



SIFA
Goldenfood Expo

www.china-zhanhui.com

2024 May 13-15
5月13-15日

SIFA

上海国际进口食品与农产品展览会

Shanghai International Import Food and Agricultural Products Exhibition

National Exhibition and Convention Center
Hongqiao•Shanghai

国家会展中心 - 上海·虹桥



An extraordinary exhibition hosted by GACC & CIQ
中国海关参与并支持的重要展览活动

SIFA

About 关于

2024

Shanghai International Import Food and Agricultural Products Exhibition (hereafter referred to as SIFA) is a professional international sourcing fair not be missed in import food and agricultural products industries in China as well as an important platform for foreign enterprises to expand the Chinese market. SIFA has so far held for several sessions successfully in Shanghai on the basis of the original exhibition, with an accumulative total exhibition area of over 100,000 square meters, attracted hundreds of industry associations and government agencies of import food and agricultural products from more than forty countries and regions around the world, and tens of thousands of outstanding enterprises with tens of thousands of high-quality import food and agricultural products to participate in this fair. Meanwhile, more than millions of professional buyers have taken part in the fair for visiting and purchasing. Under the background of the normalization of the global epidemic, SIFA makes efforts to mobilize forces from all quarters and integrate resources with a new look, to establish a comprehensive platform for import food and agricultural products enterprises to grasp the current situation of the consumption market and development trends, promote trade exchange, as well as deepen political and commercial interaction. The fair will continue to receive great support and participation from administration departments and relevant agencies, so as to better assist overseas enterprises of import food and agricultural products to provide communication platforms and open up green channels to smoothly enter the Chinese market for international trade and business.

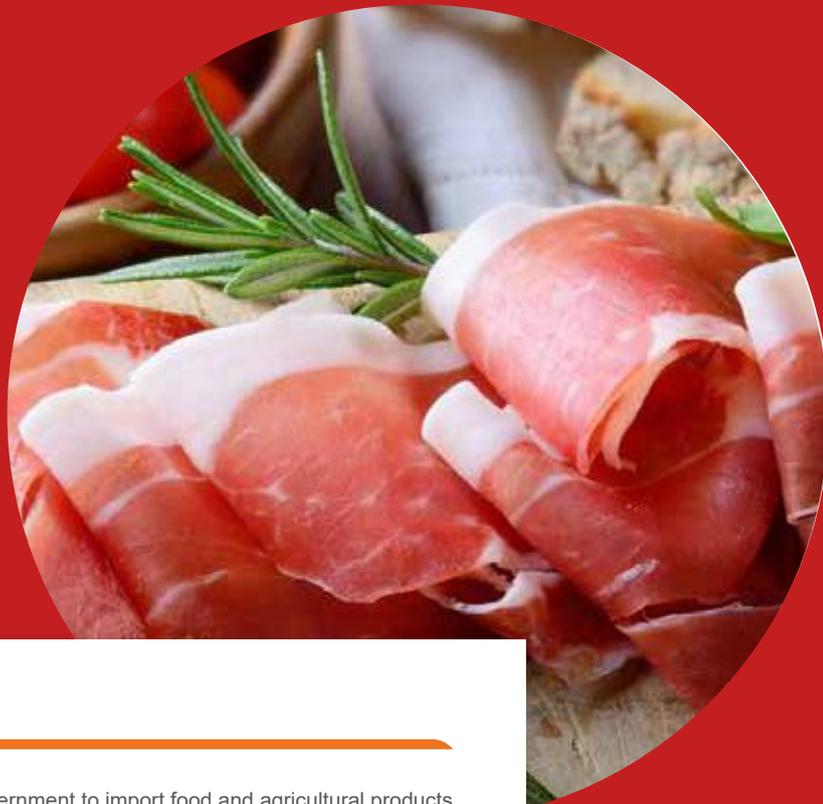
上海国际进口食品与农产品展览会（中文简称：进食展，英文简称：SIFA）作为中国地区进口食品与农产品领域不容错过的行业采购盛会与海外企业拓展中国市场的重要平台。上海“进食展”在原有展会的基础上已成功举办过数届，累计展出面积超过十万平米，共吸引来自全球四十多个国家和地区数百家进口食品与农产品行业组织和政府机构组团参展，以及数万家优秀企业携带数以万计优质进口食品和农产品前来参展，有超过数百万名专业买家亲临现场参观采购。在全球疫情常态化的今天，上海“进食展”将以全新的面貌汇聚行业力量和整合资源，将展会与会议办成世界各国进口食品与农产品企业把握消费现状、发展趋势、贸易互通及政企交流的综合平台。展会在举办过程中还将一如既往的得到中国政府主管单位与相关机构的支持和参与，以便更好的帮助海外进口食品与农产品企业顺利进入中国市场开展国际贸易，拓展业务提供交流平台与绿色通道。

