

World Seafood Shanghai

第十二届上海国际渔业博览会

12th Shanghai International Fisheries and Seafood Exhibition

第十二届上海国际水产养殖展览会

12th Shanghai International Aquaculture Exhibition

聚焦上海·掌控市场

Market Insights on the Shanghai
and Eastern China's Seafood Market

专注于水产B2B贸易，完美联结全球水产贸易供需关系。

A specialised fish and seafood exhibition aimed at reducing the demand and supply gap.

2017年8月19 - 21日

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

www.worldseafoodshanghai.com

展后报告
Show
Report



SHICAI

同期展览

Co-located event for
inter-industry networking:

第八届上海国际餐饮食材展览会

8th Shanghai International
Catering and Ingredients Exhibition (SHICAI)



更多详情活动，关注官方微信

More info, please follow the Official Wechat

主办单位 Organisers:



欢迎参观
WELCOME

参观时间

Opening Hours for visiting

8月19日 August 19, 09:00-16:30

8月20日 August 20, 09:00-16:30

8月21日 August 21, 09:00-14:00

展会概览

Show Overview

相关数字包含第八届上海国际餐饮食材展览会

Show overview for World Seafood Shanghai Exhibition 2017

and 8th Shanghai International Catering and Ingredients Exhibition

1,215
参展商
Exhibitors

58,000
平方米
Exhibition Scale
(Sqm)

6,412
海外观众
Overseas
Visitors

51,829
观众
Visitors

展商统计

Exhibitor Statistics



本届展会与第八届上海国际餐饮食材展览会同期举行，汇聚了来自美国、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、中国及台湾地区等20多个国家及地区的逾1,215家中外企业参展。

Joining with 8th Shanghai International Catering and Ingredients Exhibition (SHICAI), attracting 1,215 exhibitors from over 20 countries and regions. Key participating countries included America, South Korea, Australia, Argentina, New Zealand, Norway, Spain, Denmark, Canada, Ecuador, Thailand, Myanmar, Pakistan, Iceland, Ireland, Scotland, Welsh, Srilanka, China and Taiwan, plus many more.

参展商按产品分类

Exhibitor Breakdown by Product Category



参展商反馈

Exhibitors' Feedback



展会带来的得益

Benefits of the exhibition



展商评语

Exhibitor Testimonials

“本次的展会，总体看来，开幕式各方面做的都比较热闹，三天展会人流量也很多，我们也接待了很多意向客户。应该说本次上海国际渔博会，我们集团报以很大希望。The exhibition, overall, all aspects were very good like the opening ceremony. There are lots of visitors during the exhibition and we received many intentional customers. Actually, it should be said that we have a great hope on the World Seafood Shanghai Exhibition (SIFSE).”

黄斌/企业管理部副经理/上海水产集团有限公司
Huang Bin / Vice Manager / Shanghai Fisheries Group Co., Ltd

“展会人气非常旺，现场我们的金枪鱼解体秀节目，以及蓝鳍金枪鱼的竞拍都受到大家的好评，明年还会继续过来参加。The show is very popular. “Tuna Breakup Show” and “Auction of Bluefin Tuna” were welcome on-site. We will exhibit next year.”

徐跃/副总裁/横沙国际渔港
Xu Yue / Vice President / Hengsha National First-grade Fishing Port

“中洋集团以“中洋、中洋河豚、中洋鱼天下”三大品牌参展，规模大、产品多，人气旺，效果好，数历来参展之最。展会期间，中洋鱼天下展位共收到几百家中外客商的参与与洽谈，现场签约意向客户近百人。尤其是面向B端消费渠道的大型餐饮食材供应商、生鲜渠道、电商平台等等，十分青睐中洋鱼天下产品，展会期间纷纷咨询洽谈。Zhongyang Group participated in World Seafood Shanghai 2017 with the brand “Zhongyang”, “Zhongyang Globefish” and “Zhongyang Yutianxia”. The exhibition is the best ever since it founded with its large scale, plenty exhibits, huge visitors and good effect. During the exhibition, there are hundreds of domestic and overseas buyers to visit our booth, especially, the distributor like food supplier, fresh food supplier and e-commerce platform are very interested in our products, nearly a hundred contracts have been signed onsite.”

