

第18届上海国际渔业博览会

18th Shanghai International Fisheries and Seafood Exhibition

2024 8.28-30 上海新国际博览中心
(浦东新区龙阳路2345号)



歌华展览
Gehua Expo



服务号
上海国际渔博会



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小程序
上海渔博会

2024 展后报告
Show Report

WorldSeafood Shanghai

2024年8月28-30日，第18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、上海水产行业协会、上海艾歌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。

第18届上海国际渔业博览会携手第15届上海国际餐饮食材展以150,000m²的展览面积，汇聚56+国家和地区的3,000+参展商，以万种水（海）展品涵盖行业上下游全产业链。同期活动30多场，行业论坛、缤纷活动、专业赛事接连不断。



On August 28-30, 2024, the 18th Shanghai International Fisheries and Seafood Exhibition was successfully concluded at the Shanghai New International Expo Center. The Shanghai Fishing Fair is jointly sponsored by the National Federation of Industry and Commerce Aquaculture Chamber of Commerce, Shanghai Aquatic Industry Association and Shanghai Eige Exhibition Service Co., LTD. Lasting for three days, the Shanghai Fishery Expo has created a global seafood trade event for the global aquatic people to promote the encounter between China and the world market, industrial integration, cultural mutual promotion, and mutual learning of rules.



18th Shanghai International Fisheries and Seafood Exhibition and the 15th Shanghai International Catering and Ingredients Exhibition with 150,000 square meters of exhibition area, bringing together 3,000+ exhibitors from 56+ countries and regions, with 10,000 water (sea) exhibits covering the entire industry chain upstream and downstream. During the same period, there were more than 30 activities, industry forums, colorful activities and professional events.

全球海鲜一站采 就到上海渔博会

展会概览 Show Overview



150,000

展出面积(平方米)
Exhibition Area (Sqm)



677

参展商
Number of Exhibitors



107,839

观众(人次)
Number of Visits

(相关数字包含第15届上海国际餐饮食材展)

(Relative data including data of 18th Shanghai International Fisheries and Seafood Exhibition and 15th Shanghai International Catering and Ingredients Exhibition)

第18届上海国际渔业博览会参展企业677家, 30个国家和地区展商, 包括澳大利亚, 澳洲, 巴基斯坦, 北爱尔兰, 俄罗斯, 厄瓜多尔, 韩国, 马来西亚, 毛里塔尼亚, 美国, 挪威, 日本, 泰国, 土耳其, 委内瑞拉, 西班牙, 新加坡, 伊朗, 印度, 印尼, 越南, 智利, 中国及中国台湾, 香港等。

18th Shanghai International Fisheries and Seafood Exhibition has 677 exhibitors from 30 countries and regions, including Australia, Australia, Pakistan, Northern Ireland, Russia, Ecuador, South Korea, Malaysia, Mauritania, the United States, Norway, Japan, Thailand, Turkey, Venezuela, Spain, Singapore, Iran, India, Indonesia, Vietnam, Chile, China and Taiwan of China, Hong Kong.



参展商反馈 Exhibitors' Feedback



94%

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



85%

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



89%

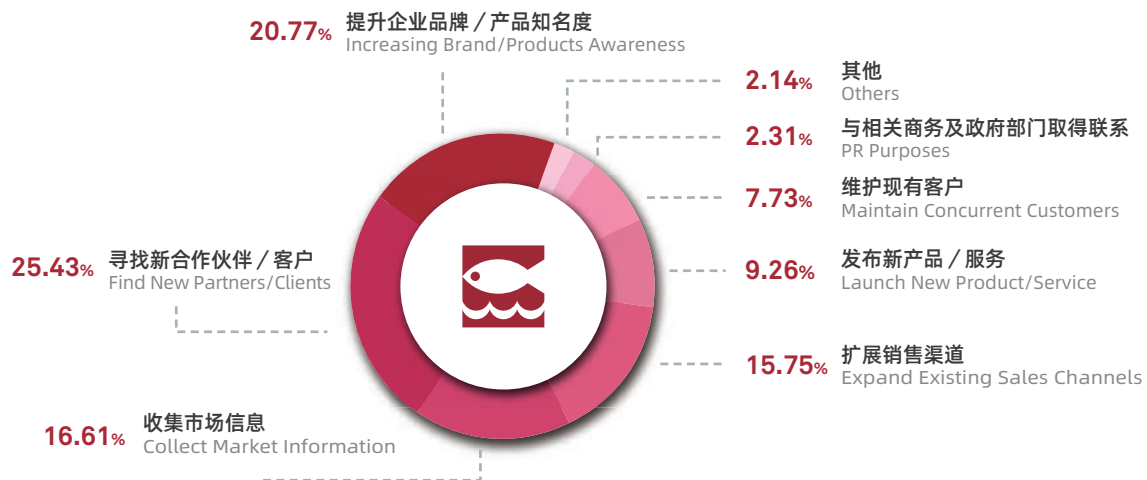
计划参加下一届上海国际渔业博览会
Intended to exhibit in the next Expo



