



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.

octopus

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 nautiloids.

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 Shanghai

第15届上海国际渔业博览会

15th Shanghai International Fisheries and Seafood Exhibition

第15届上海国际水产养殖博览会

15th Shanghai International Aquaculture Exhibition

同期举办
Co-located event



主办单位 Organizers



26-28 Shanghai
New International
August 2020 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 jointly organized by China Aquatic Production Chamber of Commerce, Shanghai Fisheries Trade Association and Shanghai Aige Exhibition Service Co.,Ltd, had been held on August 28-30, 2019 at the Shanghai New International Expo Center. As a global aquatic product trade fair, it has draw attention and active participation of many countries. The scale of World Seafood Shanghai has grown geometrically over the past three years, fully demonstrating the great vitality of China's aquatic products market and providing important trading and communicating platform for global seafood industry professionals.

By following the development trend of catering market closely, World Seafood Shanghai focuses on B2B trade and make perfect match between the supply and demand in global aquatic product trade. The exhibition brought together 2,029 companies from 23 countries, covering 100,000 square meters exhibition area, and attracted 65,389 buyers to visit.



120,000 m²
Exhibition Area



80,000+
Visitors

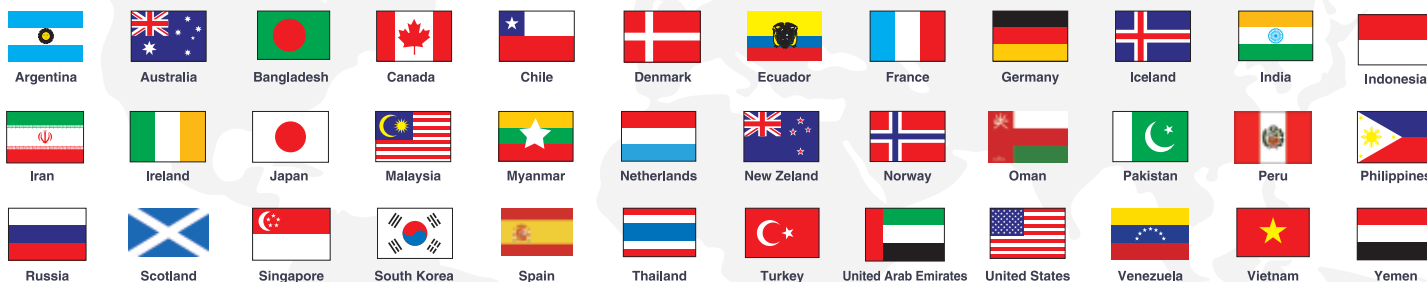


40+
Countries&Regions

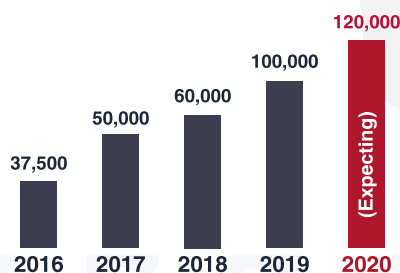


2,500+
Exhibitors

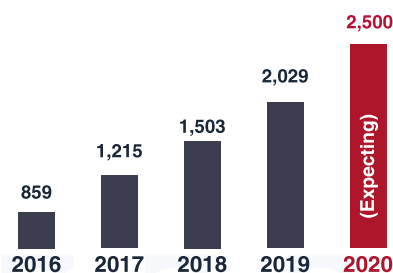
Countries and Regions



Exhibition Size (m²)



Number of Exhibitors



Number of Visitors





Exhibition Sectors



Aquatic products, seafood



Processed aquatic products, prepared foods
seasoned seafood



Processing and packaging equipment
cold chain storage and transportation



Aquaculture technology and equipment



Aquatic feed and drug



Pelagic fishery, marine fishing



Booth Price

International Booth Price

Shell Scheme(3m*3m): USD 3,500/9 m², plus 20% for 2 sides open.
Note: Per 9 m² equipped booth includes: space, fascia board, carpet flooring, 2 long spot light, 2 short spot light, 4 folding chairs, 1 information counter, 1 round table, 1 socket 13A/220V(500W), 1 wastepaper basket.

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

Note: Include Space.



