

# 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 Expo Center, China** 

August 2021

# 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.





**46** World Seafood Shanghai As a global aquatic product trade event, World Seafood Shanghai closely follows the development trend of the aquatic product and catering market. Its international perspective and professional level have been widely recognized by the global seafood industry. The three-day event joined hands with the Aige Food Shanghai to gather 1,273 exhibitors from 14 countries and regions, with an exhibition area of 80,000 square meters, attracting 46,733 professional visitors from 33 countries and regions.

World Seafood Shanghai 2021 (16th Shanghai International Fisheries and Seafood Exhibition) will be held at the Shanghai New International Expo Center from August 25 to 27, 2021. The exhibition will continue to maintain a consistent professional

With excellent quality, we will join hands with domestic and overseas industry personnel to forge ahead, share opportunities, seek common development and win a win-win future.



# 2021 Expo Scale(Expecting)







# **Countries and Regions**































Singapore





South Korea

Spain

Thailand

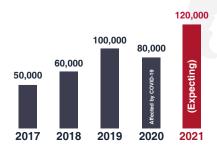
United Arab EmiratesUnited States

Pakistan

Vietnam



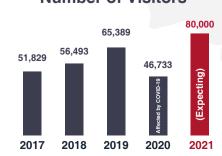
## Exhibition Size (m<sup>2</sup>)



## **Number of Exhibitors**



### **Number of Visitors**

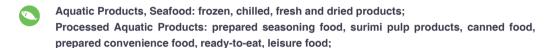


(Relevant data include Shanghai food and Beverage Exhibition)





## **Exhibition Sectors**



- Aquatic High-end Catering Products: cubilose, abalone, fin,ginseng, triplets and other nourishing food and processed products, Japanese food sashimi food and aquatic food series;
- Smart Fishery: modern fishery breeding technology and equipment, artificial intelligence, information construction and operation services, aquatic feed and seeding, fish medicine and water quality;
- Aquatic Products Processing, Storage and Transportation Equipment: processing and packaging equipment, refrigeration equipment, weighing equipment, testing equipment, cold chain logistics equipment and facilities;
- Pelagic Fishery, Marine Fishing Tools and Technology



# **Booth Price**



Shell Scheme ( 3m x 3m): USD 3, 500 / 9  $\rm m^2$ , plus 20% for a corner booth.



# **Visitor Sectors**



Import and Export Traders



**Catering Hotel** 

Dealer/Wholesaler



**Group Meal Purchase** 

**Chain Supermarkets** 



Retailer



Space Only (Minimum 36  $m^2$ ): USD 350 /  $m^2$ 



E-Commerce



Seafood Association/Media/Research institute



# Benefits of the exhibition

94.2% Enhance brand/ products awareness

95.3% Collect market intelligence

92.3% Meet / Maintain concurrent customers

88.5% Expand existing sales channels



87.9% Launch new products / service

86.4% Find new partner / clients

76.9% PR purposes





# **Exhibitor Analysis**

#### **Exhibitors' Feedback**

86.9%

Concluded the exhibition feedback from satisfactory to verv fruitful

88.7%

Graded the visitors' quality from satisfactory to excellent

88.5%

Intended to exhibit in World Seafood Shanghai 2021



Willing to invite industry friends to participate in the future

# **Exhibitor Breakdown by Product Category**



Aquatic products, seafood



Aquaculture



Processed aquatic products



Pelagic fishery, marine fishing tools and technology



Aquatic high-end catering products



Aquatic product processing, storage and transportation equipment



#### **Exhibitors' comments**

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 held 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 Councilhave 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.

#### Part of Well-known Exhibitors

































































































Number of Visitors

# Visitors Analysis

**Visitors' Feedback** 

# 90.3% Concluded the exhibition from good to excellent.

92.1% Live events/forums/speeches from good to excellent.

91.5% Would recommend World Seafood Shanghai to his/her friends and colleague.

## **Visitors By Geographical Origins**



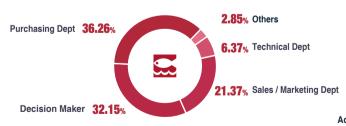
**Domestic Visitors' distribution** 

## **Visitors by Business Sectors**



#### **Visitors by Job Function**

**Part of Well-Known Buyers** 



(In no particular order)

96.5% Graded the quality of exhibitors from good to excellent.

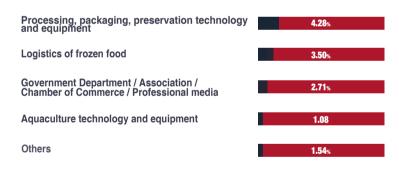
Countries & Regions

93.3% Recognized the importance of World Seafood Shanghai to his/her business.

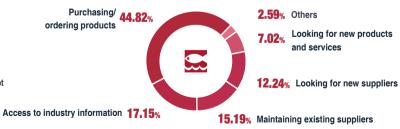
89.1% Would visit World Seafood Shanghai 2021.



#### International Visitors' distribution



#### **Visitors' Objectives**







2020 Onsite Photos













Concurrent Events









# World Seafood Shanghai

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

# 25<sup>TH</sup>-27<sup>TH</sup> AUG 2021

# 上海新国际博览中心

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