



SHICAI

# 第八届上海国际餐饮食材展览会

8<sup>th</sup> Shanghai International Catering and Ingredients Exhibition

## 展后报告

## Show Report



**2017年8月19-21日**  
19-21 August 2017

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

## 汇集各类食材 · 主导行业发展

A collection of the finest ingredients · Leads industry-leading development

[www.shicaiaexpo.com](http://www.shicaiaexpo.com)

### 同期展会

Co-located events:

第十二届上海国际渔业博览会  
12<sup>th</sup> Shanghai International Fisheries and Seafood Exhibition



WorldSeafood  
Shanghai

第八届上海国际冷冻冷藏食品博览会  
8<sup>th</sup> Shanghai International Frozen and Chilled Food Expo



2017上海国际餐饮博览会  
Shanghai International Restaurant & Catering Show 2017



第六届上海国际调味品及食品配料展览会  
6<sup>th</sup> Shanghai International Condiments & Food Ingredients Exhibition



2017上海国际餐饮连锁加盟展览会  
Shanghai Catering Chain Franchise and Digital Management Exhibition 2017



◆ 主办单位  
Organisers







# 展会概况

## Exhibition Overview

58,000

面积  
Sqm

1,215

展商  
Exhibitors

51,829

观众  
Visitors

6,412

海外观众  
Overseas Visitors







# 展商统计 Exhibitor Statistics

**1,215**家企业来自**20**多个国家及地区，包括美国、韩国、澳大利亚、阿根廷、新西兰、挪威、西班牙、丹麦、加拿大、厄瓜多尔、泰国、缅甸、巴基斯坦、冰岛、爱尔兰、苏格兰、威尔士、斯里兰卡、中国及台湾地区。

1,215 exhibitors came from 20 countries and regions, including the USA, Korea, Australia, Argentina, New Zealand, Norway, Spain, Denmark, Canada, Ecuador, Thailand, Myanmar, Pakistan, Iceland, Ireland, Scotland, Wales, Sri Lanka, China and Taiwan.

## 展品范围 Scope of Exhibits

**W5** 肉类、餐饮食材  
Meat, Catering Product

**W4** 冷冻食品、餐饮食材  
Frozen Foods, Catering Product

**W3** 调味品、餐饮、相关设备  
Condiments, Catering Product and Relevant Equipment

**W2** 水产海鲜 Seafood **W1** 水产海鲜 Seafood

## 展会带来的得益 Benefits Gained from Exhibition

91.7% 维护/巩固现有客户 Meet/Sell to Current Customers

92.1% 寻找新合作伙伴/客户 Find New Products/Clients

91% 发布新产品/服务 Launch New Products/Services

92.1% 扩展销售渠道 Expand existing Sales Channels

93.8% 提升企业品牌/产品/服务知名度  
Increase brand awareness/Products/Services

77.7% 与有关商务及政府部门取得联系 PR purposes

91.7% 收集市场信息 Collect Market Intelligence



## 展商评语 Exhibitors Testimonial



### 正是牛排 Zheng's Steak

展览会火爆的场面让业内人士赞叹不已，来自全国各地的酒店、西餐厅的大咖们被正是牛排的美味所吸引，前来驻足咨询品尝，正是牛排受到一致好评，此次展会为我们和潜在客户架起了直接桥梁，可以面对面的沟通、洽谈。旺盛的市场需求，良好的市场发展势头，深在的市场发展潜力，给正是牛排提供了良好的契机，促成了众多高额订单，在一定程度上提高了正是品牌的知名度，对正是牛排的发展无疑是一个巨大的推动力。

—来源：正是牛排行业资讯

The hot scenes of the exhibition make the insiders amazed. The restaurant and hotel all around the country will be attracted by the "Zheng's Steak". They are coming and tasting, "Zheng's Steak" got all of their's favourable comment. This exhibition has set up a bridge between us and potential customers, and we can face-to-face communication and negotiation. Exuberant market demand, good market development momentum, deep in the market development potential. It provided a good opportunity by "Zheng's Steak". It has many large orders have been facilitated. To some extent, it improve the popularity of the brand, which is a huge impetus for "Zheng's Steak".

—by: Zheng's Steak industry information



### 正点食品 Zhengdian Food

对于食品展的大成功,我们心存感激,在此感谢莅临的每一位嘉宾及结识的新朋友!有您们的支持,我们只会越来越好!

