



2024上海国际糖酒食品交易会

Shanghai International Food & Drinks Fair 2024

2024年05月13日-15日 | 国家会展中心-上海·虹桥

May 13-15, 2024 | NECC-Hongqiao·Shanghai

管理及统筹 | Organized by



批准单位 | Approved by

上海市商务委员会
Shanghai Municipal Commission of Commerce

指导单位 | Directed by

上海市商业联合会
Shanghai Commercial Association

主办单位 | Hosted by

上海市食品协会
Shanghai Food Association

联合主办 | Hosted by

上海市酿酒专业协会
Shanghai Drinks Association

上海糖烟酒茶商业行业协会

Shanghai Sugar Cigarette Drink Tea Commercial Association

上海市精制食品协会

Shanghai Sugar-Make Food Association

承办单位 | Organized by

上海大道红杉展览有限公司
Shanghai Golden Commercial Exhibition Co., Ltd.

协办单位 | Co-organized by

上海市糖业烟酒（集团）有限公司
Shanghai Sugar Cigarette and Wine Group Co., Ltd.

支持单位 | Supported by

长三角食品产业创新合作联盟
Yangtze River Delta Alliance of Food Industry Innovation Cooperation

上海市食品学会
Shanghai Society of Food Science

浙江省食品工业协会
Zhejiang Food Industry Association

江苏省食品行业协会
Association of Jiangsu Provincial Food Industry

安徽省食品行业协会
Anhui Food Industry Association



糖酒会助手 公众号

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About | 关于 SFDF CHINA 2024

Shanghai International Food & Drinks Fair (referred to as SFDF) is widely spread by the industry as "the bond of friendship, the bridge of commerce". Shanghai Food & Drinks Fair relies on China's unique geographical advantages and strong Chinese consumption market demand, strives to create an top influence event of international alcohol drink and food industry in the Asia-Pacific region. Every year, tens of thousands of new alcohol drink and food products from home and abroad will be presented and tens of thousands of professional buyers will attend the show, which provides an excellent opportunity for production enterprises, product sales and general agent enterprises to find distributors, agents and establish marketing system. At the same time, many overseas enterprises and industry organizations also hope to introduce more and better quality food and alcohol products into China through the SFDF that display window and trading platform, so as to expend the huge market share of China and meet the huge consumption demand. After several years of accumulation and precipitation, SFDF has become a comprehensive platform for food and alcohol drink enterprises in the world to grasp consumption status, development trend, trade and exchange, and political and enterprise exchanges. In the beautiful season of May 2024, Shanghai will welcome tens of thousands of alcohol drink and food industry merchants from all over the world, brewing happy wine and sharing sweet food.

上海国际糖酒食品交易会（简称：SFDF）被业界广泛流传为“友谊的纽带、商贸的桥梁”。上海糖酒会立足中国，以得天独厚的自身地利优势与强大的中国消费市场需求，全力打造成亚太地区顶级影响力的国际酒类 and 食品行业盛会。每年上海糖酒会期间都会吸引来自海内外数以万计的酒类、食品行业新产品亮相以及数以万计专业买家参会，为生产企业、产品销售、总代企业寻找经销商、代理商、组建营销体系提供了不容错过的绝佳机遇。同时，众多海外企业与行业组织也希望能借助SFDF这一展示窗口与交易平台，将更多更好的优质食品与酒类商品引入中国，以争取中国庞大的市场份额和满足巨大的消费需求。该糖酒会历经数年的积累与沉淀，现已成为世界各国食品酒类企业把握消费现状、发展趋势、贸易互通及政企交流的综合平台。2024年5月美丽的季节，中国的上海将迎来五洲四海酒类和食品行业的数万客商，共酿欢乐的美酒，共享甜蜜的美食。

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Concurrent Activities

同期活动

During the exhibition, there will be a series of events such as International Import & Export Food Policy, Laws and Regulations Summit, Forum on the Protection and Development of Geographical Indication Tea, Award Ceremony of China's Hundred Outstanding Young Tea Talents, the 4th China International Air Travel Meal Chef Cooking Championship, the first Star Chef Challenge, China Hot Pot Explosion Shanghai Regional Contest, China Catering Franchise Conference, Buyer Meeting for International Tourist Catering Services, Louis Lesaffre Cup-The First Contest for Chinese Fermented Dim Sum, World Wine Master Class, Commendation Conference for Tea Integrity Measurement Demonstration Units, E-commerce New Channels and Internet Celebrity Selection Conference, Yangtze River Delta Food Innovation and Development Forum, Promotion Activities of Provinces and Cities Tea Producing Areas, the 2nd China Celebrity Chef for Healthy New Ingredients Innovation Competition and the 2nd China Star Chef for Local Famous Dishes Competition, China Catering Chain Digital Transformation Summit, Catering and Hot Pot Products Promotion Conference, "Namchow Cup" the 6th ShangHai Mooncake Skills Competition, Promotion Activities of Provinces and Cities Food Producing Areas, High-quality Tea Selection Activity, Selenium-enriched Food Industry Development Forum, etc. to held.