钱晓明/总裁/中洋集团
Qian Xiaoming / President / Zhongyang Group

“瑞驰集团追求为消费者提供“安全、营养、美味、便捷、快乐”的海洋食品，今年是我们公司第二次参加这个展会。主办方举办的这个展会还是非常不错的，也给我们带来了许多效果。展会期间，我们与欧申纳海鲜超市总经理陆从签订价值1200万元购销协议。

Rich Group is committed to provide customers with “safe, nutritious, delicious, convenient and happy” sea-food products. It's our second time to participate in World Seafood Shanghai Exhibition (SIFSE). It's good and effective. During the exhibition, we signed a purchasing contract worth 12 million with Lu Cong, the general manager from Oceanus Supermarket.”

周晓东/国内事业部总经理/瑞驰集团
Zhou Xiaodong / Domestic Manager / Rich Group

“我们今年是第一次参加上海渔博会，感觉这个展会非常不错，所涉及的产品种类比较广，展会现场我们也接待了不少客户，可以面对面的洽谈一些业务，感觉非常不错，下一届我们一定还会参加。

It's our first time to exhibit World Seafood Shanghai Exhibition (SIFSE) 2017, it's really good. The product range is very large, and we received lots of customers. We felt really good that we talked about the business face to face. Definitely, we will exhibit World Seafood Shanghai 2018 next year.”

冯志国/总经理/恒兴集团
Feng Zhiguo / General Manager / Heng Xing Group

“上海国际渔博会是国内知名的展会，品牌的宣传作用效果也是非常明显，我们公司已经是连续第三年来参加这个展会了，对展会的各方面也比较满意，客户的资源也比较优质，专业观众很多，上海渔博会就相当于我们公司一个例会，每年的例会，下一届我们一定还会参加。

World Seafood Shanghai is a well-known exhibition in China, the brand promotion is also effective. It's our third time to participate in the exhibition, and we are satisfied with all respects, the quality of customers, professionals. World Seafood Shanghai Exhibition equals a regular meeting for us, we'll exhibit next year.”

梁帅/经理/京鲁远洋
Liang Shuai / Manager / Shandong Huiyang Group





59

国家及地区
Countries
& Regions

51,829

观众
Visitors

6,412

海外观众
Overseas
Visitors

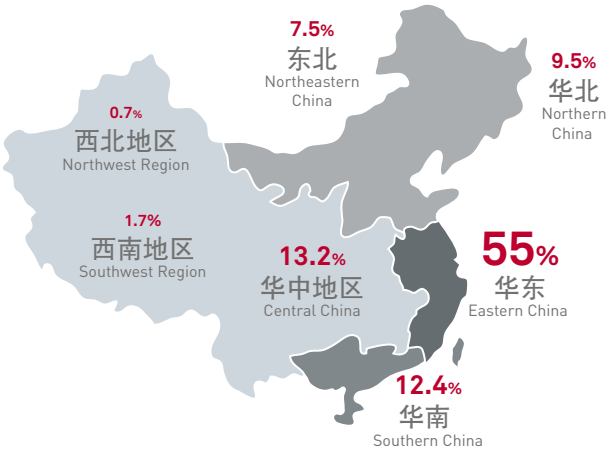
观众统计

Visitors Statistics

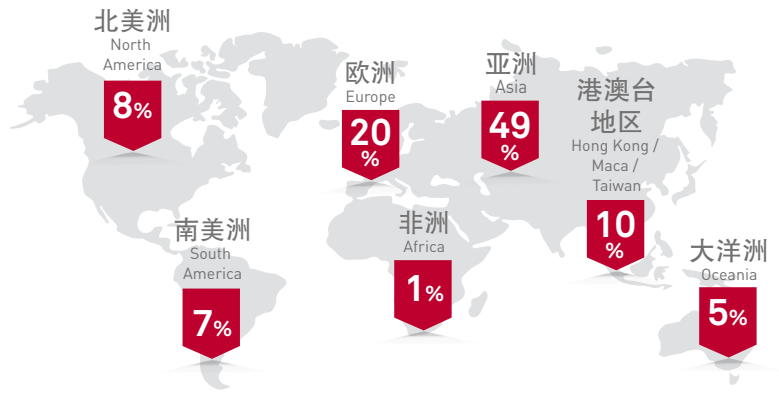
相关数据包含第八届上海国际餐饮食材展览会
Visitors Statistics for the World Seafood Shanghai Exhibition 2017
and 8th Shanghai International Catering and Ingredients Exhibition

