● Enterprise Session: Organizer provide host draft.
3	25minutes	Display and Cuisine	Cooking and dissecting the dishes.	<ul style="list-style-type: none"> ● National Session: Arrange a representative to dissect the dishes. ● Enterprise Session: Chief and host introduce food material features.
4	10 minutes	Taste	Buyers and visitors taste dishes; Host make a summary.	<ul style="list-style-type: none"> ● Prepare tableware. ● Workers hand out dishes. ● Host emphasize special of the materials and Advantages of the brand.
5	15 minutes	Introduction and Interaction	Participants talk with buyers and visitors.	<p>National Session: Introduce national special and unique seafood and their advantages.</p> <p>Enterprise Session: Introduce food features and specialty.</p>



联系方式 | Contact Info

上海艾歌展览服务有限公司

Shanghai ITE Gehua Exhibition Service Co., Ltd.

地 址: 201615 上海市莘砖公路 668 号漕河泾开发区双子楼 B 座 1001

Add: Room 1001, Twin Tower B, No. 668 Xinzhuan Road, Songjiang District, Shanghai, 201615

电话 Tel: 021-61276585

传真 Fax: 021-67898065

邮箱 Email: weishijun@ite-gehua.com

活动现场集锦 Activity onsite photo



Dalian province quality seafood promotion campaign



Hainan province quality seafood promotion campaign



Surimi product promotion campaign



Bluefin Tuna Tasting Promotion Campaign



Norwegian seafood tasting promotion campaign



Global aquatic product promotion campaign



活动计划 | Schedule

活动名称 Theme	日期 Date	时间 Time	活动方 Sponsor	地点 Venue
虚位以待 TBC	8月25日 25 th August	10:00-12:00		上海新国际博览中心 W3 馆 Hall W3, SINEC
金枪鱼解体秀 Tuna dissection Show	8月25日 25 th August	13:00-14:10	大洋世家 Ocean Family	
虚位以待 TBC	8月26日 26 th August	10:00-12:00		
虚位以待 TBC	8月26日 26 th August	13:00-14:10		
虚位以待 TBC	8月26日 26 th August	14:30-16:30		
虚位以待 TBC	8月27日 27 th August	10:00-11:10		
虚位以待 TBC	8月27日 27 th August	11:30-12:40		

* ITE Gehua reserves the right to amend the agenda.