92%

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



SMMCS SARL Moustapha Sidi Mohamed Nah Directeur

我认为这次展会真的非常棒，它是一个非常精彩的展览。看到如此众多的人和参展商的积极参与，我感到十分惊讶。

这无疑将对我们产生积极的影响，因为我们的摊位吸引了大量的观众。我们衷心希望能在这里与中国朋友们共同找到合作的好机会，进一步扩大我们在中国的市场份额，特别是上海这个充满活力的城市。

SMMCS SARL Moustapha Sidi Mohamed Nah Directeur

I think this exhibition is really great, it's a wonderful exhibition. I was amazed to see the active participation of so many people and exhibitors.

This will undoubtedly have a positive impact on us as our stall attracts a large number of spectators. We sincerely hope that we can find good opportunities to cooperate with our Chinese friends here and further expand our market share in China, especially in the dynamic city of Shanghai.



ANTEY CRAB Ivan Novikov Manager

作为俄罗斯最大的捕蟹公司，我们致力于捕捞并出口多种类型和品种的螃蟹至中国市场。作为一家大型出口企业，我们向中国市场供应大量的活蟹和冷冻蟹。实际上，中国市场目前是我们最重要的市场之一。

参加上海渔博会对我们来说具有极其重要的意义。在这个平台上，我们有机会结识新的合作伙伴，共同商讨合作条件，并有望签署新的合同。就在最近，就在今天，我们刚刚与一位新的合作伙伴达成了合作，他购买了我们大量的帝王蟹和冷冻蟹。值得一提的是，这已经是我们第二次参加上海渔博会了，每次都为我们带来了巨大的商机和收获。因此，我们衷心希望明年能够继续参加上海渔博会。

ANTEY CRAB Ivan Novikov Manager

As the largest crab fishing company in Russia, we are committed to catching and exporting many types and varieties of crabs to the Chinese market. As a major exporter, we supply large quantities of live and frozen crabs to the Chinese market. In fact, China is one of our most important markets right now. Therefore, it is of great significance for us to participate in the Shanghai Fish Expo. On this platform, we have the opportunity to meet new partners, discuss cooperation conditions and hopefully sign new contracts. Just recently, just today, we have just entered into a partnership with a new partner who has purchased a large number of our king and frozen crabs. It is worth mentioning that this is the second time that we have participated in the Shanghai Fishing Fair, which has brought us huge business opportunities and gains every time. Therefore, we sincerely hope that we can continue to participate in the Shanghai Fish Expo next year.



Aquachile Rafa Tong 销售总监

本届上海渔博会感觉和之前相比参展的出口商和多元性比之前更加的加强。举个例子，比如这次我们在渔博会尤其是三文鱼论坛时，有不同产地代表来分享不同产地的鱼的源头供应发展。包括亚洲范围内我们也有其他的进口商和客户来参加三文鱼论坛，我觉得这个在之前是没有的。在客户和市场端，我们也看到更多多元的客户类型。比如说有做电商直播的及其他新兴渠道的。多元化我觉得是一个很大的亮点。



Aquachile Rafa Tong Sales director

This year's Shanghai Fish Fair feels that the exporters and diversity of exhibitors are stronger than before. For example, when we were at the Fishing Fair, especially the Salmon Forum, representatives from different producing areas came to share the development of the source supply of fish from different producing areas. We also have other importers and customers from Asia to participate in the Salmon Forum, I don't think this was available before.