—来源：正点食品微信公众号

We are grateful for the success of the food show. Thank you for every guest and make more new friends! With your support, we will get better and better!

—by: Zhengdian Food public wechat ID

### 乐肴居 Le Yaoju

看到乐肴居展位人山人海 是不是惊呆了?

要不是招牌放的高 恐怕都看不到乐肴居了!

真的没办法靠几张简单的图片,给大家描述什么叫人山人海。乐肴居的员工为了接待来咨询的人,就几乎忙得手忙脚乱,应接不暇,但是看到乐肴居这么受大家喜爱,还是觉得很开心,再辛苦都觉得值得!

—来源：乐肴居食品微信公众号

Did you feel surprise when you there were huge crowds of people at exhibition position of Le Yaoju ? You would not see the name-Le Yaoju if we didn't put the signboard high enough.

We can't describe the situation of huge crowds of people just through such few simple pictures. The staff of Le Yaoju were too busy to attend to all the guests who came for consultation. It's worth our effort of hard work when we saw so many people like Le Yaoju and we felt happy to service our guests.

—by: Le Yaoju Food public wechat ID



### 聪厨 Cong Chu

8月19日,展会第一天,聪厨W5C026展位前人声鼎沸,宾客盈门,聪厨食品携旗下中餐、西餐、团餐,以优质的产品和服务,吸引了众多厨师及专业餐饮采购商的驻足咨询与洽谈。

—来源：聪厨俱乐部

On the first day of the Exhibition Aug 19 2017 there was a hullabaloo of voice from the guests in front of W5C026 the Exhibition position of Cong Chu(Smart Chief), Cong Chu Food With its Chinese food, Western-style food, group meals, with high quality products and professional services, had attracted many professional chefs and restaurant buyers stop to consult and negotiate.

—by: Cong Chu Club





## 展商评语 Exhibitors Testimonial



### 大连金葵集团 Dalian Jinkui Group

第八届上海国际餐饮食材展现已开幕，作为国内最具国际化的展示平台之一，本届展会吸引到美国、韩国、厄瓜多尔、加拿大、法国、挪威、越南、冰岛、智利、巴基斯坦、西班牙、阿根廷、泰国、新西兰、日本、俄罗斯、丹麦、荷兰及澳大利亚共计19个境外国家企业亮相展会。

—来源：大连金葵集团新闻

8th Shanghai International Catering and Ingredients Exhibition has been opening. As one of the most international Exhibition of the world. This exhibition attracted USA, Korea, Ecuador, Canada, France, Norway, Vietnam, Iceland, Chile, Pakistan, Spain, Argentina, Thailand, New Zealand, Japan, Russia, Denmark, Holland and Australia for a total of 19 countries overseas enterprises at the exhibition.

—by: Dalian Jinkui Group News



### DK代客加工 DK Jiagong

代客加工的火爆，已经不能用任何形容词来形容。本次展会无论是在人气、咨询、签单、合作、业务拓展方面是无人可及，远远超出我们的预期！这次代客加工展会的火爆也足以证明我们走到今天的不凡实力与专业水准！

—来源：Dk代客加工

There are no words to describe the hotness of manufacturing for third parties. The popularity, consultation, number of bills, cooperation, business development were visible and far beyond our expectation. The hotness of the Exhibition has proved the unusual strength and high professional standards which support us from the beginning to now.

—by: DK Jiagong

### 朔美羊 Shuo Meiyang

第八届上海国际餐饮食材展览会于8月19日—21日在上海新国际博览中心盛大开幕，作为餐饮食材行业发展的风向标——上海国际餐饮食材展览会乃是目前国内规模更大、影响力更强、品质更高的综合性餐饮食材展览会之一。朔美羊作为展商强势亮相此次展会，以高端、大气、上档次的姿态俘获了众多餐饮行业客户的“芳心”。

—来源：朔美羊新闻

8th Shanghai International Catering and Ingredients Exhibition has been opening on August 19th - 21th in the Shanghai New International Expo Center. The weather vane for development in the catering and food industry - Shanghai International Catering and Ingredients Exhibition (SHICAI) is currently one of the largest, the most influential, the top-quality comprehensive Catering and Ingredients Exhibition in China. Shuo Meiyang as a exhibitor to attend this exhibition, Use luxury, gorgeous, magnificent attitude captured a large number of Catering industry customers "heart".