展会期间还将举办国际进出口食品政策与法律法规交流会、地理标志茶叶保护与发展论坛、中国百位杰出青年茶人颁奖庆典、第四届中国国际航旅餐优秀厨师烹饪锦标赛、首届星厨挑战赛、中国火锅宴上海大赛、中国餐饮加盟大会、国际旅游餐饮服务买家见面会、“路易·乐斯福杯”第一届中式发酵面团技能大赛、世界葡萄酒大师班、茶叶诚信计量示范单位表彰大会、电商新渠道与网红选品大会、长三角食品创新与发展论坛、各省市茶叶产区推介活动、第二届健康中国新食材名厨创新展演赛 / 第二届中国地方名菜星厨大赛、中国餐饮连锁数字转型高峰论坛、餐饮火锅产品推介会、“南侨杯”第六届上海市食品行业月饼技能比武、各省市食品产区推介会、优质茶品评选活动、中国富硒食品发展论坛等论坛活动。



Major Exhibits 展出大类

- **Chinese famous wine exhibition area:** liquor, yellow wine, domestic wine, health wine, winery, etc.
 - **International famous wine exhibition area:** wine, beer, cocktails, fruit wine, brandy, whiskey, vodka, rum, gin, sake, agave, etc.
 - **Food & Beverage exhibition area:** Imported foods, baked goods, snack foods and sweets, fresh foods, edible oils and olive oil, fruits and vegetables, canned foods, natural and health foods, fashion drinks, high-end bottled water, milk and dairy products, ice cream and cold drinks, coffee and tea, etc.
 - **Catering and franchise exhibition areas:** catering industry and catering materials, Organic food, Green food, hotel and restaurant chain franchise, catering new retail and digital management.
 - **Food and alcohol drink machinery category exhibition areas:** beer and beverage manufacturing technology and equipment, food machinery and packaging technology, dairy ice cream machinery and technology, etc.
 - **Wine and food package and service exhibition area:** education and training, alcohol investment institutions, e-commerce platform service providers, wholesale and retail and channel service providers.
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- **中国名酒展区:** 白酒、黄酒、国产葡萄酒、保健酒、酒庄酒等;
 - **国际名酒展区:** 葡萄酒、啤酒、鸡尾酒、果露酒、白兰地、威士忌、伏特加、朗姆酒、杜松子酒、清酒、龙舌兰等;
 - **食品饮料展区:** 进口食品、有机食品、绿色食品、烘焙食品、休闲食品及甜食、生鲜食品、食用油及橄榄油、果蔬、罐头、天然及保健食品、时尚饮品、高端瓶装水、乳及乳制品、冰淇淋及冷饮、咖啡与茶等;
 - **餐饮与连锁加盟展区:** 餐饮工业与餐饮食材、酒店与餐饮连锁加盟、餐饮新零售与数字管理等;
 - **食品与酒类机械类专区:** 啤酒饮料制造技术与设备、食品机械及包装技术、乳品冰淇淋机械与技术等;
 - **酒类与食品配套及服务展区:** 教育及培训、酒类投资机构、电商平台服务商、批发零售及渠道服务商等。

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Participation Fees

参展费用

•International Standard Booths:

For overseas enterprises: USD 4800/Expo; 3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket.

•Indoor Raw Space:

For overseas enterprises: USD 480.00/Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

•国际标准展位:

A: 国内企业: 16800.00/展期 (RMB) 3m×3m B: 国外企业: 4800.00/展期 (USD) 3m×3m

注: 标准展位 (包括: 三面白色壁板、中 (英) 文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

•室内光地:

