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Report Highlights:

Following three years of travel restrictions due to China's zero-COVID policy, trade shows are quickly regaining their international participants and audiences. With hundreds of trade shows and conferences across China, this report includes a list of recommended food, agriculture, fishery, and forestry trade shows and conferences for 2024.

Trade shows and conferences in China are some of the best ways to connect directly with importers, traders, and distributors. Given the cultural importance of personal relationships, we strongly recommend interested exporters attend shows in person. However, as many cities across China are vying for the commercial prestige of hosting major trade shows, it may be challenging to identify the best shows for specific product categories.

This report aims to highlight select trade shows taking place across China in 2024 which may be of interest to U.S. farm, fishery, and forest product exporters, and which the four ATO offices have visited and/or received positive feedback from industry contacts. In case there are any questions FAS provided the contact information for all four U.S. Agricultural Trade Offices (ATO) in China at the end of this report.

In addition to the many trade shows across China, there are four USDA-endorsed trade shows, including Food and Hotel China, Food Ingredients China, SIAL Shanghai, and China Fisheries and Seafood Expo. USDA-endorsed trade shows typically provide U.S. exporters with the best international exposure and marketing opportunities. At USDA-endorsed and other major shows, FAS China works with show organizers and industry partners to establish a USA Pavilion to showcase the variety and quality of made-in-the-USA products to potential buyers. FAS China also provides participating exhibitors with marketing and promotional services, market intelligence, logistical support, and on-site assistance.

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Food and Agricultural Trade Shows and Conferences in China

Category	Date	Event	Chinese	Location	Type	Sponsor/Host	Website
*The exact date is not set/publicly announced but the show historically has been held during the provided month.							
Alcohol	March 21-24, 2024	China International Alcoholic Drinks Expo	中国酒类博览会	Luzhou International Exhibition Center	International	China Alcoholic Drinks Association	https://www.cada.cc/
Alcohol	May 23-25, 2024	Interwine Guangzhou	中国 (广州) 国际名酒展	Canton Import & Export Fair Complex Area D	National	Ketong International Exhibition Co., Ltd	http://www.interwine.org/en/h-col-187.html
Alcohol	April 1-3, 2024	2024 Beijing International Craft Brewing Exhibition	2024北京国际精酿工坊啤酒展览会	Beijing Shougang Exhibition and Convention Center, Beijing	National	Beijing Brew	https://www.bjbrew.com
Alcohol	April 25-27, 2024	Craft Beer China Conference and Exhibition	亚洲国际精酿啤酒会议暨展览	Shanghai New International Expo Center	International	n/a	https://www.cbcechina.com/
Bakery	April 13-15, 2024	The 20th International Baking Exhibition 2024	2024第二十届北京国际烘焙展览会	Beijing China International Exhibition Center	National	National Federation of Industry and Commerce Baking Association	http://www.baking-expo.com/en/

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Bakery	May 10-12, 2024	China Bakery Exhibition	中国烘焙展览会	China Bakery Exhibition	International	All-China Federation of Industry and Commerce	https://www.acfic.org.cn/
Bakery	May 11-13, 2024	27th China Bakery Exhibition	2024第27届中国广州国际烘焙展览会	Canton Import & Export Fair, Guangzhou, China	International	All China Baking Association	http://www.china-baking-expo.com/
Bakery	May 21-24, 2024	Bakery China 2024	中国国际烘焙展	Shanghai National Exhibition and Convention Center (NECC)	International	China Association of Bakery and Confectionary Industry	https://www.bakerychina.com/en/
Coffee	May 16-19, 2024	Kunshan International Fair for Coffee Industry	昆山国际咖啡产业展	Kunshan Convention and Exhibition Center	International	China National Food Industry Association	http://en.coffee-link.com.cn/
Cotton, Wool, Leather	March 5-9, 2024	All China Leather Exhibition	中国国际皮革展	Shanghai New International Expo Center	International	Asia Pacific Leather Fair Ltd.	http://www.aclchina.com/

