



# POST SHOW REPORT 2019

展 后 报 告

FOOD AND HOSPITALITY CHINA  
第二十三届上海环球食品展



**FHC 2019,**

## A HISTORIC SUCCESS OF FOOD TRADE AND CONNECTIONS !



On November 14, 2019, the 23rd FHC Shanghai global food exhibition came to a close in Shanghai new international expo center. Compared with previous years, this year's exhibition has a larger scale and more diverse exhibitors, with 3,500 exhibitors from 48 countries and regions around the world on the same stage. Catering and foodies have come from all over the world, and no one wants to miss this once-a-year high level exhibition. A total of 133,751 trade visitors were attracted in the three days, a year-on-year increase of 13%.

2019年11月14日，为期三天的第二十三届FHC上海环球食品展在上海新国际博览中心完美落下帷幕！相比往届，今年的展会规模更大，参展商更多元，来自全球49个国家和地区的3500家展商同台亮相。四面八方的餐饮人和美食家们接踵而至，谁都不想错过这场一年一次的高水平展会。三天时间内，共计吸引了133751位贸易观众莅临参观，观众数量同比增长13%。

章学强 XQ

Managing Director

上海博华国际展览有限公司

Shanghai Sinoexpo Imforma Markets

A handwritten signature in black ink, appearing to be 'Zhang Xueqiang'.

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## INFORMA INTERNATIONAL NETWORK EVENTS 全球联展

55



# 15 HALLS COVERING ALL ASPECTS OF FOOD SERVICE

15 个馆搜罗环球美食一网打尽



- |  |   |   |  |  |  |  |   |
|--|---|---|--|--|--|--|---|
| <br>SNACKS & CONFECTIONERY<br>休闲食品  | <br>MEAT<br>肉类       | <br>DAIRY<br>乳制品             | <br>FRESH PRODUCE<br>果蔬 | <br>SEAFOOD<br>水产                 | <br>BAKERY & PASTRY<br>烘焙         | <br>CHOCOLATE CHINA<br>巧克力           | <br>ICE CREAM CHINA<br>冰淇淋             |
| <br>SPECIALITY TEA & COFFEE<br>茶与咖啡 | <br>BEER CHINA<br>啤酒 | <br>EDIBLE OIL CHINA<br>油品鉴赏 | <br>DRINKS<br>饮品        | <br>FOODSERVICE EQUIPMENT<br>餐饮设备 | <br>COLD CHAIN & LOGISTIC<br>冷链运输 | <br>FOODSERVICE & TECHNOLOGY<br>餐饮智能 | <br>RESTAURANT DESIGN & DECO<br>餐饮设计装饰 |



# 6 HIGHLIGHTED CATEGORIES FOR OVERALL FOOD EXPERIENCE

6大高光版块带来全方位食品体验

## SNACK & CONFECTIONERY

休闲食品及糖果



## MEAT & SEAFOOD

肉类及海鲜



## DAIRY & EDIBLE OIL

乳制品及油品



## CATER SOURCE

餐饮食材及供应链



## COFFEE & BAKERY

咖啡餐饮及烘焙



## CATERING DESIGN

餐饮设计





## THE EXHIBITORS

展商综合数据



3,500

+16%  
Vs 2018EXHIBITORS  
AND BRANDS WITH 43%  
INTERNATIONAL3,500+家品牌展商 (海外占比43%, 同比  
2018年涨幅16%)

15

EXHIBITION HALLS  
COVERING 180,000 M<sup>2</sup>

15个展厅, 全方位覆盖18万平方米

49

INTERNATIONAL COUNTRIES  
AND REGIONS

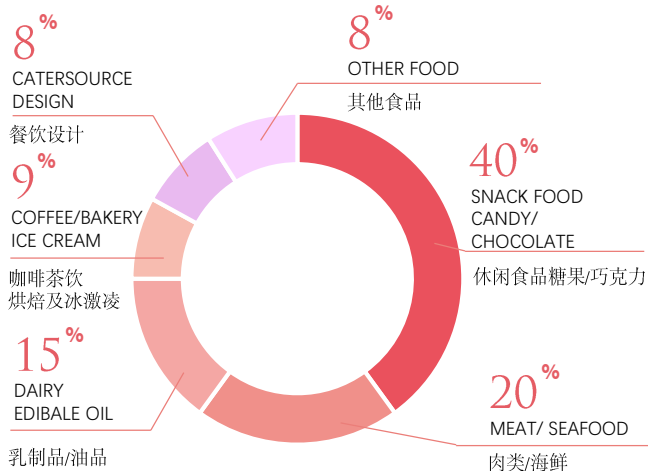
49个国家和地区参展

15,000

PRODUCTS DEMONSTRATION  
PER DAY

15,000个展品展示

## EXHIBITORS DISTRIBUTION 展商分布



## “ Exhibitor testimonial

FHC was a great platform for our companies in the German Pavilion. They have been representing the best products and industries from Germany and had the chance to meet with important buyers with whom they could discuss business opportunities. We have already confirmed our participation for next edition and we hope that even more companies will participate in the German Pavilion!”

Mr. Jens Urban,

Head of Division for Trade Fairs Federal Ministry  
of Food and Agriculture, Germany

# THE INTERNATIONAL EXHIBITORS

## 国际展团

### EUROPE



### AMERICA



### ASIA & OCEANIA



### AFRICA



# THE VISITORS

观众综合数据

133,751 <sup>↑</sup> +13%  
Vs 2018

**VISITORS**  
FROM 110 COUNTRIES

来自**110**个国家的**133,751**位观众  
(同比2018年涨幅13%)

40%

**PROFESSIONAL VISITORS**  
ARE IMPORTORS AND DISTRIBUTORS

40%的专业观众来自进出口和经销商

79%

**FOUND THEIR**  
TARGET PRODUCT

79%的专业买家匹配了欲购目标产品

96%

**VISITORS SATISFIED**  
WITH THEIR VISIT

观众满意度达到**96%**

“

## Visitor testimonial

很高兴能参加FHC展会。不仅有各种类别的展区还有多个专业的峰会论坛，丰富的现场活动满足食品行业中的各种需求。我们团队在专业的论坛中了解到新技术，与同行交流经验。希望在未来我们与FHC长期合作，明年会再次参加，期待更加完美的FHC。



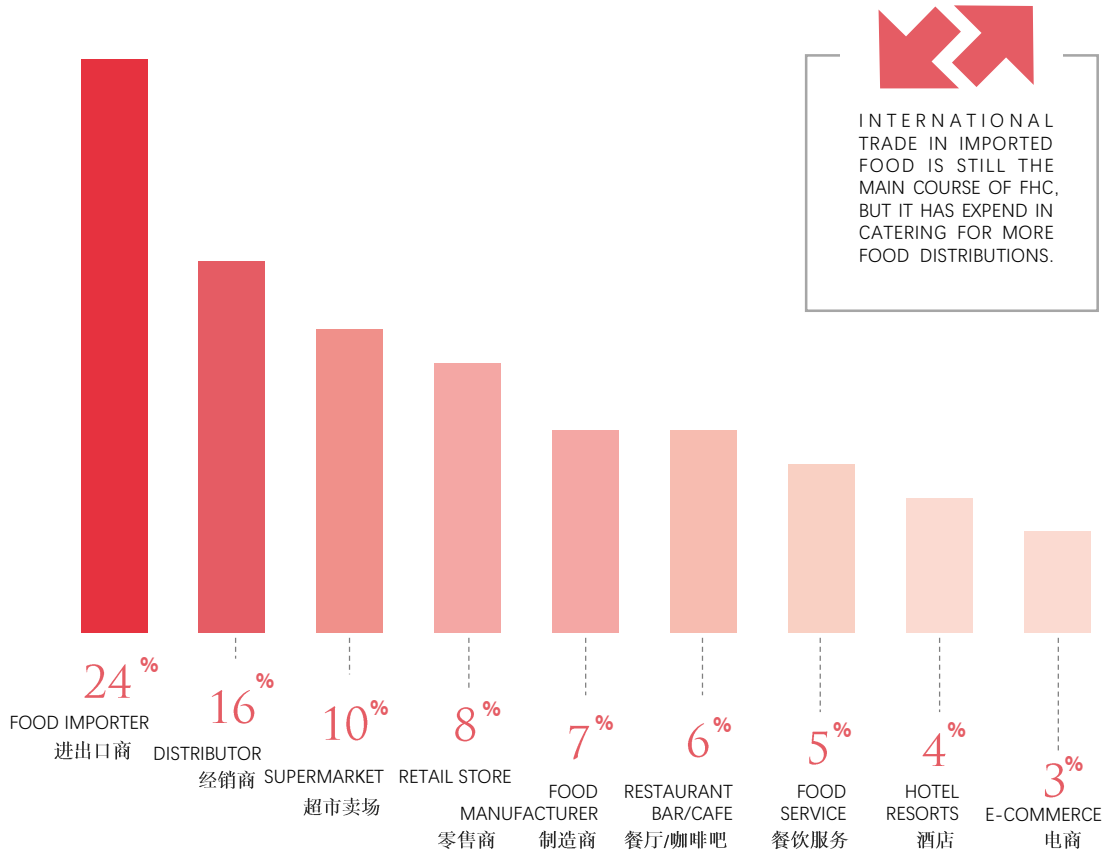
## TOP 10 VISITORS' COUNTRIES

1. China 中国
2. Korea 韩国
3. Japan 日本
4. Malaysia 马来西亚
5. USA 美国
6. Italy 意大利
7. France 法国
8. Singapore 新加坡
9. Thailand 泰国
10. Australia 澳大利亚

