

第十五届上海国际渔业博览会

15th Shanghai International Fisheries and Seafood Exhibition

第十五届上海国际水产养殖博览会

15th Shanghai International Aquaculture Exhibition

2020年8月26-28日 26-28 August 2020

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

展后报告 Show Report



主办单位
Organizers



同期举办
Co-located event



AigeFood
Shanghai





WorldSeafood
Shanghai



80,000

展出面积 Sqm

1,273+

参展商

Number of Exhibitors

46,733+

观众

Number of Visitors

(相关数字包含第11届上海国际餐饮食材展)
(The number include 11th Shanghai International
Catering and Ingredients Exhibition)



展会概览
Show Overview

展商统计

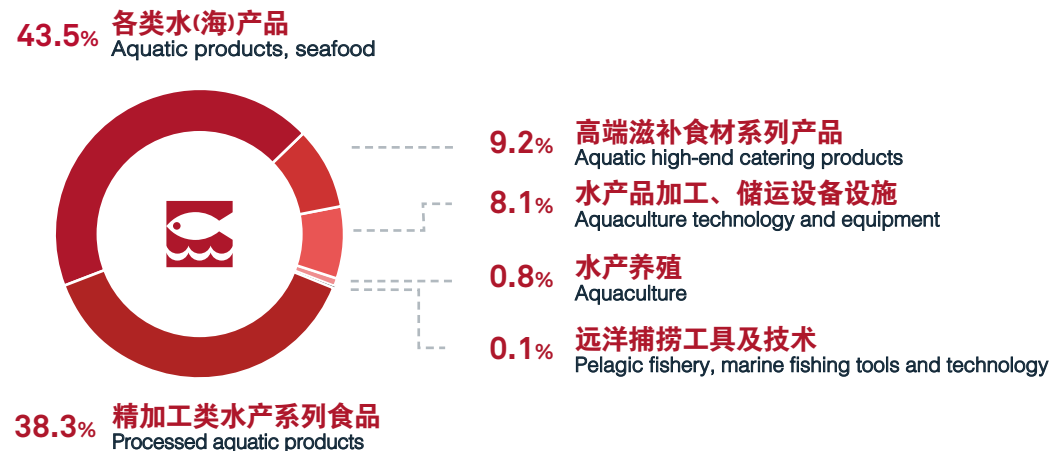
Exhibitor Statistics

1273家企业，汇聚了来自美国、韩国、挪威、瑞典、智利、厄瓜多尔、越南、加拿大、伊朗、爱尔兰、土耳其、中国及香港、台湾地区等**14**个国家及地区的中外企业参展。

Attracting 1273 exhibitors from 14 countries and regions. Key participating countries included America, Korea, Norway, Sweden, Chile, Ecuador, Vietnam, Canada, Iran, Ireland, Turkey, China and Taiwan, plus many more.

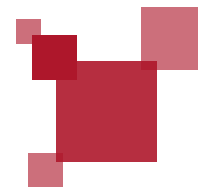


Exhibitor Breakdown by Product Category | 参展商按产品分类



Exhibitors' Feedback | 参展商反馈





Exhibitor Testimonials | 展商评语

“

极鲜网 唐海峰 总裁

上海渔博会是在海鲜领域、在华东地区最重要的一个展会。极鲜网是第四次参加，每次来都有很多收获，这次见到了很多老朋友。今年对水产行业来说是非常困难的一年，但渔博会整体的观众人数和参展企业还是非常多，我觉得行业的信心正在慢慢恢复。



东港市锦都食品有限公司

林鹏 销售区域经理

锦都是第一次参加上海渔博会，让我印象最深刻的一点是主办方对当前疫情环境做出充足准备，对秩序方面的要求井然有序，在这种大环境下举办出热闹且成功的展会。以后我们会常来上海参加展会。



上海大菱食品有限公司

王栋 总经理

在2020年这个年份，我们公司包括整个水产品行业都经历了一个非常困难的时期，感谢主办方在这样的年份为我们呈现了一个特别好的展会。



挪威海产局

博薇娅 中国大陆和香港地区总监

挪威海产局已经参加过好几届上海渔博会了，在2020年这样特殊的环境下，参加渔博会对挪威企业来说是开拓市场机遇的契机，也是非常重要的重聚，很高兴今年能够参加。这届渔博会组织的非常好，我们期待明年继续来开拓新机会。



Gfresh

Reg Tang - Chairman

World Seafood Shanghai is the most important exhibition in the seafood field in East China. Gfresh is the fourth time to attend World Seafood Shanghai. Every time we come there are a lot of gains. Even under this year's epidemic, I have seen many old friends. And let Gfresh brand have a good brand display among our seafood customer groups and peers. From an industry perspective, this year is a very difficult year. However, the overall number of visitors and exhibitors in World Seafood Shanghai is still very large. I feel that the confidence of our industry is slowly recovering.