地区分类

By Geographical Origins



国内观众地区来源
Regional Breakdown of Domestic Visitors



国际观众地区来源
Regional Breakdown of Overseas Visitors



行业分布 Visitors by Business Sectors

- 35% 贸易、经销 Trading, distributing
- 20% 酒店、餐饮 Hotels, catering
- 18% 超市、大卖场 Supermarkets, general merchandise store
- 12% 生产、加工商 Manufacturers, processors
- 9% 进出口商 Importers and Exporters
- 4% 政府机关、协会、媒体 Governments, Associations and Media
- 2% 其他 Others

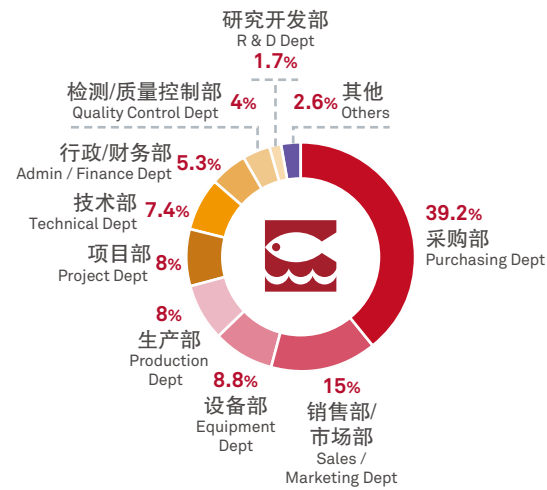


观众统计

Visitors Statistics

观众按部门分类

Visitors by Job Function

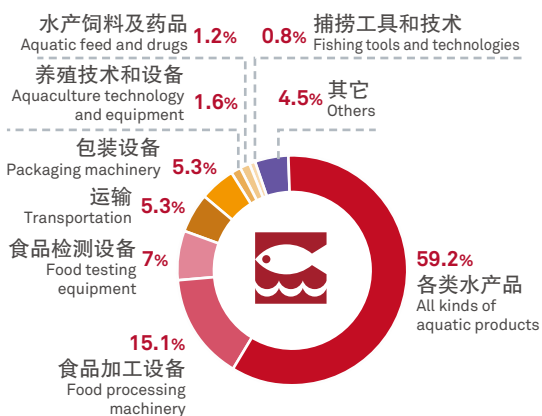


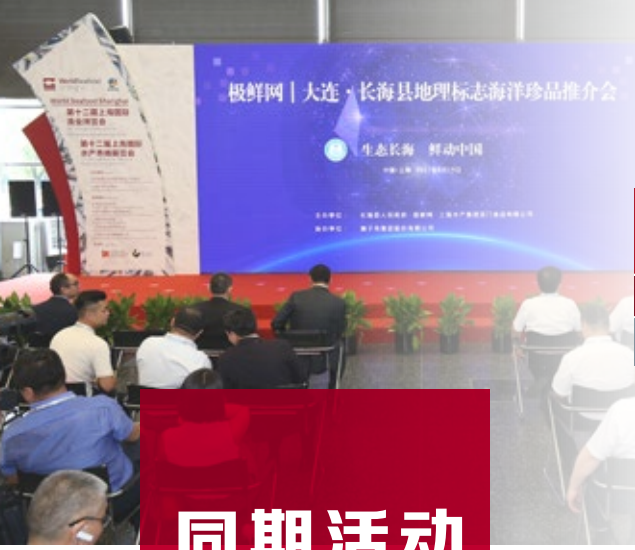
观众反馈 Visitors Feedback

- 92%** 总体对展会的评价为好至非常好
Concluded the exhibition from good to excellent.
- 96%** 认为这次展会的展商素质为好至非常好
Graded the quality of exhibitors from good to excellent.
- 94%** 现场活动/论坛/演讲为好至非常好
Live events/forums/speeches from good to excellent.
- 86%** 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.
- 88%** 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.
- 85%** 表示明年还会参观2018年上海渔博会
Would Visit World Seafood Shanghai 2018.

观众最感兴趣的产品

Visitors' Most Interested Exhibits





大连·长海县地理标志海洋珍品推介会

Gfresh | Dalian · Changhai County Geographical Indication - Selected Seafood Introduction Campaign

时间 Time	题目 Topic
10:30 - 11:40	极鲜网大连·长海县地理标志海洋珍品推介会 Gfresh Dalian · Changhai County Geographical Indication - Selected Seafood Introduction Campaign

同期活动

Concurrent Activities



高端进口海鲜配对会百联集团专场

Business Match-making Session for Bailian Group

时间 Time	采购方 Purchasers
10:00 - 12:00	上海百联优安供应链管理有限公司 Shanghai Bailian Youan Imported Food Supply Chain Management Co., Ltd.
	联华超市股份有限公司 Lianhua Supermarket Holdings Co., Ltd.