# THE VISITORS

观众综合数据

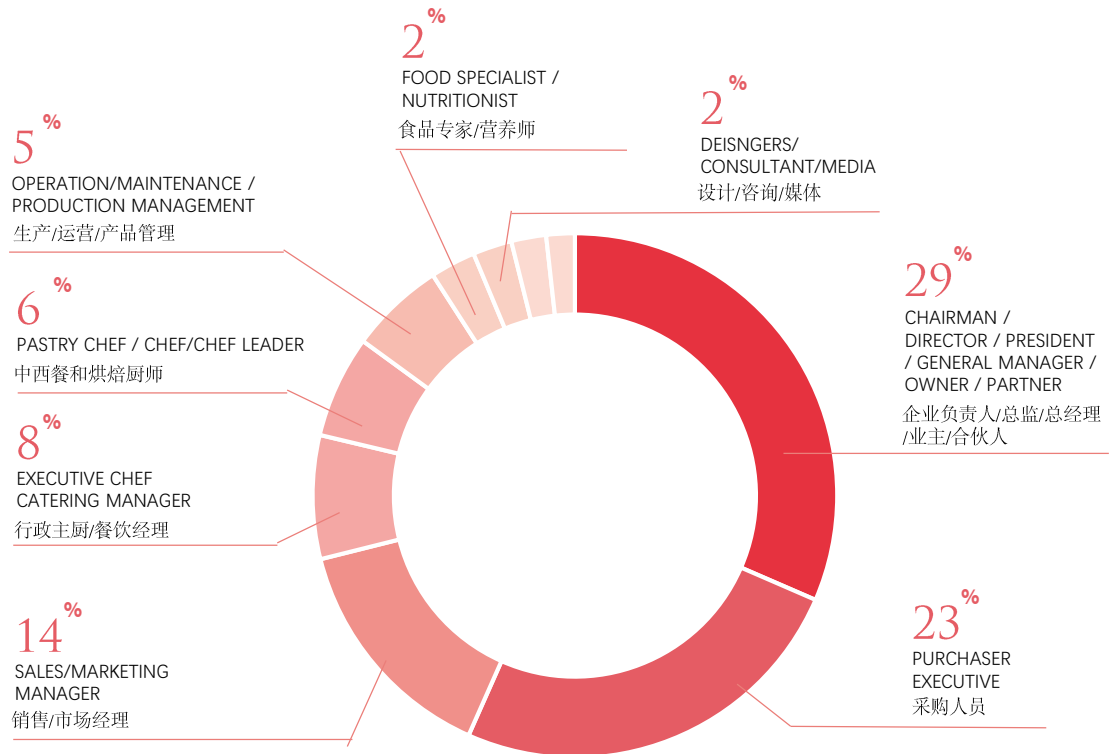
## TOP 10 VISITORS DISTRIBUTION



# THE VISITORS

观众综合数据

## VISITORS POSITION DISTRIBUTION





# FHC UNIQUE EVENTS

精 彩 活 动 独 特 为 您 呈 现

600+  
MEDALS  
奖牌

200+  
JUDGES  
专业裁判

1200+  
COMPETITORS  
参赛选手

# FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION

第二十一屆 F H C 中國國際烹飪藝術比賽

538

CONTESTANTS  
参赛选手

80

JUDGES  
专业裁判



40

GOLD MEDALS  
金牌

209

SILVER MEDALS  
银牌

259

BRONZE MEDALS  
铜牌

第二十一屆中國國際烹飪藝術比賽在11月12-14日於上海環球食品展圓滿落幕。賽事的目的是培養年輕廚師、加強中國西餐的發展。本屆中國國際烹飪藝術比賽，有538位選手報名參與，比賽人次754次，於18個中西餐比賽項目中，產生40枚金牌、209枚銀牌和259枚銅牌。這也意味著該項賽事已然成為含金量最高的烹飪比賽賽事。主辦方上海博華國際展覽有限公司共邀請了80位裁判蒞臨指導，品鑑打分：西餐裁判47位、中餐裁判33位，其中具有WACS認證的裁判老師有63位。

The 21st China International Culinary Arts Competition had taken place on the 12th -14th Nov at FHC 2019. The purpose of the competition is to train young chefs and strengthen the development of Western food in China. This year, there are total 538 contestants joint this Western and Chinese cooking items and compete 18 categories, generated 24 in gold, 209 silver and 259 bronze, which also means that the future event will march into an international event with higher reputation. The organizer Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd invited total 80 judges from around the world to attend this competition and 63 of them is qualified as WACS.

2015年FHC中國國際烹飪藝術大賽已經成為世界廚師聯合會（WACS）在中國的唯一認證的洲際性烹飪比賽。  
FCICAC has become the only accredited competition of the World Chefs Federation (WACS) in China since 2015.



## 2019 WINNERS

西式三道菜展示

*Plated Western  
Three Courses Menu*  
Ko Chang Geon

西式手指餐展示

*Western  
Finger Foods Display*  
Shin minkyu

中式三道熱菜展示

*Chinese Three  
Hot Dish Display*  
蔡安鎮

中式三道冷菜展示

*Chinese Three  
Cold Appetizer Display*  
江芝嫻

# FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION

第二十一屆 F H C 中國國際烹飪藝術比賽



## 2019 WINNERS

### 西式牛肉主菜烹飪青年組

#### *Western Beef Main Course*

方卢斌、阚楷、林韋臻LIN,WEI-CHEN、PARKJAE WAN

### 意大利手工面烹飪青年組

#### *Western Hand Made Pasta*

李子文、鞠一扬、陈世龙、黃柏華

### 西式尖嘴鮭主菜烹飪青年組

#### *Western Barramundi Main Course*

王海超、李子文、刘宇圻、孙玮晨、廖名義、賴季燁、Jeong Eung Young

### 西式童子鸡主菜烹飪青年組

#### *Western Spring Chicken Main Course*

閻晗、胡嘉秀、姜沛良、任政、邹亚茹

### 西式牛肉主菜烹飪專業組

#### *Western Beef Main Course*

賴季燁、曾楷勛、林蔭松、洪巍

### 西式猪肉主菜烹飪專業組

#### *Western Pork Main Course*

李洋、楊士哲、陈大辉

### 西式尖嘴鮭主菜烹飪專業組

#### *Western Barramundi Main Course*

曾楷勛、陈穎

### 中式牛肉主菜烹飪

#### *Chinese Beef Main Course*

陈勇

### 中式鸡肉主菜烹飪

#### *Chinese Chicken Main Course*

刘会敏、陳鉉明

### 中式猪肉主菜烹飪

#### *Chinese Pork Main Course*

沙永鹏、黃厚雷、梁宇鋒

### 中式尖嘴鮭主菜烹飪

#### *Chinese Barramundi Main Course*

楊錦騰



# 21<sup>ST</sup> FHC CHINA PASTRY & BAKERY COMPETITION

第二十一届FHC中国国际甜品烘焙比赛



## 106

CONTESTANTS

参赛选手

## 46

JUDGES

专业裁判

FHC中国国际甜品烘焙大赛是隶属于FHC中国国际烹饪艺术比赛中的一个比赛大类，根据世界厨师联合会赛事规则评判，有别于FHC中国国际烹饪艺术比赛，FHC中国国际甜品烘焙大赛由国际西点裁判评分，并颁发由WACS认证的烘焙大赛奖牌及证书。

在为期3天的赛期内，角逐7个参赛类别，分为现场制作LIVE和展评DISPLAY两个大类，其中现场制作项目有3个、展评项目有4个。主办方上海博华国际展览有限公司，邀请46位来自世界各地的甜品烘焙裁判，现场品鉴并打分，从中评选出优胜选手。

本届中国国际甜品烘焙大赛共有106位选手报名参赛，共达122人次。其中，产生19枚金牌，24枚银牌，以及16枚铜牌。

The FHC China International Pastry & Bakery Competition is a competition that belongs to the FHC China International Culinary Arts Competition. It is judged according to the rules of the WACS. On the other side, it is different from the FHC China International Culinary Arts Competition. The dessert baking judges will score and award medals and certificates to the WACS-certified baking competition.