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Cotton, Wool, Leather	August 27- 29, 2024	Intertextile Shanghai Apparel Fabrics – Autumn Edition	中国国际纺织 面料及辅料博 览会 (秋冬展)	Shanghai National Exhibition and Convention Center	International	Messe Frankfurt (HK) Ltd	https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/sanghai/en.html
Cotton, Wool, Leather	March 17- 20, 2024	Shenzhen Creative Week Furniture Show	深圳时尚家居 设计周-深圳家 具展览会	Shenzhen International Convention and Exhibition Center	National	Shenzhen Economic, Trade and Information Technology Commission	https://www.szcreativeweek.com/
Cotton, Wool, Leather	March 18- 21 and March 28- 31, 2024	The 53 rd China International Furniture Fair Guangzhou	第53届中国 (广州) 国际 家具博览会	Guangzhou Canton Fair Complex/PWTC Expo	International	China Foreign Trade Guangzhou Exhibition General Corporation CFTC - China Foreign Trade Centre	https://www.cif.furniture/
Dairy	July TBD, 2023	China Dairy Expo	中国国际奶业 展览会	TBD	National	China Dairy Committee	http://expo.dac.org.cn/
Dairy	TBD	China International Dairy Technologies Expo	中国 (国际) 乳业技术博览 会	TBD	International	China Dairy Industry Association	https://www.cdia.org.cn/
Feed	April 18- 20, 2024	China Feed Industry Expo (CFIE)	中国饲料工业 展览会	Xiamen International Exhibition Center	National	China Feed Industry Association	http://www.chinafeed.org.cn/

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Food & Beverage	Pre show: March 17-19; Expo March 20-22, 2024	2024 China Food and Drinks Fair (CFDF) [Tangjiuhui]	全国糖酒商品交易会	Chengdu, Sichuan Province	National	China Sugar Industry Liquor Kind Group Corporation	http://www.exp-o-qgtjh.com/
Food & Beverage	September 2024*	2024 China Food and Drinks Fair (CFDF) [Tangjiuhui] Autumn Fair	全国糖酒商品交易会	Shenzhen Convention & Exhibition Center	National	China Sugar Industry Liquor Kind Group Corporation (COFCO)	http://www.exp-o-qgtjh.com/
Food & Beverage	May 28-30, 2024	SIAL Shanghai [USDA-endorsed show]	SIAL 西雅国际食品展(上海)	Shanghai New International Expo Center	International	Comexposium- Sial Exhibition	https://www.sialchina.com/
Food & Beverage	September 2- 4, 2024	SIAL Shenzhen	SIAL 西雅国际食品展(深圳)	Shenzhen Convention & Exhibition Center	International	Comexposium- Sial Exhibition	https://www.sialchina.com/
Food & Beverage	September 25-27, 2022	Food2China Expo	2024江楠水果展	Canton Import & Export Fair Complex, Guangzhou	National	CCPIT, Jiangnan Fruit Wholesale Group	http://en.food2chinaexpo.com/
Food & Beverage	November 5-10, 2024	China International Import Expo	中国国际进口博览会	National Exhibition & Convention Center	International	PRC Ministry of Commerce and the Shanghai Municipal Government	https://www.cie.org/zbh/en/

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Food & Beverage	November 2024*	Hilton Beijing Food & Beverage Experience	希尔顿美食与美酒展	Beijing, Hilton Beijing Hotel	National	Hilton Beijing	https://www.hilton.com/en/hotels/bjshitw-hilton-beijing/
Food & Beverage	June 2024*	The 20th China International Food & Catering Expo	第十九届北京国际食品餐饮博览会	Beijing China International Expo Center	International	N/A	
Food & Beverage	April 24-26, 2024	ANUGA Select China	世界食品 (深圳) 博览会	Shenzhen World Exhibition & Convention Center	International	Koelnmesse Co. Ltd.	www.anufoodchina.com
Food Ingredients	March 20-22, 2024	Food Ingredients China 2024 [USDA-endorsed show]	中国国际食品添加剂和配料展览会	Shanghai National Convention and Exhibition Center	International	China Food Additives & Ingredients Association	https://www.cfia.cn/lxweb/toIndex.action?type=fic.en
Fruit	August 28-30, 2024	Shanghai International Fruit Expo 2024	2024 上海国际水果展	Shanghai New International Expo Center	International	China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)	https://en.fruiteexpo.cn/