SIFA

May 13-15, 2024
NECC-Hongqiao-Shanghai

SIFA

May 13-15, 2024
NECC-Hongqiao·Shanghai



新的机遇 / New Opportunity

In order to demonstrate the high attention of Chinese government to import food and agricultural products safety, administration departments and relevant agencies was specially invited as the organizer of the exhibition with an aim to amplify the spillover effects of SIFA, to integrate the resources of the global market of import food and agricultural products, and to develop Shanghai into an international consumption center city and meet huge consumer demand in China's import food and agricultural products. Taking "New Consumption, Shared Global Food" as its theme, the fair will be held on May 13-15, 2024 at National Convention and Exhibition Center. With an exhibition area of more than 60,000 square meters, the exhibits cover a wide range of food and drinks fields including import food, meat and aquatic products, wine and beverages, dairy and honey, candy and nuts, bakery and coffee, fruits and vegetables, grains, cereal and oils, cold drinks and condiments, catering and ingredients, and protected geographical indication agricultural products. It is expected that SIFA will attract more than 2,000 well-known and outstanding enterprises of import food and agricultural products at home and abroad, and more than 200,000 professional visitors to attend the fair for visiting and purchasing. The organizer believes that the rebirth of SIFA will bring greater benefits to the domestic and overseas government agencies, industry organizations and enterprises participating in the exhibition.

为彰显中国政府在保障进口食品与农产品质量安全的高度重视，上海“进食展”特别邀请了中国政府主管单位与相关机构作为展会的主办单位，以更好的放大“进食展”溢出效应，集聚全球进口农产品食品与农产品市场资源，助推上海国际消费中心城市的建设和满足中国进口食品与农产品消费市场的巨大需求。2024上海国际进口食品与农产品展览会定于2024年5月13-15日在虹桥-国家会展中心召开，展会以“新消费，共享全球美食”为宗旨。展会总规划面积为6万平米，共有进口食品、肉类水产、酒水饮料、乳品蜂蜜、糖果坚果、烘焙咖啡、水果蔬菜、谷物粮油、冷饮调味、餐饮食材与地理标志农产品等多个板块组成，预计有超过2000家海内外进口食品与农产品知名优秀企业参展，现场将有超过20万名专业观众亲临参会。我们相信，涅槃重生后的SIFA必将为中外参展国家政府机构、行业组织与企业带来更多收获和更大欣喜！





展会亮点 / Exhibition highlights

In accordance with China's new regulations on imported food and agricultural products, Golden Commercial, the organizer of the fair, will be continually to manifest the highest-level international conference in the field of import food and agricultural products, to hold a series of forums and activities such as International Summit on the Safety Supervision and Customs Clearance of the Edible Agricultural Food Products , Training Seminar on New Regulations for Domestic and Overseas Agricultural Food Products and One-on-One Meeting of the Import Food. Relevant Chinese government agencies and industry experts will be invited to discuss and exchange ideas on the new regulations. With the help of the on-site conference and activities, it is beneficial for industry organizations and enterprises to familiar with requirements and procedures of the market access, risk management and control, product classification and tariff calculation, industry requirements and relevant information in domestic and foreign markets, so as to provide a communication platform and open up green channels to help more foreign enterprises enter the Chinese market rapidly and smoothly, and acquire a large market share and meet the huge demand of consumer.

为配合中国政府新发布进口食品与农产品的新规，主办与执行单位 - 高登商业将在上海“进食展”期间仍延续之前的中国进出口食品与农产品食品领域最高规格国际会议阵容，将继续举办国际农食产品安全监管与通关实务论坛、国内外农食产品食品新规培训讲解会与与一对一世界各国进口食品对接会等活动，活动将特别邀请中国政府相关机构与行业专家针对新规进行权威解读、培训、现场讨论。通过展会上的会议交流活动让更多国家的行业机构与企业了解国内外市场准入制度要求与流程、风险管理与管控、产品归类与关税计算、行业要求与相关市场信息等，以帮助更多的境外企业顺利进入中国市场提供交流平台与开辟绿色通道，争取中国庞大的市场份额和满足巨大的消费需求。



SIEFA

May 13-15, 2024

NECC-Hongqiao-Shanghai



同期活动 / Concurrent Activities

During the exhibition, in addition to holding the International Summit on the Safety Supervision and Customs Clearance of the Edible Agricultural Food Products, Training Seminar on New Regulations for Domestic and Overseas Agricultural Food Products and One-on-One Meeting of the Import Food, there will also be a series of forums and activities such as China Beef & Mutton Production and Multi-channel Supply Summit, International Wine Product Label Management and Customs Clearance Practice Summit, International Dairy Summit, Forum on International Cooperation of Bee Products, International Cubilose Industry Development Forum, Forum on Laws and Regulations on the Import and Export of Wholegrain, China-EU Forum on Development and Protection of Geographical Indications, International Forum on High-quality Development of Wine and Spirits, Yangtze River Delta Food Innovation and Development Forum, Forum on Supermarket Supply Chain Management and E-commerce Channel and Online Celebrity Live Selection Conference, World Wine Master Class, the first Star Chef Challenge, China Catering Franchise Conference, Forum on the Digital Transformation of China Catering Franchise, Promotion Activities of Food and Alcohol Production Areas in Provinces and Cities and China International Air Travel Meal Chef Cooking Championship to hold, which contribute to the huge demand for import food and agricultural products at home and abroad to expand the Chinese market.