Donggang Jindu Food Co., Ltd.

Lin Peng - Sales Area Manager

Jindu Food Co., Ltd. is the first time to attend World Seafood Shanghai. What impressed me the most was the organizer has made orderly requirements and adequate preparations for the current epidemic environment to hold a lively and successful exhibition in this environment. Our company will often come to Shanghai to participate World Seafood Shanghai in the future.

Shanghai Daling Food Co., Ltd.

Wang Dong - General Manager

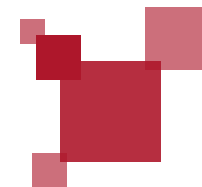
In 2020, our company, including the entire aquatic product industry, has experienced a very difficult period. Thank the organizer for showing us a particularly good exhibition in this year.

Norwegian Seafood Council

Ms. Victoria Braathen - Director of Chinese mainland and HK

Norwegian Seafood Council have been attending this expo for now for several years. 2020 has been a special year, and then it's even more important to be come back and united and really explore new market opportunities. We are very happy to be here at World Seafood Shanghai 2020. The expo is well organized this year. We look forward to explore new opportunities and new participation next year in World Seafood Shanghai.

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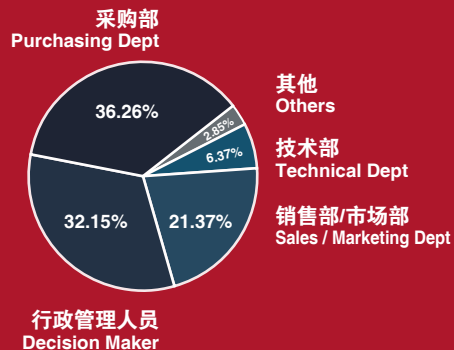


观众统计 Visitors Statistics

 **46,733** 位观众
Number of Visitors

 **33** 国家及地区
Countries & Regions

观众按部门分类 Visitors by Job Function



Visitors by Geographical Origins | 地区分布



国内观众地区分布
Domestic visitors distribution



海外观众地分布
International visitors distribution

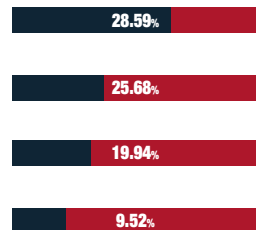
Visitors by Business Sectors | 行业分类

水产品贸易经销商
Trading / Distributing

生产、加工商
Manufacturers / Processors

食品供应商/超市/酒店餐饮
Seafood supply chain/Supermarket/Catering hotel

电子商务/投资
E-commerce /Investment



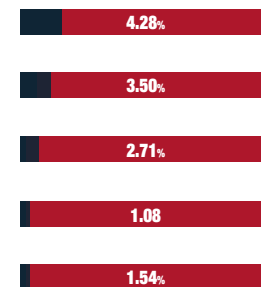
加工、包装、保鲜技术与设备
Processing, packaging, preservation technology and equipment

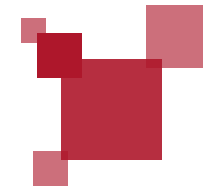
冷冻冷藏物流
Logistics of frozen food

政府/科研单位/商会/专业媒体
Government Department / Association / Chamber of Commerce / Professional media