—by: Shuo Meiyang News



### 草原鑫河

上海国际餐饮食材展览会(SHICAI)作为餐饮食材行业发展的风向标，乃是目前国内规模最大、影响力最强、品质最高的综合性餐饮食材展览会之一。8月19日，第八届上海国际餐饮食材展览会在上海新国际博览中心拉开帷幕，为期三天的展会，至此已经画上圆满的句号。草原鑫河作为国际餐饮食材展的老朋友，带着更多种类的熟食系列产品供广大餐饮客户品尝！

—来源：草原鑫河

The weather vane for development in the catering and food industry - Shanghai International Catering and Ingredients Exhibition (SHICAI) is currently one of the largest, the most influential, the top-quality comprehensive Catering and Ingredients Exhibition in China. 8th Shanghai International Catering and Ingredients Exhibition was successfully held in SNIEC during Aug.19-21. As an old friend of (SHICAI), CaoyuanXinhe company exhibited many kind of cooked food products for customers to taste!

—by: Caoyuan Xinhe





# 观众统计 Exhibitor Statistics



## 观众对展会的评价 General Comments

**87.4%** 总体对展会的评价为好至非常好  
Concluded the exhibition from good to excellent

**81.9%** 认为参观上海国际餐饮食材展览会对其公司很重要  
Recognized the importance of Shanghai International Catering and Ingredients Exhibition to his/her business

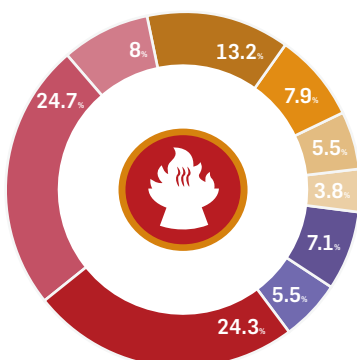
为期三天的展会总共吸引到 **51,829** 人  
The event attracted 51,829 person to visit for three days at total.

**92%** 愿意将上海国际餐饮食材展览会推荐给朋友或业内同行  
Would recommend Shanghai International Catering and Ingredients Exhibition to his/her friends or colleague

**83%** 表示明年还会参观第九届上海国际餐饮食材展览会  
Would visit 9th Shanghai International Catering and Ingredients Exhibition

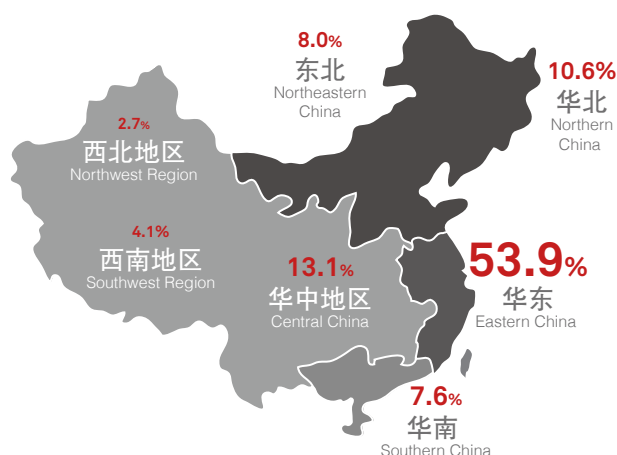


## 观众感兴趣的展品 Visitors' Most Interested Exhibits



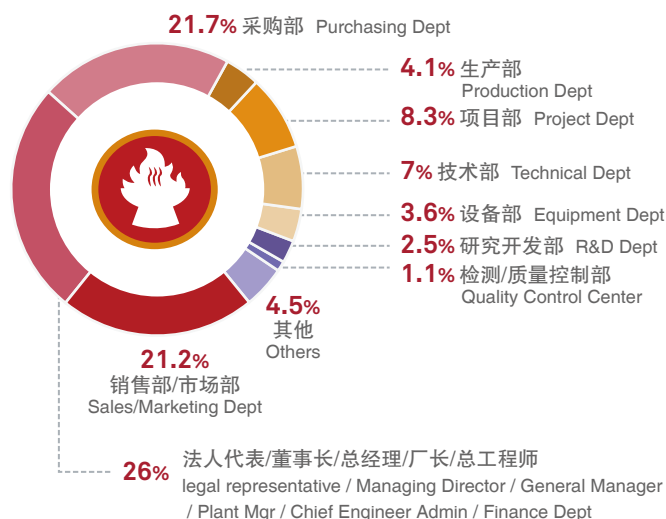
- 24.7% 水产海鲜 Seafood
- 24.3% 肉类食品 Meat
- 8% 餐饮加盟 Catering Franchise
- 13.2% 速食食品 Instant Food Products
- 7.9% 调味品 Condiments
- 5.5% 禽类食品 Poultry
- 3.8% 蔬菜菌类 Vegetable and Mushroom Products
- 7.1% 食品生产机械及相关设备 Food Manufacturer and Relevant equipment
- 5.5% 其它食品 Other Foods