On the customer and market side, we are also seeing more diverse customer types. For example, there are live e-commerce and other emerging channels. Diversity, I think, is a big highlight.

马鞍山市创源食品有限公司 王邦神 总经理

自今天早上8点钟进场进行简单的布展之后，我们就一刻不停地忙碌到现在，员工预定的盒饭都没有时间吃，因为从9点钟到现在，我们公司已经吸引了超过400位潜在客户的关注。许多参展商来到我们的摊位，都对如此众多的人群表示惊讶。蟹制品在上海这个城市的市场潜力巨大，这也为我们的产品带来了极高的关注度。

今天的收获对我们来说非常丰厚，不仅添加了众多微信好友，还挖掘了许多潜在客户，这远远超出了我们的预期。此次展览不仅为我们的品牌带来了推广效果，更让我们的整个团队充满了信心。在接下来的两天里，我们将全力以赴，做好自己的工作，以期取得更大的成功。同时，我们也要感谢主办方为参展商提供的周到服务，对此我们深感感激。



Maanshan City Chuangyuan food Co., LTD. Wang Bangshen General MANAGER

Since entering the exhibition at 8 o'clock this morning for a simple arrangement, we have been busy all the time until now, and the employees have not had time to eat the lunch box, because from 9 o'clock until now, our company has attracted the attention of more than 400 potential customers. Many exhibitors came to our booth and expressed their surprise at the large crowd. The market potential of crab products in Shanghai is huge, which has brought great attention to our products.

Today's harvest is very rich for us, not only added a lot of wechat friends, but also mined a lot of potential customers, which is far beyond our expectations. This exhibition not only brought the promotion effect for our brand, but also made our whole team full of confidence. In the next two days, we will go all out and do our job in order to achieve greater success. At the same time, we would also like to thank the organizers for the thoughtful service provided to the exhibitors, for which we are deeply grateful.