HRI	March 27-30, 2024	HOTELEX Shanghai 2024	上海国际酒店用品及餐饮博览会	Shanghai National Convention and Exhibition Center	International	SinoExpo Informa Markets	https://www.hotelex.cn/shanghai
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HRI	May 11-13, 2024	FHC South China Global Food Trade Show	FHC 华南环球食品展 (广州)	Guangzhou Poly World Trade Center Exhibition Hall	National	Sinoexpo Infoma Markets	https://www.fhcchina.com/en/guangzhou
HRI	June 27-29, 2024	2024 HOTELEX Chengdu	成都国际酒店用品及餐饮博览会	Chengdu Century City New International Convention & Exhibition Center	International	SinoExpo Informa Markets	https://www.hotelex.cn/chengdu
HRI	November 12 – 14, 2024	Food and Hospitality China [USDA-endorsed show]	上海环球食品展	Shanghai New International Expo Center	International	Shanghai Cuisine Association	https://www.fhcchina.com/en
HRI	December 2024*	2024 HOTELEX Shenzhen	深圳国际酒店用品及餐饮博览会	Shenzhen World Convention & Exhibition Center	International	SinoExpo Informa Markets	https://www.hotelex.cn/shenzhen
Livestock	September 2024*	2024 China Central West Animal Husbandry Expo	2024 中国中西部畜牧业博览会	Chongqing International Convention Center	National	Chongqing Animal Agricultural Association	

Livestock	October 25-27, 2024	The 13 th Leman China Swine Conference & World Swine Industry Expo	第十三届李曼中国养猪大会	Chengdu Western China International Expo City	International	University of Minnesota	http://www.lemanchina.com
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Livestock Genetics	May 18-20, 2024	The 21st (2024) China Animal Husbandry (CAHE)	第二十一届中国畜牧业博览会	Nanchang Greenland Convention & Exhibition Center	International	China Animal Agriculture Association	http://www.caaa.com.cn
Meat	September 2024*	China International Meat Industry Week	中国国际肉类周	TBD	International	China Meat Association	http://en.cimie.com/index.php/Init/detail/id/19.html
Pet Food	April 11-14, 2024	The One Pet Show (TOPS)	它博会	Shanghai World Expo exhibition	International	TOPS Exhibition Co., Ltd	
Pet Food	August 21-25, 2024	Pet Fair Asia	亚洲宠物展	Shanghai New International Expo Centre	International	VNU Exhibitions Asia Ltd.	https://www.petfairasia.com/
Seafood	October 30-November 1, 2024	China Fisheries & Seafood Expo [USDA-endorsed show]	中国国际渔业博览会	Qingdao Hongdao International Convention and Expo Center	International	China Council for the Promotion of International Trade (CCPIT) and Sea Fare Expositions, Inc.	http://chinaseafoodexpo.com/

Tree Nuts	April 18-20, 2024	China Nuts and Dried Fruit Exhibition	中国坚果果干食品展览会	Hefei Binhu International Convention Center	International	Specialized Committee for Roasted Seeds and Nuts, China National Food Industry Association	https://www.chinanutexpo.com/
Tree Nuts	August 2024*	China International Tree Nuts Conference 2024	中国国际坚果大会	Lin'an, Hangzhou	International	CFNA	http://s.31url.cn/COQvBOjv
Category	Date	Event	Chinese	Location	Type	Sponsor/Host	Website
Wood Products	September 10-13, 2024	Furniture China 2024	第二十九届中国国际家具展览会	Shanghai New International Expo Center	International	China Furniture Association	https://www.furniture-china.cn/
Wood Products	December 2024*	Guangzhou Design Week	广州设计周	Guangzhou Poly Center/ International Source Center	International	Koelnmesse Co. Ltd.	https://en.gzdesignweek.com/
Wood Products	March 28-31, 2024	Interzum Guangzhou (CIFM)	中国广州国际家具生产设备及配件展览会	Guangzhou Canton Fair Complex, Pazhou	International	Koelnmesse Co. Ltd.	http://www.interzum-guangzhou.com/
Wood Products	June 24-26, 2024	Sylva Wood Expo Shanghai 2024	西瓦国际木业展	99 Xing Yi Road, Shanghai	International	SHANGHAI PABLO EXHIBITION CO., LTD	http://www.sylvawoodexpo.com

Attachments:

No Attachments.