



2021第七届
上海国际糖酒商品交易会
2021 THE 7TH SHANGHAI INTERNATIONAL
FOOD & DRINKS FAIR

2021.05.06-08 | MAY 06-08, 2021

国家会展中心-上海·虹桥 | NECC-Hongqiao·Shanghai

管理及统筹 | Organized by



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SFDF

上海国际糖酒商品交易会（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和食品行业盛会。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。上海国际糖酒会期间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。

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. During the exhibition, it will welcome tens of thousands of alcohol drink and food industry merchants from all over the world, brewing happy wine and sharing sweet food.

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MAJOR EXHIBITS 展出大类

- 名酒与传统酒展区：白酒、黄酒、啤酒、保健酒、酒庄酒等；
- 葡萄酒与烈酒展区：葡萄酒、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；
- 进口食品展区：甜食、巧克力、休闲食品、饼干、糕点、乳制品、奶制品、蛋制品、罐头、肉类制品及水产品、速冻、冷冻食品及冰淇淋产品、婴幼儿食品、营养品及保健食品等；
- 烘焙与咖啡展区：烘焙原料与成品、烘焙设备、烘焙生产、烘焙产品包装解决方案、咖啡、饮品与轻食、家用烘焙、烘焙特许加盟等；
- 酒类、饮料机械类专区：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。

•Famous wine and traditional wine: liquor, yellow wine, beer, health wine, winery, etc.

•Wine & Spirits: wine, cocktails, fruit wine, brandy, whiskey, vodka, rum, gin, sake, agave, etc.

•Import food: Sweet food, chocolate, snack food, cookies, cakes, dairy products, egg products, tin can, meat products and aquatic products, quick-freeze, frozen food and ice cream, infant and baby food, nutrition and health food, etc.

•Bakery and coffee: bakery ingredients and finished products, bakery equipment, bakery production, bakery packaging solutions, coffee, drinks and light food, home baking, bakery chain, etc.

•Alcohol and beverage machinery: beer and beverage manufacturing technology and equipment, food machinery and packaging technology, dairy ice cream machinery and technology, etc.

•Wine & food supporting and service: education and training, alcohol investment institutions, e-commerce platform service providers, wholesale and retail and channel service providers, etc.

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SEFE

PARTICIPATION FEES 参展费用

• 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:

国内企业: 1500.00 (RMB) /平方米/展期

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。

• 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.

TARGET AUDIENCE 目标观众

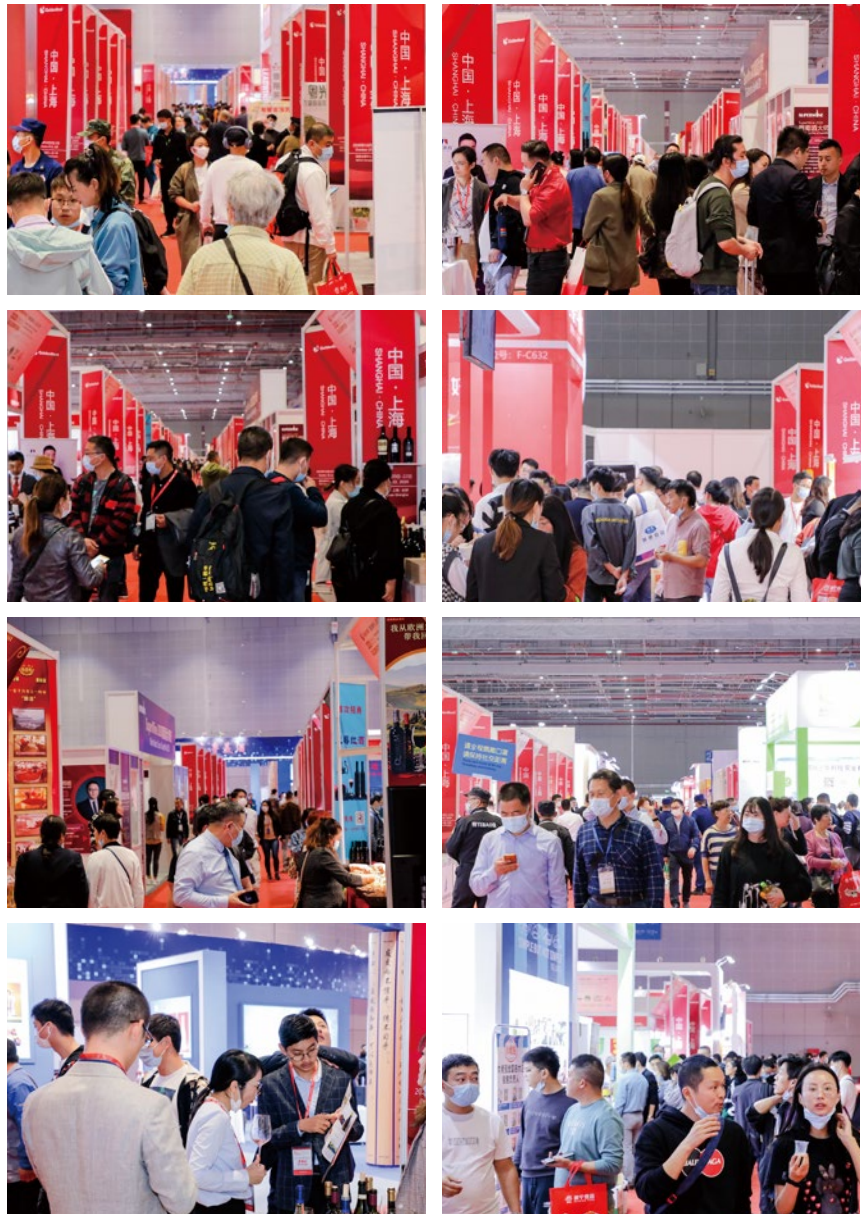
- 各国相关组织与协会、各国驻华机构、商贸机构、国际买家中国采购办、国际商贸机构等;
- 酒类和食品领域的批发商、代理商、经销商/分销商、进出口贸易商、生产制造商、专营店、从业者、消费者、供应商、专家、研究人员、行业组织和协会、采购商/加盟商、技术咨询、商超、电商等;
- 电子商务行业: 网站设计师、此类网站的专业买家及相关媒体等。
- Relevant organizations and associations of various countries, national institutions in China, trade organizations, international buyers, 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.
- E-commerce industry: website designers, professional buyers of such websites and related media.

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精彩回顾

Event Highlight

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Golden Commercial to create world wine products fair 高登商业打造世界酒类商品盛会





世界名酒 共享荣耀
友谊的纽带 商贸的桥梁

World alcoholic drinks, Share the glory
The bond of friendship and the bridge of commerce

60000m²+展出面积
60000 m² AREA

100,000名+专业观众
100,000 PROFESSIONAL VISITORS

2,000家+参展商
2,000 EXHIBITORS

200家+专业媒体
200 PROFESSIONAL MEDIA



如欲订“SFDF CHINA 2021”展位和了解更多信息，请通过以下联络方式：

To reserve the booth of “SFDF CHINA 2021” or learn more information, please contact:

地址：中国(上海)浦东新区金高路1296弄151号4028-4029室 (201206)

Add: Room 4028 - 4029, No.151, Lane 1296, Jingao Road, 201206, Shanghai, P.R.China电

话/Tel: (86-21) 6183-0960 传真/Fax: (86-21) 6183-0962

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