## 地区分类 By Geographical Origins

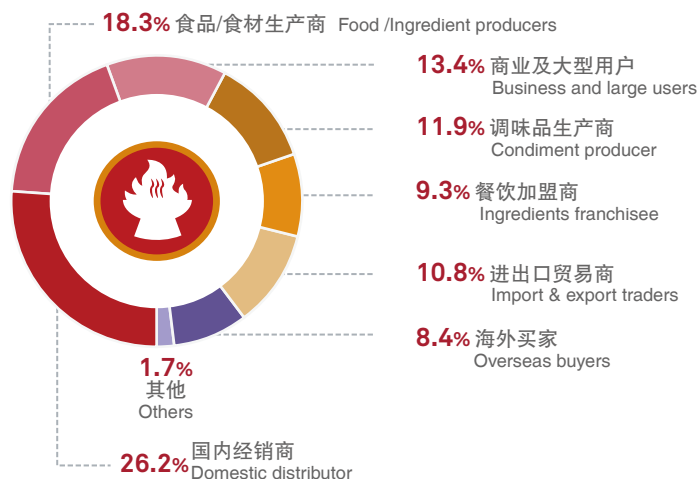




## 按部门分类 Visitors by Job Function



## 观众性质分类 Visitors by Business Nature



## 参观的主要目的 The main purpose for visiting

- 32.4% 采购 Purchasing
- 12.8% 维护与现有供应商的关系 Maintain Current Suppliers
- 19.8% 寻找合适的供应商 Find Suitable Suppliers
- 18% 了解最新行业动态和产品 Collecting Market Intelligence
- 12.4% 寻找潜在合作者 Finding New Partners
- 3.7% 寻找新的制造设备/材料 Finding New Equipment/Material
- 0.9% 其它 Others

## 参观团 Visitor Group

浙江省嘉兴市餐饮行业协会 JiaXing Food Industry Association  
吉龙腾渔民合作有限公司 Geraldton Fishermen's Co-operative Ltd  
福建省冷冻食品协会 Fujian Frozen Foods Association

## 部分开幕式嘉宾名单 Part of the opening ceremony of the guest list

开幕式上ITE集团区域总监高登先生、中华全国工商业联合会水产产业商会会长田全海先生、上海水产协会会长濮韶华、上海市食品协会会长菅和平女士、上海市餐饮烹饪行业协会会长沈思明及厄瓜多尔共和国驻沪总领事馆商务部总领事Diego F. Vega Cevallos均进行了开幕演讲致辞，并对展会成功举办送上美好祝福。

In Opening ceremony, Mr. Gordon, Regional Director of ITE Group, Mr. Tian Quanhai, Chairman of China Aquatic Production Chamber of Commerce, Pu Shaohua, Chairman of Shanghai Fisheries Trade Association, Ms. Jian Heping, Chairman of Shanghai Food Association, Shen Siming, Chairman of Shanghai Restaurants Cuisine Association, and Diego F. Vega Cevallos, Commercial Counselor of Consulate General of the Republic of Ecuador in Shanghai delivered opening addresses one after another and sent best wishes for the success of the Exhibition.