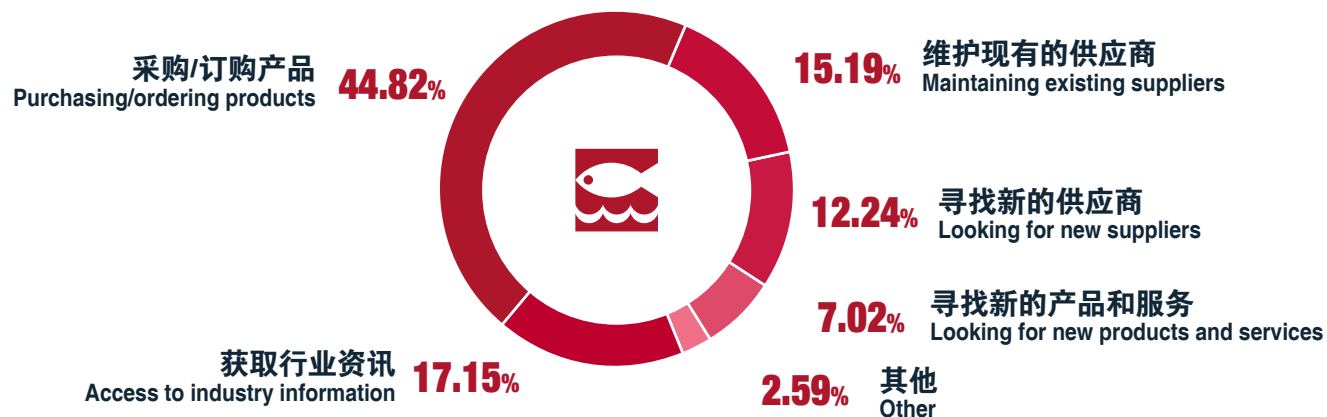
养殖技术和设备
Aquaculture technology and equipment

其他
Others

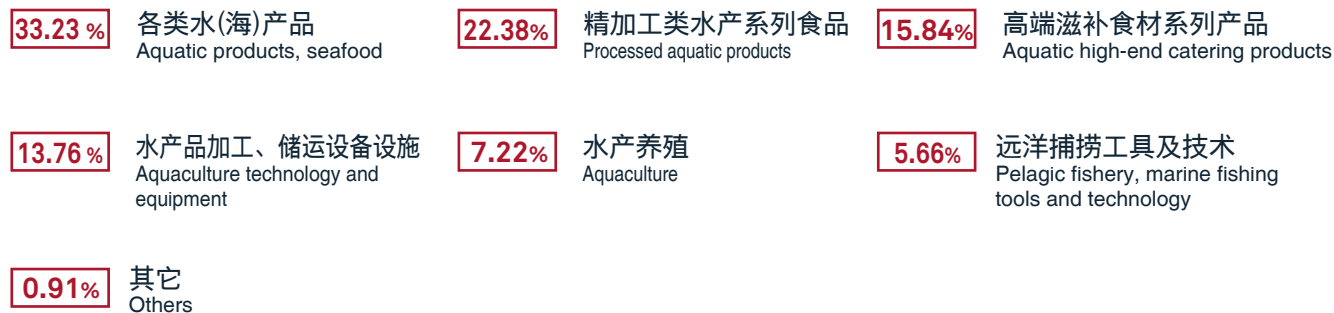




Visitors' objectives | 观众的参观目的

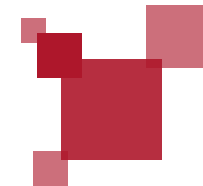


Visitors' Most Interested Exhibits | 观众最感兴趣的产品



观众统计 Visitors Statistics





93.3%

认为参观上海渔博会
对其公司很重要

Recognized the Importance of World
Seafood Shanghai to his/her Business.

91.5%

愿意将上海渔博会
推荐给朋友或业内同行

Would Recommend World Seafood
Shanghai to his/her Friends and Colleague.

89.1%

表示明年还会参观
上海渔博会

Would Visit World Seafood
Shanghai 2021.

90.3%

总体对展会
评价为好至非常好
Concluded the exhibition
from good to excellent.

96.5%

认为这次展会的
展商质素为好至非常好
Graded the quality of exhibitors
from good to excellent.

91.5%

现场活动/论坛/
演讲为好至非常好
Live events/forums from
good to excellent



观众反馈 Visitors Feedback



开幕仪式

Opening Ceremony

2020年8月26日，第15届上海国际渔业博览会正式拉开帷幕，展会吸引了来自全球19个国家和地区的使领馆及代表处，国内33个政府机构、合作商协会及合作伙伴，100余家合作媒体和众多参展商、专业观众一同见证了2020年上海国际渔博会的华丽绽放。来自中华全国工商业联合会水产商会、上海水产行业协会、中国渔业协会水产商贸分会、上海市餐饮烹饪行业协会、全球水产养殖联盟、挪威海产局等27个有关合作机构的贵宾出席了开幕式。各位上台嘉宾均致辞对展会成功举办送上美好祝福，自此，2020上海国际渔业博览会正式揭开神秘面纱，展会盛大启幕！

On August 26, 2020, World Seafood Shanghai officially kicked off. There had embassies and consulates from more than 19 countries in the world, 33 domestic government agencies, Chamber of Commerce, associations, more than 100 media and many exhibitors and professional visitors witnessed the exciting moment of the World Seafood Shanghai 2020. VIPs from 27 relevant cooperative institutions including China Aquatic Production Chamber of Commerce, Shanghai Fisheries Trade Association, Shanghai Catering Industry Association and Norwegian Seafood Council attended the opening ceremony. Since then, World Seafood Shanghai has officially kicked off, unveiling the mystery to people in the industry!