Visitor Sectors



Import and export traders



Catering hotel



Supermarket



Dealer/Wholesaler



Association/Media



Retailer



Electronic commerce



Group purchase



Benefits of the exhibition

93% Enhance brand/ products awareness

91% Find new partner / clients

94% Collect market intelligence

70% Meet / Maintain concurrent customers

85% Launch new products / service

88% Expand existing sales channels

87% PR purposes

23% Others



Part of Well-known Exhibitors



Exhibitors' comments

Shanghai Hi-Chain Food Co.,Ltd
Henny Li General Manager
Shanghai Hi-Chain Food Co.,Ltd is attending in World Seafood Shanghai for the fourth time.This exhibition has a very good influence in our industry and the scale is getting bigger and bigger.

Zhanjiang Longwei Aquatic Products Industry Co.,Ltd
Freddy He President
Zhanjiang Longwei Aquatic Products Industry Co.,Ltd is the first time to attend World Seafood Shanghai. We have many products to show this year.There are various products of shrimp and fish.Next time we will continue to attend this exhibition.

Universal Ocean Canada
Willis William Asselstine
QC and Purchasing Manager
This is William. I'm from Universal Ocean Canada.This is my first time at Shanghai Expo.I'm working to introduce our new products, Lobster, Cold water shrimp, Capelin and Sea Cucumber.It 's been a very exciting time for us.And I'm looking forward to next year to attend, and to get a bigger booth.

2019 Event Review

100,000 m²
Exhibition Area

2,029
Exhibitors

23
Countries and Regions



Exhibitor Analysis

Exhibitors' Feedback

- 94% Concluded the exhibition feedback from satisfactory to very fruitful
- 89% Graded the visitors' quality from satisfactory to excellent
- 87% Intended to exhibit in World Seafood Shanghai 2020
- 90% Willing to invite industry friends to participate in the future

Exhibitor Breakdown by Product Category

- 57.5% Aquatic products, seafood
- 30.3% Processed aquatic products, prepared foods seasoned seafood
- 9.2% Processing and packaging equipment cold chain storage and transportation
- 2.1% Aquaculture technology and equipment
- 0.8% Aquatic feed and drug
- 0.1% Pelagic fishery, marine fishing





Visitors Statistics

65,389
Number of Visitors

67
Countries & Regions

Visitors Analysis

By Geographical Origins



Visitors' Feedback

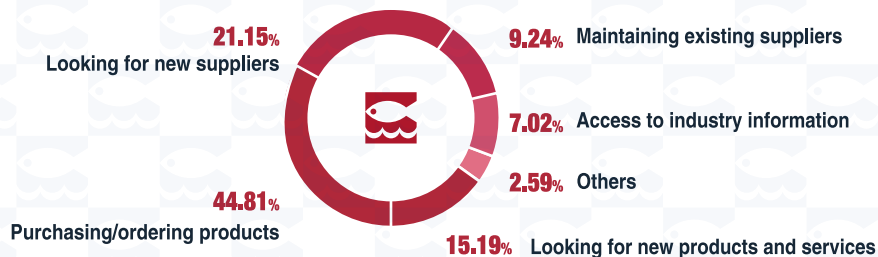
- 88% Concluded the exhibition from good to excellent.
- 93% Live events/forums/speeches from good to excellent.
- 90% Would recommend World Seafood Shanghai to his/her friends and colleague.

- 93% Graded the quality of exhibitors from good to excellent.
- 88% Recognized the importance of World Seafood Shanghai to his/her business.
- 87% Would visit World Seafood Shanghai 2020.