During the 3-day competition period, 7 competition categories were competed, divided into two categories: LIVE & DISPLAY, of which there were 3 Live-makings and 4 Displays. The organizer, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd, invited 46 dessert baking judges from all over the world to taste and score on the spot, and select the winners.

The 21st China International Pastry & Bakery Competition has a total of 106 participants. Among them, 19 gold medals, 24 silver medals, and 16 bronze medals were singled out.

## 2019 WINNERS

**自助餐造型**  
*Gold Medal For Buffet Showpiece-display*  
卫雯悦、黄梓怡、徐志宇、张世强

**翻糖蛋糕**  
*Gold Medal for Fondant Cake-display*  
王广超、王亚楠

**餐后小点**  
*Gold Medal for Petit Fours-display*  
王嘉怡

**盘式甜品**  
*Gold Medal for Plate Dessert-Live*  
张思琴、Shin eunji、Park sangsou、姚合

**巧克力蛋糕**  
*Gold Medal for Chocolate Cake-Live*  
江凯、姜美如、江雪

**面包烘焙展示**  
*Gold Medal for Bread Baking And Display-live*  
张波、潘永璿、赵小璇、刘宜芳、文诗妮

# 2019 FHC CHINA INTERNATIONAL YOUNG CHEFS COMPETITION

2019 FHC 中国国际青年厨师挑战赛



## 48

CONTESTANTS  
参赛选手

## 12

INTERNATIONAL GOURPS  
国际参赛队伍

## 4

JUDGES  
国际裁判

12个国家和地区的参赛小组，在限时内为12个人预备烹饪。每个厨房团队由4名员工组成，1名团队经理，3名专业厨师组成。

每个团队将为12人准备主题自助餐桌，热食和一款甜品，单独盆装。配菜及装饰符合现代营养标准，由主办方提供上菜服务。每天将有4支参赛队伍进入赛场比赛。菜单必须包括适当的酱汁，沙司和调味品（不用上胶）。必须在菜单选项中反映出独特的主题。

2019 FHC 中国国际青年厨师挑战赛，邀请了来自美国，南非，韩国，台湾地区，中国香港，菲律宾，马来西亚，马来西亚檳城，澳大利亚，新加坡，越南和中国的团队。主办方上海博华国际展览有限公司更邀请了来自WACS的4位出色资深的裁判。本届赛事获得金牌的团队分别是韩国队，中国台湾队，中国队，中国香港队，马来西亚檳城队和马来西亚队（其中分数最高的依次为：韩国队，中国台湾队和中国队）

12 International and Regional teams cooked off against the clock to prepare a function for 12 persons. Each kitchen team is consist of 4 people, one team manager and three qualified chefs.

Each team will prepare a themed buffet Table for 12 persons and hot food (Main Course), one kind of dessert as plated service with side dishes and decoration in accordance with modern nutritional standards, to be served by the Organizer.

For 2019 IYCC competition, 12 teams is from America, South Africa, South Korea, Taiwan China, Hongkong China, Philippine, Malaysia, Malaysia Penang, Australia, Singapore, Vietnam and China. The organizer Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd invited 4 excellent and professional judges of WACS as senior judges. The Gold medal team is South Korea, Taiwan Region, China, Hongkong China, Malaysia Penang and Malaysia (the highest score is followed as South Korea, Taiwan China, China)

## 2019 TOP 3 WINNERS

**Gold Trophy:**  
SOUTH KOREA  
韩国

**Gold Trophy:**  
TAIWAN REGION, CHINA  
中国台湾

**Gold Trophy:**  
CHINA  
中国





# THE 7<sup>TH</sup> SHANGHAI FASHION DRINKS COMPETITION-SH DEVISION

第七届上海国际潮流饮品创意制作大赛—上海分赛区



上海国际潮流饮品创意制作大赛由上海博华国际展览有限公司主办，自2014年起，经历了6届的累积，通过指定和创意发挥制作饮品，激发饮品研发人员的创造力。从而进一步带动饮品市场的发展和引领未来的趋势。在为期3天的赛期内，分为初赛和决赛，初赛为指定原料创意饮品，决赛为主题创意饮品。选手需要在十分钟内制作同一款饮品五杯。主办方邀请了5位来自行业知名品牌的创始人及研发总监，现场品鉴并打分，从中评选出优胜选手。本届上海国际潮流饮品创意制作大赛上海分赛区共有20位选手。其中，三位选手成功晋级明年的全国总决赛。

Shanghai Fashion Drinks competition is hosted by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. since 2014, it has experienced six sessions of accumulation. Through the designation and creativity, it can play a role in making drinks and stimulate the creativity of drink R & D. As to drive the development of the beverage market and lead the future trend.

During the 3-day competition period, it is divided into the preliminary competition and the final competition. The preliminary competition is the designated raw material creative drink, and the final competition is the creative drink with theme. The contestants need to make five cups of the same drink in ten minutes. The organizer invited 5 founders and R & D directors from well-known brands in the industry to conduct on-site evaluation and scoring, from which the winners were selected.

There are 20 participants in the Shanghai Fashion Drinks competition. Among them, three of the players have successfully reached the national finals next year.

## 20

CONTESTANTS

参赛选手

## 5

JUDGES

专业裁判

### FHC TOP 3 WINNERS

冠军

**Champion:**  
孙晓丹

亚军

**Runner-up:**  
潘焯多

季军

**Third-place:**  
杨丽

# 2020 CHINA LATTE ART CHAMPIONSHIP – EAST CHINA

2020世界拉花艺术大赛中国区选拔赛—华东分赛区



世界拉花艺术大赛中国区选拔赛由世界咖啡活动先驱们基于精品咖啡发起的专业咖啡大赛，是世界第二大咖啡赛事，也是咖啡拉花艺术的最高竞演殿堂。初赛得分最高的前十位参赛者将会进入复赛，复赛整个过程都在操作台上完成。复赛中参赛者每人需完成六杯饮品：两组相同的拉花玛奇朵，两组相同的拿铁拉花。复赛得分最高的前八位晋级明年上海总决赛。在为期3天的比赛中，我们一共有25名选手角逐8名晋级名额，并邀请了7名专业评委为这些选手打分。本次比赛吸引了很多的观众前来观看。希望我们的比赛可以为各位选手提供更加专业的环境和平台！

China Latte Art championship is a professional coffee competition initiated by the world coffee activity pioneers based on fine coffee. It is the second largest coffee competition in the world and the highest arena of coffee latte art. The top ten competitors with the highest score in the preliminary competition will enter the rematch, and the whole process of the rematch will be completed on the console. In the second round, each contestant needs to finish six drinks: two groups of the same Macchiato and two groups of the same latte. The top eight players with the highest scores in the second round of the competition will be promoted to the Shanghai finals next year. In the three-day competition, we have 25 contestants competing for 8 places and invited 7 professional judges to score for them. The competition attracted a lot of audience to watch. I hope our competition can provide you with a more professional environment and platform!

## 20

CONTESTANTS  
参赛选手

## 7

JUDGES  
专业裁判

### FHC TOP 3 WINNERS

冠军

**Champion:**  
蒋中鹏

**Qualified Competitors**

亚军

**Runner-up:**  
吴俊文

黄泽辉

肖勇

季军

**Third-place:**  
王小山

万凯

华杰

杨杰

# 2020 CHINA BREWERS CUP SHANGHAI - DIVISION

2020世界咖啡冲煮大赛中国区选拔赛—上海分赛区



伴随着咖啡产业在国内不断地高速发展和文化的兴起，国际市场更多的将目光投向中国。赛事由上海博华国际展览有限公司于2013年引入中国，并一直致力于弘扬中国咖啡文化理念和事业，作为全球咖啡专业赛事的中国区授权单位一直引领着咖啡领域的步伐。纵观去年的咖啡冲煮大赛，此项赛事总报名人数就高达300人。在为期3天的赛期，分为指定冲煮跟自选冲煮两个大类，主办方邀请了17位全国优秀的裁判，现场品鉴并打分，从中评选出优胜选手。该项赛事标志了精品咖啡是一个串联产区、庄园、技术、风味、表演。本次上海分赛区大赛共有25位选手报名参赛，其中决赛的前五名选手将晋级2020世界咖啡冲煮大赛中国区总决赛

With the continuous rapid development of the coffee industry in the country and the rise of coffee culture, the international market is more focused on China. The competition was introduced to China by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. in 2013, and has been committed to promote the concept of Chinese coffee culture. As a global coffee professional event authorized by WCE, the organizer has been leading the Pace, looking at the competition last year, the total number of participants in this competition was as high as 300. During the three-day competition period, it was divided into compulsory service brewing and open service brewing. The organizer invited 17 excellent judges to taste and score on the spot, and selected the winners. Player. This event marks the fine coffee is a tandem production area, manor, technology, flavor, performance. A total of 25 players signed up for the Shanghai Sub-Region Contest. The top five players in the final will advance to the 2020 China Brewers Cup Finals.