同期活动

Concurrent Activities



- 舌尖上的海味--地理标志水(海)产品推介会
Seafood Taste Session--National Geographic Landmark Seafood Promotion Conference
- 原产地至关重要—挪威海产
Seafood from Norway - Origin Matters
- 蓝鳍金枪鱼解体秀暨产品推介会
Bluefin Tuna Dissection Show
- 海上号儿童去刺鱼推介会
Hesshoo Seafood Tasting Promotion Conference
- 2020中国·第三届三文鱼产业发展高峰论坛
China - The 3rd Global Salmon Industry Development Summit
- 水产品电商消费论坛暨京东平台推广发布会“拥抱变化，共谋发展”——疫情常态化下水产业的新格局
"Embrace Change and Seek Development" - New Pattern of Aquaculture Industry under the Epidemic
- 2020中国冻品市场发展趋势高峰论坛
2020 China Frozen Food Market Development Trend Seminar
- 第九届上海国际调味品及食品配料展技术论坛
The 9th Shanghai International Condiments & Food Ingredients Exhibition Technology Forum

同期活动

Concurrent Activities



- 2020食品产业冷藏链可持续发展高峰论坛
2020 Cold Chain Summit for Sustainable Development in Food Industry
- 2020首届长三角·美食文化峰会暨“厨鑫杯”长三角美食创意大赛
2020 First Yangtze River Delta Food Culture Summit and “Chuxin Cup” Food Creative Competition
- 2020展商新品推介会
Exhibitor New Product Launch 2020
- 2020年度优秀供应商评选及颁奖
Excellent Supplier Selection and Award 2020



特别鸣谢 Special thanks

-  全球水产养殖联盟
Global Aquaculture Alliance
-  全国工商联水产产业商会稻渔种养专业委员会
Rice-Fish Culture Professional Committee
of China Aquatic Production Chamber of Commerce
-  全国工商联水产产业商会青年委员会
Youth Committee of Aquatic Production Chamber of Commerce
-  中国渔业协会水产商贸分会
Aquatic Trade Branch of China Fisheries Association
-  海南省农业农村厅
Department of Agriculture and Rural Affairs of Hainan Province
-  大连市农业农村局
Bureau of Agriculture and Country of Dalian City
-  长海县人民政府
People's Government of Changhai County
-  珠海国家农业科技园区
Zhuhai National Agricultural Science and Technology Park
-  舟山市出口水产行业协会
Zhoushan Seafood Exporting Association

合作媒体 Media Partners (排名不分先后 In no particular order)



-  嵊泗县商务局
Shengsi County Bureau of Commerce
-  威海市海参产业协会
Weihai Sea Cucumber Industrial Association
-  挪威海产局
Norwegian Seafood Council
-  爱尔兰食品局
Bord Bia Irish Food Board
-  加拿大驻上海总领事馆
Consulate General of Canada in Shanghai
-  厄瓜多尔共和国驻上海总领事馆商务处
Consulate General of the Republic of Ecuador in Shanghai
-  厄瓜多尔国家水产养殖商会
Camara Nacional de Acuicultura de Ecuador
-  澳大利亚投资委员会
Australian Trade and Investment Commission
-  韩国水协中央会
National Federation of Fisheries Cooperatives
-  越南巴沙鱼协会
Vietnam Pangasius Association
-  上海市餐饮烹饪行业协会
Shanghai Cuisine Association
-  上海市餐饮烹饪行业协会日本料理专业委员会
Shanghai Cuisine Association Japanese Cuisine Professional Committee
-  上海市冷冻食品行业协会
Shanghai Frozen Food Industry Association

赞助单位 Sponsors



市场合作伙伴 Marketing Partners



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 Cephalopoda. 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

期待再相聚
See you next year

2021.8.25-27

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

www.worldseafoodshanghai.com



更多详情活动，关注官方微信
More info, please follow the Official Wechat

2021 展会规模 (预计) : 120,000 平方米Sqm 2,500 展商Exhibitors 80,000 观众Visitors
(相关数字包含上海国际餐饮食材展)

10 馆联动 Exhibition halls (W1-W5, N1-N5)

参展咨询、展位预定
For exhibitor enquiry:

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主办单位 Organizers