渔道天下·2017水产行业发展高峰论坛

2017 Aquatic Product Industry Development Forum

时间 Time	题目 Topic	发言人/职务 Speaker / Title	单位 Company
13:00 - 13:25	签到 Check In		
13:00 - 13:25	欢迎辞及引言 Welcome & Introduction	吴常产 Changchan Wu 秘书长 Secretary General	上海水产行业协会 Shanghai Fisheries Trade Association
13:30 - 14:00	分享国内外水产海鲜产品在不同消费群体间的新动向、新趋势及新发展 Sharing New Trend and New Development in Domestic and International Seafood Products between Different Consumer Groups	袁道亮 Daoliang Yuan 副秘书长 Vice Secretary General	中国渔业协会水产商贸分会 Trade and Business Branch of CFA
14:00 - 14:30	上海口岸进口水产贸易概况及检验检疫政策解读 Introduction of the Profile of the Import of Aquatic Products Trade & the Inspection and Quarantine Policy	钟海 Hai Zhong 副主任科员 Deputy Executive	上海出入境检验检疫局 Shanghai Entry-exit Inspection and Quarantine Bureau
14:30 - 15:00	浅谈我国水产业相关食品条例 Discussion on Chinese Related Food Regulations in Aquaculture Industry	宁喜斌 Xibin Ning 教授 Professor	上海海洋大学 Shanghai Ocean University
15:00 - 15:30	挪威海产官方推介 Official Introduction of Norwegian Seafood	毕思明 Sigmund Bjorgo 中国区总监 NSC Director China	挪威海产局 Norwegian Seafood Council
15:30 - 16:00	提问环节 Question and Answer Session		



优秀供应商评选及颁奖

优秀供应商评选及颁奖

Excellent Suppliers Selection and Award Ceremony

时间 Time	13:30 - 14:00	日期 Date	8月19日 19 th August	地点 Venue	新国际博览中心1号入口大厅 Entrance Hall 1, SINEC
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舌尖上的海味

Seafood Tasting Session

日期 Date	时间 Time	内容 Topic
8月19日 19 th August	13:00 - 15:00	大连水海产品推介及品鉴会 Seafood Tasting Session - Dalian Show
8月20日 20 th August	09:45 - 10:20	厄瓜多尔水海产品推荐会 Seafood Tasting Session - Ecuadorian Presentation
	10:30 - 12:00	加拿大PacRim Shellfish公司水海产品推介及品鉴会 Seafood Tasting Session - Canada PacRim Shellfish Show
	13:00 - 14:45	挪威水海产品推介及品鉴会 Seafood Tasting Session - Norway Show

同期活动

Concurrent
Activities



餐饮行业海鲜配对会

Business Match-making Session for Catering Industry

时间 Time	采购方 Purchasers
14:30 - 16:00	上海衡山马勒别墅饭店 Moller Vila Hotel Shanghai
	小南国餐饮控股有限公司 Xiao Nan Guo Restaurants Holding Limited
	上海金萌苏浙汇餐饮有限公司 King Mang Group
	上海宝燕投资集团有限公司 Shanghai Baoyan Investment Group
	上海圆苑餐饮管理有限公司 Shanghai Yuanyuan Catering Administration
	上海沈家花园餐饮管理有限公司 Shanghai Shenjiayuan Catering Administration
	上海恒悦餐饮有限公司(恒悦轩) Shanghai Hengyue Catering Co., Ltd. (Heng Yue Xuan)
	绍兴饭店管理有限公司 Shaoxing Hotel
	上海和记餐饮管理有限公司 Shanghai Heji Catering Admin Co., Ltd.
	红子鸡美食总汇有限公司 Hongziji Group
	上海人家餐饮管理有限公司 Shanghai Renjia Catering Admin
	上海长宁唐宫海鲜舫有限公司 Shanghai Changning Tang Palace Group
	上海珍鼎餐饮服务服务有限公司 Shanghai Tripod Catering Service Ltd.
	上海锦江国际食品餐饮管理有限公司(锦江之星) Jinjiang Hotels (Jinjiang Inn)
上海蓝森宴会餐饮有限公司 Shanghai Lin Sun Catering Co., Ltd.	