A: 国内企业: 1500.00 (RMB) /平方米/展期; B: 国外企业: 480.00 (USD) /平方米/展期

注: (最少36平方米起租) “光地” 只提供参展空间, 不包括展架、展具、地毯、电源等。



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Target Audience

目标观众

- Relevant organizations and associations of various countries, national institutions in China, trade organizations, international buyers, China Procurement Office, international trade organizations, etc.
 - Wholesalers, agents, distributors/distributors, import and export traders, manufacturers, franchises, practitioners, consumers, suppliers, experts, researchers, industry organizations and associations in the wine and food sector, Buyer/franchisee, technical consultation, business super, e-commerce, etc.
 - Catering enterprise executives of catering enterprises, catering chain enterprises, restaurants, coffee shops, schools, troops, hospitals, airlines, cruise ships, trains and other fields.
 - E-commerce industry: website designers, professional buyers of such websites and related media.
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- 各国相关组织与协会、各国驻华机构、商贸机构、国际买家中国采购办、国际商贸机构等；
 - 酒类和食品领域的批发商、代理商、经销商 / 分销商、进出口贸易商、生产制造商、专营店、从业者、消费者、供应商、专家、研究人员、行业组织和协会、采购商 / 加盟商、技术咨询、商超、电商等；
 - 酒店餐饮企业、连锁餐饮企业、咖啡厅、学校、部队、医院、航空、邮轮、列车、商超、电商等领域的专业买家等
 - 电子商务行业：网站设计师、此类网站的专业买家及相关媒体等。





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SFDF CHINA aims at creating a sourcing event for global drinks and food industry

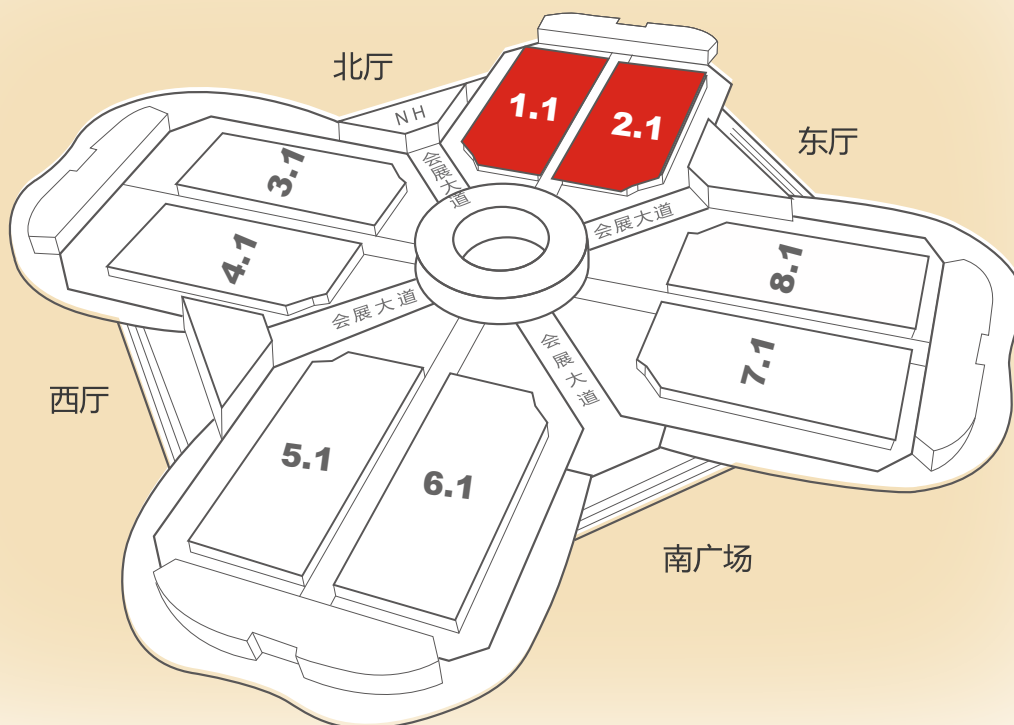
上海国际糖酒会全力打造全球酒类与食品行业采购盛会





新消费, 共享全球美食。友谊的纽带, 商贸的桥梁。

NEW CONSUMPTION, SHARED GLOBAL FOOD. THE BOND OF FRIENDSHIP, THE BRIDGE OF COMMERCE.



+面积60,000m²
60,000 m² AREA

+展商2,000家
2,000 EXHIBITORS

+观众100,000名
100,000 VISITORS

+媒体200家
200 PROFESSIONAL MEDIA

To reserve the booth of "SFDF CHINA 2024" or learn more information, please contact

Add: Room 1006, Block C, North Building, Senlan Meihuan, No.519, Qifan Road,

Pudong New District, 201208, Shanghai, P.R.China

如欲订 "SFDF CHINA 2024" 展位和了解更多信息, 请通过以下联络方式

电话: 153-1616-4726 | 邮箱: 2252593083@qq.com | 公众号: 糖酒会助手