25

CONTESTANTS  
参赛选手

17

JUDGES  
专业裁判

## FHC TOP 3 WINNERS

冠军

**Champion:**  
张晓博

亚军

**Runner-up:**  
吴满满

季军

**Third-place:**  
罗丽婷

**Qualified Competitors**

陆泓铮  
许文浩

# CHINA MASTER BARTENDER COMPETITION (EAST CHINA DIVISION)

中国国际调酒大师赛（华东赛区）



被誉为业界最具公平公正、历史最为悠久、最具权威的国际性赛事。CMBC拥有国内最强大的评委阵容，秉承着为调酒师提供平台，为酒吧行业服务为宗旨，以培养和激励优秀调酒师，弘扬大师精神，传播烈酒文化。中国国际调酒大师赛（华东赛区）于2019年11月12-14日，在上海新国际博览中心W4号馆举行，本次比赛共有11名选手参加角逐。特邀3位沪上知名调酒师亲临现场担任评委。经过两天的激烈角逐，本次比赛华东区冠军季军脱颖而出。



It is regarded as the most fair and impartial international competition with the longest history and the most authoritative in the industry. CMBC has the strongest team of judges in China. Adhering to the principle of providing a platform for bartenders and serving the bar industry China Master Bartender Competition (East China Division) was held during November 12th-14th in Hall W4 of Shanghai New International Expo Center. A total of 11 competitors took part in this competition. We are honored to have three master bartenders to be the judges onsite. After two days of fierce competition, the top three bartenders appeared in East China Division.

## 11

CONTESTANTS  
参赛选手

## 3

JUDGES  
专业裁判

### FHC TOP 3 WINNERS

**冠军** *Champion:*  
黄珂

**亚军** *Runner-up:*  
王晓虹

**季军** *Third-place:*  
郑辉





# FHC LEADING FORUMS

前 端 思 维 与 您 分 享

150+

SESSIONS  
主题论坛

130+

SPEAKERS  
演讲嘉宾

10,000+

AUDIENCE  
现场观众

# THE 12<sup>TH</sup> INNOVATION AND ENTREPRENEURSHIP CATERING INDUSTRY FORUM

第十二届餐饮界创新创业高峰论坛

2019年11月13日，餐饮界新媒体集结全国20多位餐饮行业大咖齐聚上海，来自全国600多位餐饮从业者汇聚一堂，这是餐饮界第12届“餐创新未来”系列论坛。一场以“餐创新未来：升级认知，构建核心竞争力”为主题的餐饮产业升级盛宴，在当天于魔都成功落下帷幕。

November 13th, 2019, the new media Canyinjie gathered more than 20 catering industry giants from all over the country in Shanghai. More than 600 catering practitioners from all over the country gathered together, it is a series forum: 12th "Food Innovation Future" in the catering industry. A catering industry upgrading feast with the theme of "food innovation in the future: upgrading cognition and building core competitiveness" had a successful conclusion in Shanghai.



20 MASTERS  
行业大咖

600 CATERING PEOPLE  
餐饮从业者



# 2019 CHINA CATERING INDUSTRY TRENDS SUMMIT

2 0 1 9 中 国 餐 饮 产 业 潮 流 峰 会

餐饮行业在过去几年的消费升级浪潮中裹挟前进，以震惊的速度在迭代与创新，餐饮经营者们既是机遇的获得者同时也面临着动荡带来的巨大挑战。不到十年的时间里餐饮业完成了从顶层到底层的全面革新，从厨师思维向产品思维发展，从粗放式的开店向精益化管理发展，从夫妻老婆店模式全面进阶品牌化发展，行业发展百花齐放、百家争鸣。

【中国餐饮产业潮流峰会】的诞生，就是寄生于这样的现状，期望立足上海的创新优势和宏观视野，与全国餐饮同行建立链接，共探未来。

In the past few years, the catering industry has been going forward in the wave of consumption upgrading, iterating and innovating at a shocking speed. The catering operators are not only the beneficiaries of opportunities, but also facing great challenges brought by turbulence. In less than ten years, the catering industry has completed the comprehensive innovation from the top to the bottom, from chef's thinking to product thinking, from extensive management to lean management, from husband and wife shop mode to comprehensive advanced brand development, and the industry has created a blooming art situation. The birth of "China catering industry trend summit" is based on the current situation. Based on Shanghai's innovative advantages and macro vision, it hopes to establish a link with the national catering industry and explore the future together.

19

TRENDSSETTERS  
潮流导师

320+

TREND FOLLOWERS  
餐饮潮人



# A NEW FUTURE FOR CATRINING INNOVATION SUMMIT

2019 FHC 环球食品创新设计与营销高峰论坛

## 打破边界，驱动包装设计的商业价值！

优秀的包装设计可以深度洞察市场趋势和消费者心理,捕捉消费者的兴奋点,激发购买欲,运用好的设计帮助产品凸显价值。让作品赋予最佳的表达方式,为产品赋能,通过原创设计影响品牌,整合商品卖点。创造激活新的热销可能。协助客户在零售市场创造价值。最优秀的设计师聚在一起激荡设计思潮,共同探讨设计改变的价值。不断发掘与激励新生创意力量,推动食品包装设计的发展



Excellent food design and marketing always follow the trends of the industry and the psychological changes of consumers in time which can capture the excitement of consumers and stimulate their desire of purchase easily and directly. Also, good design and marketing methods can be used to improve the products to help clients find new increasing points in the retail industry.

Well-known designers, for example, Lingbo Zeng, Xiaoming Zhang, Guanru Li and excellent representatives from the food industry will be gathered together to discuss as well as explore the development of food packaging design and marketing.

4

BRANDS  
品牌方

5

DESIGNERS  
前端设计师



# CATERING BRAND DESIGN & FISSION MARKETING SUMMIT

## 餐饮品牌营销裂变峰会

本次峰会邀请具备实践经验、增长成效、深邃洞见和未来潜力的行业专家，分享最鲜活的案例，碰撞最深刻的观点，与800位餐饮人齐聚一堂从品牌升级、视觉呈现、环境设计、裂变营销四个维度同时发声，帮助更多餐饮人成长，一道探寻行业的答案，共同感受未来的脉搏。

This summit invites industry experts with practical experience, growth effect, profound insight and future potential to share the most vivid cases and collide with the most profound views. Together with 800 catering people, the summit will make a voice from four dimensions: brand upgrading, visual presentation, environmental design and fission marketing, so as to help more catering people grow, explore the answers of the industry and feel the future together Pulse.



# 18

EXPERTS  
行业专家

# 800

CATERING PEOPLE  
餐饮人



# 2019 FHC INTANGIBLE CULTURAL HERITAGE AND SHANGHAI CATERING DEVELOPMENT SUMMIT

2019 FHC 非遗与上海餐饮发展高峰论坛  
—— 传承延续 博采众长， 贯通中西 创新发展

在FHC开幕式当天，上海市餐饮烹饪行业协会和上海博华国际展览有限公司共同举办了“非遗与上海餐饮发展”高峰论坛，300多位行业人士与上海知名大咖和美食家面对面，共同探讨上海餐饮非物质文化遗产的保护、传承与发展及上海餐饮的发展，共筑上海餐饮发展蓝图。

300+

INDUSTRY EXPERTS  
行业人士

On the day of the opening ceremony of FHC, Shanghai restaurant and cuisine Association and Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd. held 2019 FHC intangible Cultural Heritage and Shanghai Catering Development Summit. More than 300 professionals met with famous Shanghai catering experts and gourmets to discuss the protection, inheritance and development of intangible cultural heritage of Shanghai catering and the development of Shanghai catering, and build a blueprint for Shanghai catering development together.