展会期间除了举办国际农食产品安全监管与通关实务论坛、国内外农食产品新规培训讲解会与一对一世界各国进口食品对接会等活动外。还将举办中国牛羊肉生产与多渠道供给高峰论坛、国际酒类产品标签管理与通关实务论坛、国际乳品高峰论坛、蜂产品国际合作论坛、国际燕窝产业发展论坛、全谷物进出口法律法规论坛、中欧地理标志保护与发展论坛、国际酒类高质量发展论坛、长三角食品创新与发展论坛、商超供应链管理论坛暨电商网红选品大会、世界葡萄酒大师班、首届星厨挑战赛、中国餐饮加盟大会、中国餐饮连锁数字转型高峰论坛、各省市食品与酒类产区推介会、以及国际航旅餐锦标赛等论坛活动以满足海内外进口食品与农产品对接中国市场的巨大需求。



SIFA

May 13-15, 2024
NECC-Hongqiao-Shanghai

展出大类 / Major Exhibits

All kinds of edible agricultural products, meat products, aquatic products, eggs, milk & dairy products, bee products, grains, cereals and oils, fruits and vegetables, nuts, wine and spirits, beverages, coffee, tea, frozen drinks, sweets, preserves, pastries and biscuits, condiments, health foods, special meals and others.

各类食用农产品、肉类、水产品、蛋类、乳制品、奶制品、蜂产品、谷物、粮油、果蔬、坚果、葡萄酒与烈酒、饮料、咖啡、茶叶、冷冻饮品、糖果、蜜饯、糕点饼干、调味品、保健食品、特殊膳食及其他。

SIFA

May 13-15, 2024
NECC-Hongqiao·Shanghai

参展费用 / Participation Fees

•International Standard Booths:

For overseas enterprise: USD 4800/Expo, 3m*3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket

•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 power supply, lights, carpet, and other things.

• 国际标准展位:

A: 国内企业: 16800.00/展期 (RMB) 3m×3m

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/1电源插座一个、废纸篓一个。)

B: 国外企业: 4800.00/展期 (USD) 3m×3m

• 室内光地:

A: 国内企业: 1500.00 (RMB) /平方米

B: 国外企业: 480.00 (USD) /平方米

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。

目标观众 / Target Audience

- All related international organizations and chambers of commerce (associations), foreign embassies in China (Shanghai), commercial organizations and information platforms in the field of agricultural products and import food, etc.
- Manufacturer, traders, importers, distributors, agents, processors and e-commerce in the agricultural and food industries.
- Shopping malls, supermarkets, wholesale markets, hotel restaurants, nightclubs, clubs, western restaurants and coffee shops, etc.
- State-owned enterprises and institutions such as banks, telecommunications, aviation, cruise ships, trains, and duty-free shops.
- E-commerce industry: website designers, professional buyers, etc.

- 各国农产品与食品国际组织与商（协）会、各国驻华（沪）机构、商贸机构与资讯平台等；
- 农产品与食品行业的生产商、贸易商、进口商、经销商、代理商、加工商及电商等；
- 各大商场、超市、批发市场、酒店餐饮、夜总会、会所、西餐厅及咖啡厅等；
- 各大银行、电信、航空、邮轮、列车及免税店等国有企事业单位；
- 电子商务行业：网站设计师、此类网站的专业买家等。

SIEFA

May 13-15, 2024
NECC-Hongqiao-Shanghai





专注海外食品与农产品进入中国市场领先合作交流平台

AN EXCHANGE AND COOPERATION PLATFORM FOR OVERSEAS FOOD AND AGRICULTURAL PRODUCTS TO ENTER THE CHINESE MARKET

支持单位 | Supported by

海关总署国际检验检疫标准与技术法规研究中心
General Administration of Customs of the People's Republic of

China International Inspection and Quarantine Standards and Technical Regulations Research Center

媒体支持 | Media Partner by

中国海关传媒中心

China Customs Media Center

主办单位 | Hosted by

中国报关协会

China Customs Brokers Association

高登会展集团

Golden Conference & Exhibition Group

承办单位 | Organized by

上海高登商业展览有限公司

Shanghai Golden Commercial Exhibition Co., Ltd.

协办单位 | Co-organizer by

上海市报关协会

Shanghai Customs Brokers

Booth Reservation | 预定展位

Please reserve the booth of "SIFA 2024" immediately. The sooner you reserve, the better your reserved position.

Strive for maximum exposure, lead competitors, and open up unlimited business opportunities.

To reserve the booth of "SIFA 2024" or learn more information, please contact:

请立即预定“2024上海进食展”展位，越早预留位置越佳，争取最大曝光率，领先竞争对手，开拓无限商机。
或通过以下联络方法，预订展位。

电话/ Tel: 136 7178 1237 李先生

www.china-zhanhui.com