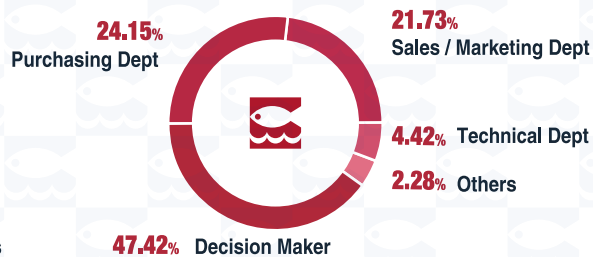
Visitors by Business Sectors



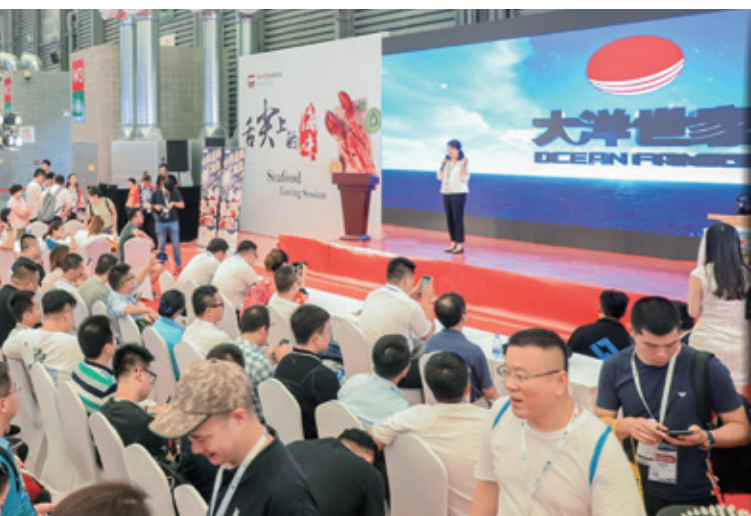
Visitors' Objectives



Visitors by Job Function

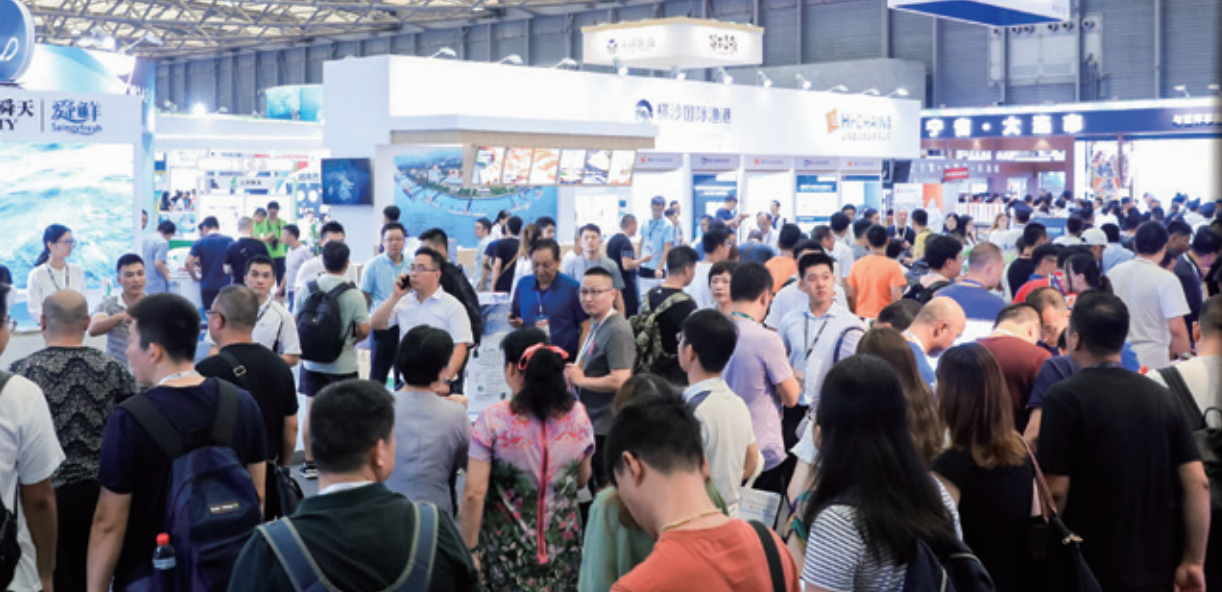


开幕典礼

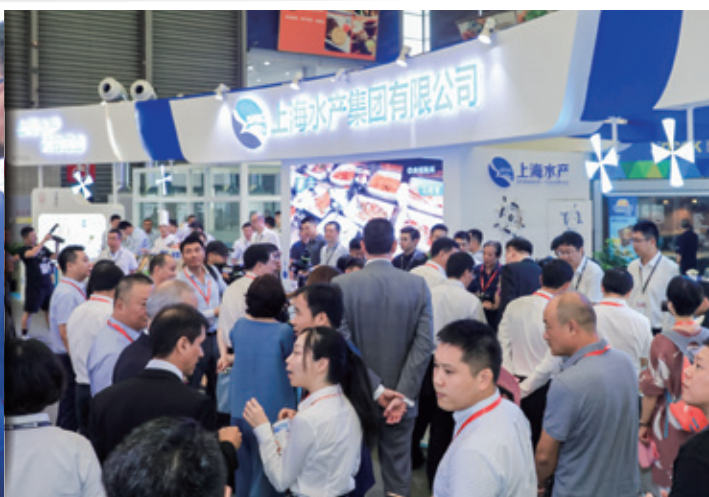


Concurrent Event





2019 Onsite Photo





World Seafood Shanghai

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

26TH-28TH AUG 2020

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