# HOTLINK NEW RETAIL: 1<sup>ST</sup> ZHENGHE ISLAND NEW RETAIL TRIBE ANNUAL MEETING AND STORE FAIR LAUNCH CEREMONY SUMMIT FORUM

热链新零售：首届正和岛新零售部落年会 暨店博会启动仪式 高峰论坛

11月13日，首届正和岛新零售部落年会暨店博会启动仪式高峰论坛在上海新国际博览中心FHC现场E5馆隆重举行。正和岛亲、新零售大咖、店博会盟友及专业观众齐聚一堂，共话企业转型及行业变革，共建店博会生态链，共襄正和岛新零售盛举。



On November 13, the summit forum for the launching ceremony of the first Zhenghe island new retail tribe annual conference and store Expo was held in the E5 Hall of FHC site of Shanghai New International Expo Center. Zhenghe Island relatives, new retail tycoons, store Expo allies and professional visitors gathered together to talk about enterprise transformation and industry change, build a store Expo ecological chain, and participate in Zhenghe island new retail event.



# 2019 FHC INTERNATIONAL OLIVE OIL SUMMIT

2019 FHC 国际橄榄油高峰论坛

2019 FHC 国际橄榄油高峰论坛在众多国际油赛评委的关注下圆满结束，他们是分别来自意大利的EVO IOOC主席 Antonio G. Lauro和NYIOOC国际评委Eleftheria Germanaki等9位国内外嘉宾，现场传授油品知识与品鉴方法；展商也在论坛中得到了充分的展示，在品鉴环节中，嘉宾对展商提供的13种油样都进行了品鉴，并表示认可，油样分别来自意大利、西班牙、希腊和中国等国家和地区，并邀请台下观众一起参与，台上台下氛围相当融洽。

9

**EXPERTS FOR OLIVE OIL**  
橄榄油专家

13

**OLIVE OIL BRANDS  
PARTICIPATE IN TASTING**  
参与品鉴的油品

The 2019 FHC International Olive Oil Summit was successfully concluded with the attention of many international oil competition judges. They are EVO IOOC President Antonio G. Lauro, NYIOOC International Jury Eleftheria Germanaki and other 9 speakers who came from home and abroad. They taught oil knowledge and Tasting method on-site; Exhibitors were also fully displayed in the summit. During the tasting session, the guests tasted 13 kinds of oil samples provided by the exhibitors and satisfied with that. The oil samples were from Italy, Spain, Greece and China and other countries and regions. Our speakers invited the audience to participate in the tasting session and the atmosphere was quite harmonious on that time.



# 2019 FHC GLOBAL DAIRY FORUM

2019 FHC 全球乳制品论坛

2019 FHC 全球乳制品论坛顺利结束，非常感谢业内顶尖专家的分享及指导，为仍处于蓬勃发展中的乳业又提出新的方向，促进了乳品行业在全球的良性发展；天猫国际大食品居家行业负责人及数据威资深数据分析师为当前乳制品行业电商平台进行了详细的阐述，场下观众受益颇深。另外，由中国颇具行业影响力的西点大师叶卫以及我国西点行业一批年轻有为的西点师发起成立的中国西点顶厨俱乐部在本次论坛中成功举办成立仪式，为中国西点行业献出一份微薄之力。

The 2019 FHC Global Dairy Forum was successfully concluded. Thanks to the sharing and guidance of the top experts in the industry, it has proposed a new direction for the developing dairy industry and promoted the healthy development of the dairy industry worldwide. Head of Tmall International Foods & Home Industry and food industry senior data analyst in ECDataway have elaborated on the e-commerce platform of the current dairy industry, and the audience has benefited a lot. In addition, Top Pastry Chef of China Club, initiated by China Pastry Master Louie Ye and a group of young pastry chef in the pastry industry in China, successfully held the opening ceremony in the forum. It provided a meager strength for the Chinese pastry industry.

## 24

DAIRY EXPERTS  
乳制品专家



# 2019 FHC INTERNATIONAL IMPORT AND EXPORT MEAT FORUM

2019 FHC 国际进出口肉类论坛

2019 FHC 国际进出口肉类论坛圆满落幕，本次论坛云集大咖嘉宾与专业买家，共同分享当前肉类市场情况及未来发展趋势，非常荣幸邀请到爱尔兰农业部部长、爱尔兰食品局首席执行官、加拿大牛肉协会总裁、美团餐饮供应链业务（快驴进货）采购负责人等众多重量级嘉宾莅临现场；除此之外，由于消费者对肉类产品的高要求，现场也提及到食品安全和科学技术在食品行业内的运用等热点话题，更多议题也在现场引发了激烈的讨论。

The 2019 FHC International Import and Export Meat Forum came to a successful conclusion. Many guests and professional buyers gathered to share the current meat market situation and future development trends. We were very honored to invite many celebrity speakers, including the Minister of Agriculture of Ireland, the Chief Executive of Bord Bia, the President of the Canadian Beef Association, and Executive director of Meituan "Food Platform" supply chain business. Besides, due to the high demand of consumers for meat products, speakers also mentioned hot topics such as food safety and the use of science and technology in the food industry as well, more issues have sparked heated discussions on the spot.

## 15

**SPEAKERS FROM ASSOCIATIONS AND  
SUPPLY CHAIN COMPANIES**

肉类协会领导及全球供应链专家



# CHINA FRESH PRODUCE CONFERENCE 2019

2019 FHC 生鲜市集 - 生鲜论坛

生鲜论坛区内，本来生活、沃尔玛中国、天天果园&城市超市等时下热门平台高管作为嘉宾，针对中国生鲜农产品的最新市场机遇和最佳“价值趋势”战略进行分享。同时，邀请到职能部门和行业专业人士共同探讨生鲜产品、餐饮供应链冷链物流产业的升级与突破、产业上下游的整合与规划、冷藏装备技术等诸多热点和难点问题，为促进生鲜物流行业的健康发展，就提高冷链物流运作效率、降低冷链物流成本、把握城市生鲜配送、餐饮供应链关键节点等行业问题献计献策。

7

**GLOBL FRESH LEADER**  
国际生鲜领袖

12

**DOMESTIC FRESH DEALERS**  
国内生鲜领导者

In the fresh forum area, the current hot platform executives were invited to share the latest market opportunities and the best "value trend" strategy of fresh agricultural products in China. Also, the organizers invited functional departments and industry professionals to discuss many hot and difficult topics, such as the upgrading and breakthrough of fresh products, cold chain logistics industry of catering supply chain, the integration and planning of upstream and downstream industries, cold storage equipment technology, etc. In order to promote the healthy development of fresh Logistics industry, it is necessary to improve the operation efficiency of cold chain logistics, reduce the cost of cold chain logistics, and grasp the fresh matching of cities.



# NEW CATERING·NEW INSIGHT-CHINESE CATERING “NEW VARIABLE ”SUMMIT

新餐饮·新洞察——中国餐饮新变量论坛



2019年11月12日，新餐饮·新洞察——中国餐饮新变量论坛，在上海新国际博览中心，与2019 FHC上海环球食品展同期举办，此次论坛是由美团点评/新餐饮洞察、上海博华国际展览有限公司联合主办，携手行业协会、业内大咖、产业链等资深人士与1000+餐饮人，探讨中国餐饮“新变量”，解读新餐饮秘籍。



On November 12th, 2019, New Catering New Insight—Chinese Catering “New Variable ”Summit was held at the Shanghai New International Expo Center in conjunction with 2019 FHC Shanghai. The summit was jointly hosted by Meituan /New Catering Insight, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd, together with industry associations, industry giants, industry chain and 1000+ catering people to discuss the “new variables” of Chinese catering, interpreting new Dining cheats.

# THE FIRST CHINA POTATO INDUSTRY FORUM

中国（首届）薯业产业高峰论坛



2019年11月12日，中国（首届）薯业产业高峰论坛（以下简称CPF），在上海新国际博览中心，与上海国际食品饮料及餐饮设备展览会同期举办，此次薯业产业高峰论坛是由中国食品土畜进出口商会、上海集结信息科技有限公司、上海博华国际展览有限公司联合主办，由中国食品土畜进出口商会-薯业分会（筹）、麦康食品（青岛）有限公司、青岛零零捌陆品牌管理顾问有限公司联合承办，多家企业与社会组织共同协办。此次CPF，邀请多位国内薯业产业领域重量级大咖，作为演讲嘉宾与圆桌论坛研讨嘉宾共同参与出席。



On November 12th, 2019, the First China Potato Industry Forum (CPF) was held at the Shanghai New International Expo Center in conjunction with the Shanghai International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries. Co-sponsored by China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products, Shanghai Jijie Information Technology Co., Ltd. and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. Co-sponsored by China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products, Potato Industry Branch, Maikang Food (Qingdao) Co., Ltd. Qingdao, 00086 Brand Management Consulting Co., Ltd. a number of enterprises and social organizations organized and co-organized. The CPF invited a number of giants in the potato industry to participate as guest speakers and roundtable forum participants.