高端进口海鲜配对会

Business Match-making Session for International Importers

时间 Time	国际出口商 Int'l Exporters
13:00 - 14:30	CN Global Distributor Inc.
	Geraldton Fishermen's Co-operative
	Ecuador Shrimp Universal Seafood International
	Welsh Government
	The Crab Company Scotland
	Reykjavik Seafood
	Skagerak Pelagic A/S
Maritime Fisheries	



部分开幕式 嘉宾名单

Guests of
Opening Ceremony



田全海先生 Mr. Tian Quanhai
中华全国工商业联合会水产商会 会长
President of APCC



濮韶华先生 Mr. Pu Shaohua
上海水产协会 会长
President of Shanghai Fisheries Trade Association



蒋凤志先生 Mr. Jiang Suzhi
长海县人民政府 县长
County Chief of the People's Republic of Changhai County



刘兵先生 Mr. Liu Bin
湛江市人民政府 秘书长
General Secretary of the People's Republic of Zhanjiang City



方健伟先生 Mr. Fang Jianwei
长海县县委 县委书记
The County Party Secretary of Changhai County



栾玉瑄先生 Mr. Luan Yuxuan
大连海洋与渔业局 局长
The Director of Dalian City Oceanic and Fishery Administration



Diego F. Vega Cevallos
厄瓜多尔共和国驻沪总领事馆 商务领事
Commercial Counselor of Consulate General of the Republic of Ecuador in Shanghai



菅和平女士 Ms. Jian Heping
上海市食品协会 会长
President of Shanghai Food Association



沈思明先生 Mr. Shen Siming
上海市餐饮烹饪行业协会 名誉会长
Honorary President of Shanghai Restaurants Cuisine Association (SRCA)



高登先生 Mr. Gordon
ITE 集团 区域总监
Regional Director of ITE Group



韩友恒先生 Mr. Han Youheng
上海艾歌展览服务有限公司 执行董事
Executive Director of Shanghai ITE Gehua Exhibition Service Co., Ltd.





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行业杂志 Industry Magazines

- 《水产科技情报》 Fisheries Science and Technology Information
- 《食品资源》 Food Sources
- 《海洋与渔业杂志》 Ocean and Fisheries
- 《当代水产》 Concurrent Fisheries
- 《中国水产杂志》 China Fisheries
- 《科学养鱼》 Scientific Fish Farming
- NISA Media Ltd
- MPR Publishing House Ltd.
- Feed & Fish Magazine

行业网站 Industry Websites

- UNION FORSEA CORP.
- www.FIS.com
- 中国水产网 www.zgsc123.com
- 中国农业网 www.zgny.com.cn
- 中国渔业网 www.zgyy.com.cn
- 中国冷链物流网 www.cclcn.com
- 中国水产频道 www.fishfirst.cn
- 中国水产养殖网 www.shuichan.cc
- 中国水产门户网 www.bbwfish.com
- 中国三农网 www.zg3n.com.cn
- 腾氏水产商务网 www.tensfish.com
- 水产致富网 www.wuuu.com
- 大连水产网 www.dlshuichanwang.com
- 湖北水产网 www.hbshuichan.com
- 中国西南渔业网 www.yc6318.cn
- 中国海鲜网 www.haixian5.com
- 食品商务网 www.21food.cn
- 食品资源 www.food-sources.com
- 第一食品网 www.foods1.com
- 昊图食品网 www.hotofood.com
- 海鲜指南 Seafood Guide
- 冻品攻略 FOODSPATH
- 3158招商加盟网 zhanhui.3158.cn
- 优秀会网 www.youxiuhui.com
- 世界会展网 www.expos.net.cn
- E展网 www.eshow365.com
- 上海展易网 www.ex-easy.com



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第十三届上海国际渔业博览会

13th Shanghai International Fisheries and Seafood Exhibition

第十三届上海国际水产养殖展览会

13th Shanghai International Aquaculture Exhibition

明年再相见

See you next year

2018.8.29-31

中国 上海新国际博览中心

Shanghai New International Expo Center, P. R. China

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More info, please follow the Official Wechat



参展查询，请联络

For exhibitor enquiry:

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传真 Fax: +86 21 67898065

邮箱 Email: weishijun@ite-china.com.cn

参观咨询及媒体合作，请联络

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传真 Fax: +86 21 67898065

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Ms. Gina Zhang

Tel: (86 21) 8018 1011 ext 3007

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Shanghai ITE Gehua Exhibition Service Co., Ltd.

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