107,839

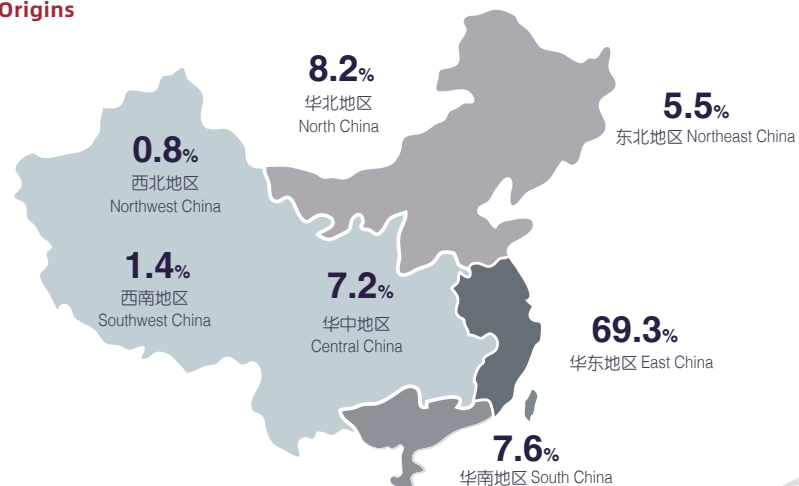
观众(人次)
Number of Visits

73

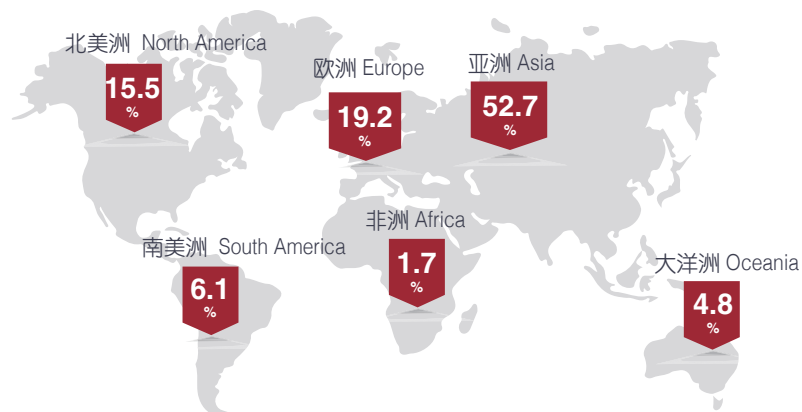
国家及地区
Countries & Regions



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

观众反馈 Visitors Feedback



观众的参观目的 Visitors' objectives

29.33%

采购/订购产品
Purchasing

17.44%

寻找新的供应商
Finding suitable suppliers

13.51%

维护现有的供应商
Maintaining current suppliers

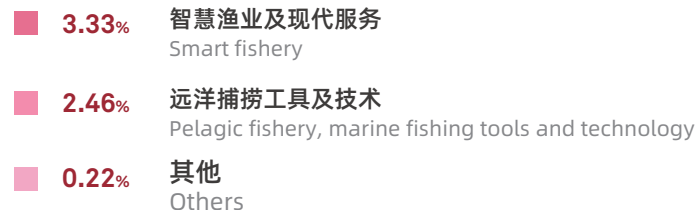
22.35%

获取行业资讯
Gathering general industry information

17.37%

寻找新的产品和服务
Searching for new products and services

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



同期活动 Concurrent activity

· 2024第18届上海国际渔业博览会开幕式

2024 18th Shanghai International Fisheries and Seafood Exhibition Opening Ceremony

· 全国地理标志性水（海）产品推介会——福源福海特色地标水产推介会

Fuyuan Fuhai geographic Landmark Aquatic Products Promotion Conference

· 全国地理标志性水（海）产品推介会——鱼出三水·佛山市三水区名特优新水产品推介会

Fish swimming out of Sanshui · Foshan Sanshui District Famous and Excellent New Aquatic Products Promotion Conference

· 共筑中国渔业精深发展，赋能乡村振兴优品推介会

Jointly Build the Profound Development of China's Fishery and Empower Rural Revitalization of Excellent Products Promotion Event

· 2024“松梵杯”第四届全球海鲜刺身姿造与创意冷菜艺术大赛

2024 "Somvan Cup" the 4th Global Seafood Sashimi Modeling and Creative Cold Dish Art Competition

· 2024长三角非遗食品雕刻面塑展示大赛

2024 Yangtze River Delta Intangible Cultural Heritage Food Carving and Dough Sculpture Exhibition Competition

· 2024中国·第七届三文鱼产业发展高峰论坛

2024 China · The 7th Salmon Industry Forum Area Development Summit Forum

· 舌尖上的海味-智利海产品推介会

A Bite of Seafood-Chile Seafood Promotion and Tasting Session

· 舌尖上的海味-澳大利亚海产推介会

A Bite of Seafood-Australia Seafood Promotion and Tasting Session

· 抖音电商×上海渔博会专场直播活动

TikTok x Shanghai International Fisheries & Seafood Exhibition

· 金枪鱼切鱼秀

Tuna Fish Cutting Show

· 2024食品冷链资源创新发展论坛

2024 Food Cold Chain Resource Innovation and Development Forum

· 赤城架豆区域公用品牌推介暨产销对接会

Chicheng beans regional public brand promotion and production and marketing matchmaking meeting

· 2024调味品与食品配料论坛会

2024 Condiment Technology Forum

· 第五届中国火锅出品大赛——特色火锅赛(上海站)

The 5th China Hot Pot Production Competition -- Special Hot Pot Competition (Shanghai)