# 2019 CHINA BAKING NEW FORCE BRAND SHARING CONFERENCE

有界之外 - 2019 中国烘焙新势力品牌分享会



有界之外，技术制胜。从一线到四线，每个经济支撑点都有不同的生存特点，不变的是贴合当地口味的特色专长式产品线。从微信到电商运营，从线上回归线下。2020年，又有了新的机遇点，运营实体并非绝境，在众多连锁中，经典产品的特色体现成为制胜点。新势力品牌再次冲击巨头市场，风起云涌，适者生存。有界之外，成事者看市场，失事者圈地自嗨。有界之外，2019中国新势力品牌分享会，带你看遍最in套路。

Beyond bounds, technology wins. From the first line to the fourth line, each economic support point has different survival characteristics, and the constant is the characteristic specialty product line that fits the local taste. From WeChat to e-commerce operations, return to the line from the line. In 2020, there are new opportunities, and the operating entities are not desperate. Among the many chains, the characteristics of classic products have become the winning point. The new power brand once again hit the giant market, and the survivors survived. Beyond bounds, the perpetrators look at the market, and the wrecked are self-proclaimed. Beyond the bounds, the 2019 China New Power Brand Sharing Conference will show you the most in the routine.







# FHC EXCLUSIVE INNOVATIONS

创 新 带 来 更 多 价 值

4

MOCK-UP ROOMS  
样板房

4

IMMERSIVE SHOW AREA  
沉浸式展示区

300+

MATCH MAKING SETS  
贸易配对

# PIZZA+ BREAD: FLOUR AS AN ITALIAN ART

披萨&面包：意大利面粉的艺术



披萨&面包：意大利面粉的艺术是由Pizza e Pasta Italiana杂志，Scuola Italiana Pizzaioli披萨学校及上海博华国际展览有限公司联合主办的意式披萨和面包大师秀。主办方之一的Pizza e Pasta Italiana是意大利披萨领域的领先杂志，自1990年起一直与意大利和各国餐厅保持良好的合作。同时，Scuola Italiana Pizzaioli作为欧洲最早成立的专业意式披萨学校，也以联合主办的身份首次在FHC亮相。该活动专注于面粉的艺术，由两位享誉世界的意大利大厨为观众带来全天候的意式手作披萨及面包的制作课程及试吃品尝。



The Pizza & Bread: Italian Art is an exciting event organized by Sinoexpo Informa Markets, Pizza e Pasta Italiana, the Italian leading magazine for pizza industry since 1990 and Scuola Italiana Pizzaioli, one of the first Italian pizza school in Europe since 1990 for the first time in FHC!

The show focused on the art of flour in pizzeria: craft pizza and stylish bread for restaurants prepared by two artists of Italian pizza, and providing cooking lessons and tasting all day long for audiences.

# BAKERY IMPRESSION THE FOURTH SEASON

烘 焙 印 象 · 第 四 季

2019年烘焙印象·第四季保持原有规模，将中点复兴、5餐烘焙、单品极致、IP应用四大版块内容深挖，17位主创人员，近百家参与企业，60位来自终端门店的优秀管理人员合力打造，现场达68000余人次的参观观众，让《烘焙印象·第四季》在上海再次引爆烘焙行业。琳琅满目的优质产品整体解决方案，突破行业边界的“5餐烘焙”，引导行业未来趋势的IP应用概念，市场势头强劲的“中点复兴”，每一个板块内容我们都希望能为行业开拓增量市场带来一些触动和借鉴。

Baking impressions in 2019 still kept the original scale in the fourth quarter, digging into the four major sections of the mid-point revival, 5 meal baking, extreme single product, IP application, 17 main creative staff, nearly 100 participating companies, 60 from the terminal The store's outstanding management staff worked together to build it, with more than 68,000 visitors at the scene, making "Baking Impressions · The Fourth Season" once again explode the baking industry in Shanghai. An assortment of comprehensive solutions for high-quality products, "5 meal baking" that breaks the boundaries of the industry, IP application concepts that guide the future trend of the industry, and "mid-point revival" with strong market momentum. We hope that each sector content can expand the industry. The market brought some touches and lessons.

## 60

EXCELLENT STORE  
MANAGEMENT

门店优秀管理人员



# 2019 FHC SHANGHAI COFFEE AND FOODIE FESTIVAL

2019 FHC 上海国际咖啡美食文化节



上海FHC咖啡美食文化节招募了60家来自全国各地的店铺，吸引了1000名c端观众。共同分享咖啡美食，咖啡乐趣，和属于自己的咖啡故事。其举办的发现剧场2天邀请了11位分享嘉宾，从开店到出品，以及经历过得店铺趣事。

2019 FHC Shanghai Coffee Foodie Festival recruited 60 stores from all over the country, attracting 1,000 audiences to visit it and share the foodie, funning and coffee stories with each other. The Discovery Theatre invited 11 experts to share their store stories within 2days, from store opening to production, and experience of store fun.

## 2019 FHC COFFEE TOWN CHINA

2019 FHC 咖啡小镇



2019FHC咖啡小镇-咖啡冠军表演秀邀请了国内9位嘉宾，每天出品1,500杯咖啡。不但带来精彩的现场表演，更加咖啡美学传递给所有观众。而趣味杯测邀请了7家生豆贸易商，分享了近50款咖啡豆，其中不妨有世界竞标豆种。带来独具特色的咖啡豆产品，传播从咖啡豆种植技术至成品咖啡豆的点滴过程。

2019 FHC Coffee Town-Coffee Champion Show invited 9 domestic guests to produce 1,500 cups of coffee per day. It not only brings wonderful live performances, but also delivers the coffee aesthetics to all audiences. Cup Test invited 7 raw bean traders to share nearly 50 types of coffee beans, among which there may be world high quality beans. Bring unique coffee bean products and spread the drip process from coffee bean planting technology to finished coffee beans.

# 2019 FHC FUTURE CATERING DESIGN MOCK-UP

## FHC未来餐饮设计样板房



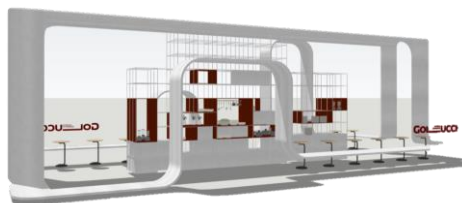
未来餐饮设计样板房是FHC携手子然设计共同推出的全新活动。活动现场展示各种最新设计的餐饮样板房，引领行业趋势，触动设计灵感。感受餐饮设计的未来。

Future Catering Design Mock-up Room is a new event launched by FHC this year. Various type of catering mock-up room with up-to-date design will be shown on site. Leading the industry trend, blooming inspiration, Feeling the future of catering design.



舌华录  
“餐饮人的精髓记录”

上海沈敏良室内设计有限公司



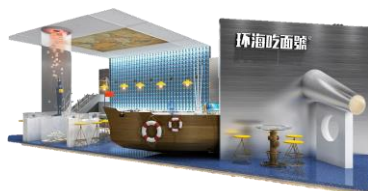
餐饮空间对生活的再定义  
“极富流动性的空间”

古鲁奇建筑咨询（北京）有限公司



坚硬的外壳，柔软的食代  
“享受生活从此刻开始”

子然设计深圳分公司



小海鲜大世界  
“环海吃面号出征”

子然设计北京总部

# 2019 FHC BUSINESS MATCH-MAKING SALON

2019 FHC 商贸配对沙龙



**300+**  
BUYING LEADS  
采购需求方

商贸配对会是FHC为展商特设的免费增值服务，现场邀请近300位专业买家（来自协会会员、各地区采购团、超市卖场、便利连锁、专卖店、电商、餐饮等不同渠道）。配对会为买家和展商提供了一个业务匹配平台，通过这种供需一体化，可以使贸易过程更具有针对性和有效性。现场有上千位展商参与了配对活动，进行了高效的洽谈和商贸对接，当日成交的订单络绎不绝。

## 部分买家团

绿地G-super  
卜蜂莲花  
联华  
麦德龙  
家乐福  
华润万家  
苏宁易购  
京东集团  
本来生活  
盒马鲜生

Business match-making is one of the free value-added services for exhibitors provided by FHC. Nearly 300 professional buyers (from association members, regional purchasing groups, supermarket stores, convenience chains, specialty stores, e-commerce, catering and other different channels) are invited. Business match-making will provide a platform for buyers and exhibitors. Through this integration of supply and demand, the trade process can be more targeted and effective. Thousands of exhibitors participated in business match-making activities, conducted efficient negotiation and business match-making, and a large number of orders were dealt on that day.