## 同期活动

### Concurrent Activities

- ① 全球牛肉论坛及餐饮供应链论坛及品鉴会 Global Beef & Catering Supply Chain Forum and Tasting Session
- ② 美味大厨冷厨比赛 Cooking Contest of Cold Dishes
- ③ 优秀供应商评选 Excellent Suppliers Selection and Award Ceremony
- ④ 创新餐饮风暴会 Innovative Catering Summit
- ⑤ 调味品技术论坛 Condiments Technical Forum
- ⑥ 大连水海产品推介及品鉴会 Seafood Tasting Session - Dalian Show
- ⑦ 厄瓜多尔水海产品推荐会 Seafood Tasting Session - Ecuadorian Presentation
- ⑧ 加拿大PacRim Shellfish公司水海产品推介及品鉴会 Seafood Tasting Session - Canada PacRim Shellfish Show
- ⑨ 挪威水海产品推介及品鉴会 Seafood Tasting Session - Norway Show
- ⑩ 高端进口海鲜配对会 Business Match-making Session for International Importers

## 感谢以下媒体的支持

### Our Media Partners

全球食品网	<a href="http://www.qqspw.com">www.qqspw.com</a>	品牌食品网	<a href="http://www.shiyinsw.com">www.shiyinsw.com</a>	中国冷链产业网	<a href="http://www.lenglian.org.cn">www.lenglian.org.cn</a>
食品商务网	<a href="http://www.21food.cn">www.21food.cn</a>	中华餐饮网	<a href="http://www.cy8.com.cn">www.cy8.com.cn</a>	中国食品机械设备网	<a href="http://www.foodjx.com">www.foodjx.com</a>
食品资源	<a href="http://www.food-sources.com">www.food-sources.com</a>	中国连锁网	<a href="http://zhanhui.liansuo.com">zhanhui.liansuo.com</a>	诸城食品机械网	<a href="http://www.zcfmw.com">www.zcfmw.com</a>
3158招商加盟网	<a href="http://zhanhui.3158.cn">zhanhui.3158.cn</a>	中诺餐饮加盟网	<a href="http://www.8887.tv">www.8887.tv</a>	全球加盟网	<a href="http://zhanhui.jiameng.com">zhanhui.jiameng.com</a>
快速消费品网	<a href="http://www.ksxfp.org">www.ksxfp.org</a>	中国加盟网	<a href="http://www.zh.jmw.com.cn">www.zh.jmw.com.cn</a>	餐饮连锁网	<a href="http://www.cyls.cn">www.cyls.cn</a>
中国食品产业网	<a href="http://www.foodqs.cn">www.foodqs.cn</a>	昊图食品网	<a href="http://www.hotofood.com">www.hotofood.com</a>	中国餐饮连锁	<a href="http://www.cncyls.com">www.cncyls.com</a>
中国食品招商网	<a href="http://www.foodszs.com">www.foodszs.com</a>	荣格食品网	<a href="http://www.industrysourcing.cn">www.industrysourcing.cn</a>	连锁中国	<a href="http://expo.lenso.cn">expo.lenso.cn</a>
中国食品招商网	<a href="http://www.spzs.com">www.spzs.com</a>	中国冷链物流网	<a href="http://www.cclcn.com">www.cclcn.com</a>	1188加盟网	<a href="http://www.118jm.com">www.118jm.com</a>

## 部分知名买家

### Part of Well-Known Buyers





# 2018

展会规模 (预计)  
Exhibition Scale (Expecting)

60,000  
平方米  
sqm

55,000  
观众  
Visitors

1,500  
展商  
Exhibitors



SHICAI

## 第九届上海国际餐饮食材展览会

9<sup>th</sup> Shanghai International Catering and Ingredients Exhibition

汇集各类食材 · 主导行业发展

A collection of the finest ingredients · leads industry leading development

2018年8月29-31日

29-31 August 2018

中国 · 上海新国际博览中心

Shanghai New International Expo Center, China

[www.shicaiaexpo.com](http://www.shicaiaexpo.com)



艾特怡 (亚洲) 展览服务有限公司  
ITE Asia Exhibitions Limited  
上海歌华展览策划有限公司  
Shanghai Gehua Exhibition Planning Co., Ltd.  
上海艾歌展览服务有限公司  
Shanghai ITE Gehua Exhibition Service Co., Ltd.

参展查询  
Exhibiting Inquiry  
电话 Tel: +86-021-61276587  
传真 Fax: +86-021-67898065  
邮箱 Email: hetan@ite-china.com.cn

观众及新闻界咨询  
Visitor and Media Inquiry  
电话 Tel: +86-021-80181011-3001  
传真 Fax: +86-021-67898065  
邮箱 Email: nancy.cao@ite-china.com.cn