· 2024优秀供应商暨2024最佳伙伴奖颁奖

2024 Outstanding Supplier Awards & 2024 Best Partner Award Presented



同期活动 Concurrent activity

- 2024第六届中国新餐饮产业大会暨首届中国新茶饮产业高峰论坛
2024 The 6th China New Catering Industry Conference & The 1st China New Tea Industry Summit Forum
- 2024中国餐饮业连锁发展产业大会
2024 China Catering Chain Development Industry Summit
- 2024“横沙优品杯”长三角甲鱼烹饪大赛
2024 "Hengsha Youpin Cup" Yangtze River Delta Turtle Cooking Competition
- 2024优秀海鲜供应商评选颁奖
2024 Outstanding Supplier Award Presented
- 2024国际金枪鱼行业（上海）高峰论坛
2024 International Tuna Industry (Shanghai) Summit Forum
- 第二届全球南美白虾高峰论坛
The 2nd Global Vannamei Shrimp Summit Forum
- 舌尖上的海味-邂逅美国海味珍馐
A Bite of Seafood-Discover Seafood from U.S.A.
- 舌尖上的海味-加拿大可持续渔业海产品推介会
A Bite of Seafood-Canada Promotion and Tasting Session
- 荔浦芋品牌推介会
Lipu Taro Brand Introduction and marketing Event
- 2024第二届社区团购发展峰会
2024 The 2nd Community Group-buying Development Summit
- “味道湖南·湘飘申城”上海专场推介活动
"Taste Hunan · Flavour Xiang with Shencheng" Shanghai special Introduction and marketing activity
- 重庆火锅节全球行（上海站）
Chongqing Hot Pot Festival Global Tour (Shanghai railway station)
- 2024第五届长三角美食创意展示大赛
2024 The 5th Yangtze River Delta Food Creativity Exhibition Competition
- 2024第二届长三角民间厨烹饪大赛
2024 The 2nd Yangtze River Delta Folk Village Kitchen Cooking Competition
- 2024上海第六届“川野山珍杯”素食菜点创新大赛
2024 Shanghai 6th "Chuanye Shan Zhen Cup" Vegetarian Dish Innovation Competition
- 2024上海国际预制菜高质量发展研讨会
2024 Shanghai International High Quality Development of Prefabricated Dishes Symposium



18年的沉淀让上海国际渔博会敢于创新

以新场景、新需求、新消费、新合作

不断强化升级水产业的“新”活力

期待与您的下一个18年

2025年8月27-29日 上海新国际博览中心

第19届上海国际渔业博览会

我们再相逢~

World Seafood Shanghai with its 18 years of precipitation seeks to innovate.

With new scenarios, new needs, new consumption, new cooperation,

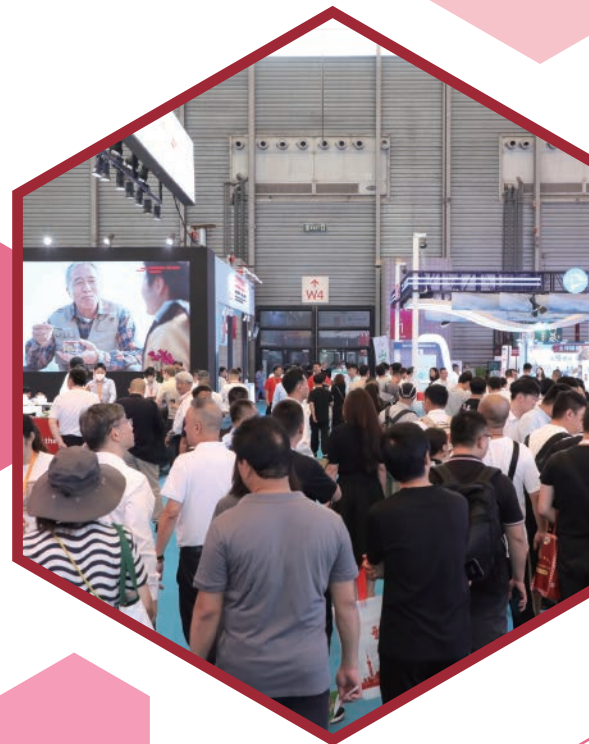
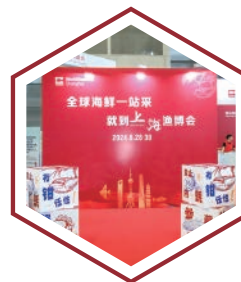
Continuously strengthen and upgrade the "new" vitality of the aquaculture industry,

Looking forward to the next 18 years with you.

August 27-29, 2025, Shanghai New International Expo Center

19th Shanghai International Fisheries and Seafood Exhibition

We shall meet again!



全球海鲜一站采

就到上海渔博会

期待再相聚

See you next year