## Part of the buyers groups

Greenland G-super/LOTUS MARKET/Metro AG

Carrefour/CR Vanguard/SUNING/JD/Benlai/Freshhema

# SHANGHAI CATERING INTANGIBLE CULTURAL HERITAGE EXPO

上海餐饮非物质文化遗产展区



由上海市餐饮烹饪行业协会和上海博华国际展览有限公司主办的上海餐饮非物质文化遗产展区于11月12日在上海新国际博览中心盛大开幕。现场共计有26家来自上海餐饮的国家级、市级、区级和香港的非遗企业进行相关技艺与成果展示。通过非遗菜点、图片展示，非遗传承人现场表演讲解等形式，让观众走进上海餐饮非遗，了解餐饮非遗文化。

The Shanghai catering Intangible cultural heritage expo zone hosted by Shanghai restaurants cuisine association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. opened in Shanghai New International Expo Center on November 12. There are 26 national, municipal, district and Hong Kong Intangible Cultural Heritage enterprises from Shanghai catering industry on the site, showing their relevant skills and achievements. Through intangible cultural heritage dishes, picture display, on-site performance and explanation by intangible cultural heritage inheritors, visitors can learn the culture of Shanghai catering intangible cultural heritage and understand catering intangible cultural heritage culture.

26

TIME HONORED BRANDS

非遗餐饮品牌

300+

CUISINE & PRODUCTS

非遗菜品及产品

## Exhibited Brands

上海老饭店  
下沙烧卖  
乐满家  
凯司令  
功德林  
南翔馒头  
古猗园  
国际饭店  
大富贵  
宝山点然  
小绍兴  
杏花楼  
松江广利  
王宝和  
王家沙  
绿杨村  
老正兴  
金山堰菜  
三林桶蒸糕  
东泰祥  
沈大成  
周舍  
云丽莎  
一心斋  
三林老八样



# FHC WISHES TO THANK ITS PARTNERS!

感谢合作伙伴们的支持!

## INTERNATIONAL PRESS

海外媒体



## SOCIAL PRESS

社交媒体



## NATIONAL PRESS

国内媒体



# FHC THANKS ALL SPONSORS!

感谢赞助商的支持！

## 21ST FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION 第二十一届中国国际烹饪艺术大赛



## 2ND CHINA INTERNATIONAL YOUNG CHEF COMPETITION 第二届中国国际青年厨师挑战赛



## 21ST FHC CHINA PASTRY & BAKERY COMPETITION 第二十一届中国国际甜品烘焙大赛



## THE 7TH SHANGHAI FASHION DRINKS COMPETITION – SHANGHAI DIVISION 第七届上海国际潮流饮品创意制作大赛 - 上海分赛区



# FHC THANKS ALL SPONSORS!

感谢赞助商的支持！

## 2019 FHC COFFEE TOWN CHINA 2019 FHC 咖啡小镇



## 2019 FHC SHANGHAI COFFEE AND FOODIE FESTIVAL 2019 FHC 上海国际咖啡美食文化节



## 2020 CHINA BREWERS CUP - SHANGHAI DIVISION 2020 世界咖啡冲煮大赛中国区选拔赛 - 上海分赛区



# FHC THANKS ALL SPONSORS!

感谢赞助商的支持！

## 2020 CHINA LATTE ART CHAMPIONSHIP-EAST CHINA DIVISION 2020 世界拉花艺术大赛中国区选拔赛-华东赛区



## PIZZA+ BREAD: ITALIAN ART 披萨 & 面包：意大利面粉艺术



## SHANGHAI CATERING INTANGIBLE CULTURAL HERITAGE EXPO 上海餐饮非物质文化遗产展



# FHC APPRECIATE YOUR PRESENT!

感谢你们的参与！

## 2019FHC国际进出口肉类论坛——嘉宾 GUESTS OF 2019 FHC INTERNATIONAL IMPORT AND EXPORT MEAT FORUM



美团餐饮供应链业务（快驴进货）采购负责人 Bart Fu 付辉  
 迪士尼33俱乐部餐厅厨师长 Edward Zhong 钟伟  
 荷兰肉类协会(COV)国际事务总监 Frans van Dongen  
 中荷猪业联盟总裁 Jan Cortenbach  
 欧盟项目亚洲经理BordBi Kieran Fitzgerald  
 OLIVE BREEZE COMPANY创始人 Michael Tsimpimpakis  
 加拿大牛肉协会总裁 Michael Young  
 Caf é Gray Deluxe 厨师长 Peter Lin 林韦龙  
 RFID智能标签市场开发经理 Polly Zhao 赵春野  
 OLIVE BREEZE COMPANY 营销和出口经理 Vaso Tsimpimpaki  
 ChemLinked 食品法规准入分析师 Jocelyn Sun 孙悦  
 ChemLinked 食品法规咨询师 Severus Zhang 张帆  
 ChemLinked 食品合规领域编辑 Anne Peng 彭琪美

## 2019FHC国际橄榄油高峰论坛——嘉宾 GUESTS OF 2019 FHC INTERNATIONAL OLIVE OIL SUMMIT



EVO IOOC国际评审团创始人、主席及裁判组组长 Antonio G.Lauro  
 中国意大利烹饪学院联合创始人 Cristina Corsini  
 农学家 Eletheria Germanaki  
 数据威食品行业资深数据分析师 Emma Lin 林姿瑛  
 TERRA CTERA SA 市场营销和出口经理 Emmanouil Karpadakis  
 OLIVE BREEZE COMPANY创始人 Michael Tsimpimpakis  
 国际橄榄油专家、教育家及演讲嘉宾 Nicholas Coleman  
 OLIVE BREEZE COMPANY 营销和出口经理 Vaso Tsimpimpaki

## 2019FHC全球乳制品高峰论坛——嘉宾 GUESTS OF 2019 FHC GLOBAL DAIRY FORUM



酷币城堡国际销售经理 Cheryl Brett  
 英国驻沪总领事 Chris Wood  
 融溢和味·餐料仓网CEO Ding Bo 丁博  
 数据威食品行业资深数据分析师 Emma 林姿瑛  
 新加坡烘焙联盟导师会长 Kenny Kong  
 AHD乳业高级出口经理 Lucy Randolph  
 天猫国际大食品居家行业负责人 Sonic西閃  
 临床营养师 Stan lin 金星  
 资深西点教学老师 俞淑芳  
 怡安食品 CEO Wilson Liu 刘巍  
 中国甜点大师 Louie Ye 叶卫  
 杭州柏悦酒店总经理 Peter Zhou 周宏斌  
 彭氏西餐学校创始人 Peng Cheng彭程  
 上海巧克力大师首席巧克力大师 Andy Zeng 曾敬文  
 法国雷诺特大中华区总监 L é on Li 李程  
 宁波柏悦酒店行政副厨师长 Terry Wang 王伟  
 杭州FoamyFoamy法式甜点创始人 Wang Minqi 王敏琪  
 上海知名西点大师 Cary Cheng 程木  
 希尔顿酒店大中华区及蒙古集团餐饮高级运营经理 Jacqueline-Qiu 邱琼  
 华润置地酒店旅游与健康事业部运营副总监 餐饮管理总监 Percy Zou 邹佩  
 美食与美学生活方式专栏作家媒体人 Antoine Qian 钱小昆  
 和平饭店行政饼房厨师长 Glen Qian 钱晓  
 ChemLinked 食品法规研究员 Lennie Tao 陶蕾妮  
 重庆兰莱高等甜点厨艺学校校长 Yanjie Lei 雷彦杰

# FHC APPRECIATE YOUR PRESENT!

感谢你们的参与！

## 有界之外—2019中国烘焙新势力品牌分享会——嘉宾

GUESTS OF 2019CHINA BAKING NEW FORCE BRAND SHARING CONFERENCE



熊猫不走蛋糕  
市场总监  
Huang Jianfeng  
黄剑锋



33 of artisan food  
客户关系经理  
Huang Zhen  
黄禛



贵阳核桃妈妈  
食品有限公司  
研发总监  
Li Jiayi  
李佳艺



北京辛迪焙烤  
食品有限公司  
董事长  
Liu Dan  
刘丹



玉田县包记食品  
有限公司  
销售运营总监  
Mi Jinming  
米金明



北京汇耀康瑞科技  
有限公司  
联合创始人  
Zhang Zhuangzhuang  
张壮壮



韩焙机械科技(上海)  
有限公司  
市场总监  
Zhao Xiangxi  
赵向玺



不二制油(张家港)  
有限公司  
研发部总监  
Ma Benqian  
麻本谦二郎

## 2919FHC非遗与上海餐饮发展高峰论坛——嘉宾

GUESTS OF 2019 FHC INTANGIBLE CULTURAL HERITAGE AND SHANGHAI CATERING DEVELOPMENT SUMMIT



新民晚报刊部  
副主任、主编  
Gong Jianxing  
龚建星



中华食神  
全国十佳厨师  
Li Yuyun  
李耀云



味Fusion创意厨房  
创始人  
Qian Yibin  
钱以斌



上海市服务经济研究会  
秘书长  
Shao Jianhua  
邵建华



上海作家  
美食评论家  
Shen Jialu  
沈嘉祿



上海市餐饮烹饪行业协  
会会长  
Shen Siming  
沈思明



上海本帮菜  
烹饪技艺传承人  
中国十大名厨  
Zhou Yuanchang  
周元昌

## 餐饮品牌营销裂变峰会——嘉宾

GUESTS OF CATERING BRAND DESIGN &FISSION MARKETING SUMMIT



子然设计创始人  
Hu Ziran  
胡子然



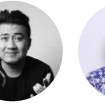
子然设计  
品牌总监  
Jia Haiyang  
贾海洋



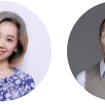
汉源品牌定位  
金牌讲师  
Li Xiangyu  
李湘渝



古鲁奇公司  
设计总监/创办人  
Li Xuheng  
利旭恒



子然品牌空间  
设计总监  
Liu Baichuan  
刘百川



蛙来哒  
联合创始人  
Luo Qing  
罗清



窄门学社  
番茄资本  
创始人  
Qin Yong  
卿永



天财商龙  
运营总监  
Suo Zongjun  
索宗军



餐创天下  
创始人  
Xin Yubin  
辛玉彬



亿元商学院院长  
裂变总教练  
Zhou Yiyuan  
周一元

## 新餐饮·新洞察——中国餐饮“新变量”论坛——嘉宾

GUESTS OF NEW CATERING · NEW INSIGHT -- CHINESE CATERING "NEW VARIABLE"



洪七公外卖课堂  
创始人  
An Shen  
安神



汤先生创始人  
Chen Huabin  
陈华滨



老北京传统小吃协会  
会长  
Hou Jiajie  
侯嘉嘉



袁家村  
线上运营总经理  
Hu Jiawen  
胡嘉文



新雅粤菜馆  
营销策划总监  
Mao Yong  
毛勇



虾吃虾涮  
创始人  
Niu Yan  
牛艳



新荣记副总裁  
Pu Shiqiu  
浦世球



香天下上海分  
公司总经理  
Qin Siqin  
覃思钦



沪上阿姨  
创始人  
Shan Weijun  
单卫钧



辣府Ma冒  
总经理  
Shi Zhefeng  
史浙锋



美团点评  
餐饮大客户总经理  
Sun Hongxia  
孙红霞



李先生新零售  
市场总经理  
Wang Zijian  
王紫剑



杨国福麻辣烫  
副总裁  
Xu Mingzhe  
徐明哲



德膳餐饮集团  
副总裁  
Yin Yujie  
尹玉洁



無邪创始人  
Zhang Bei  
藏北



吉祥馄饨创始人  
Zhang Biao  
张彪



那时新疆创始人  
Zhang De  
张德



王品集团营运长  
Zhao Guangfeng  
赵广丰

# FHC APPRECIATE YOUR PRESENT!

感谢你们的参与！

## 中国首届薯业产业高峰论坛——嘉宾 GUESTS OF CHINESE 1ST POTATO INDUSTRY SUMMIT



万科农业首席合伙人  
郭军



上海融麦益通实业  
有限公司董事长  
曾晖



中国科学院博士，  
洪堡学者  
杨俊



富士康智慧农业董事长  
白佩玉



康福莱控股集团有  
限公司董事长  
薛平



艺薯家（北京）餐饮投  
资有限公司董事长兼总  
经理  
马达飞



雪川农业股份发展有限  
公司 董事长兼总经理  
王登社

## 2019 FHC环球食品创新设计与营销高峰论坛——嘉宾 GUESTS OF 2019 FHC GLOBAL FOOD CREATIVE DESIGN & MARKETING SUMMIT



英国联合饼干  
中国区总经理  
Cullen Zhang



甲骨文创意有限公司  
创始人及首席创意官  
刘文



上海爱哆哆实  
业有限公司  
创始人 周普



深圳裕华意商  
贸有限公司  
创始人  
唐华



深圳大家创客设计  
有限公司  
总经理设计总监  
张晓明



青橙供应链  
创始人&CEO  
徐建



深圳市平面设计  
协会秘书长  
曾令波



L3Branding  
创始人兼创意总监  
李冠儒



深圳平面设计协会  
会员  
林邵斌

## 美国蔓越莓果汁饮品论坛——嘉宾 GUESTS OF AMERICAN CRANBERRY JUICE DRINK FORUM



Assistant Director, Market  
Development  
Sarah Gelpi Hooker



大叶工学院  
食品科学系  
教授  
吴启川

## 2019FHC生鲜市集-生鲜论坛——嘉宾 GUESTS OF CHINA FRESH PRODUCE CONFERENCE 2019



ARCTIC SOLUTIONS  
CEO兼创始人  
Bjorn van der Veen



本来生活  
运营总经理  
Bian Ning  
下宁



天天果园&城市超市  
水果供应链负责人  
Huang Jing  
黄晶



十全十美集团  
总经理  
Peng Jiyuan  
彭继远



EUROFRESH  
DISTRIBUTION &  
ASIAFRESH  
DISTRIBUTION  
杂志主编  
Pierre Escodo



沃尔玛中国  
生鲜采购负责人  
Vincent Yeh



叁拾加水果店  
副总裁兼采购经理  
Zhu Qi

## 新海关进口食品通关政策论坛——嘉宾 GUESTS OF NEW CUSTOMS IMPORT FOOD CUSTOMS POLICY SUMMIT



上海天戈供应链  
有限公司  
总经理  
Liu Ping  
刘萍



上海海关进出口食  
品安全处综合科  
科长  
Wu Sifan  
巫思凡



上海海关口岸监管处  
主任科员  
Cao Yuan  
曹源



上海海关综合业务处  
副科长  
Wang Lingfeng  
王凌峰



上海出入境检验检疫协会  
秘书长  
常务副会长  
Jin Quan  
金权



# FHC APPRECIATE YOUR PRESENT!

感谢你们的参与！

## 第十二届餐饮界创新创业高峰论坛——嘉宾 GUESTS OF A NEW FUTURE FOR CATERING INNOVATION SUMMIT



食久记创始人  
may Lin



至尊披萨创始人  
Chen Tianlong  
陈天龙



24漂流茶  
创始人  
Duan Ping  
段平



智创联合品牌  
机构创始人  
Feng Shao  
凤少



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《头条参考》  
新媒体总监  
Zhao Yan  
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## 披萨&面包：意大利面粉的艺术——嘉宾

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Angelo Silvestrini



Master Teacher  
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## MARKET LEADING FOOD & HOSPITALITY EVENTS



2020



3 - 6 March  
FHA - HoReCa  
Singapore



9 - 12 March  
CaterSource  
Las Vegas



29 March - 1 April  
Hotex & Expo  
Finefood Shanghai  
China



31 March - 3 April  
FHA - Food  
& Beverage  
Singapore



31 March - 3 April  
ProWine Asia  
Singapore



16 - 18 April  
Food, Hotel &  
Tourism Bali  
Indonesia



27 - 29 April  
Hotel Plus - Shanghai  
Hospitality Design  
& Engineering Expo  
China



19 - 22 May  
Seoul Food & Hotel  
South Korea



21 - 23 May  
Expo Food  
Guangzhou  
China



3 - 5 June  
Food & Hotel  
Myanmar  
Yangon



3 - 5 June  
IFE China  
Guangzhou



11 - 13 June 2020  
Food & Hotel India  
Mumbai



16 - 19 June  
Fispal Food Service  
Sao Paulo



22 - 24 July  
HOTEXPO & Speciality  
Food Indonesia  
Indonesia



1 - 3 September  
Natural & Organic Asia  
Hong Kong



1 - 3 September  
Restaurant & Bar  
Hong Kong



1 - 3 September  
Gourmet Asia  
Hong Kong



1 - 4 September  
Abastur  
Mexico City



9 - 12 September  
Food & Hotel Thailand  
Bangkok



10 - 12 November  
Food & Hotel China  
Shanghai



10 - 12 November  
ProWine  
Shanghai



25 - 27 November  
Food & Hotel Hanoi  
Vietnam



27 - 29 April  
Food & Hotel Vietnam  
Ho Chi Minh City



18 - 21 May  
HOFEX  
Hong Kong



18 - 21 May  
ProWine Asia at  
HOFEX  
Hong Kong



Spring 2021  
Seoul Food & Hotel  
South Korea



28 - 31 July  
Food & Hotel Indonesia  
Jakarta



21 - 24 September  
Food & Hotel Malaysia  
Kuala Lumpur

2021



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+86 21 6972 1795



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