

2026

HUA FOOD EXPO

(Shanghai)

華食展®
HUA FOOD EXPO



March 5-7, 2026

6 Themes Events

- Pre-Prepared Food
- Hotpot Ingredients
- Seafood Products
- Central Kitchen Food Processing Equipment
- Food Packaging Equipment
- Beverage Zone

National Exhibition and
Convention Center (Shanghai)

**Global Premier Exhibition
of Catering Ingredients**

Organizer:

China Hospitality Association、HUAMO Group

Join us at the HUA FOOD EXPO
and uncover vibrant inspirations
for your menu in Spring!



2026

HUA FOOD EXPO Shanghai Reached
150,000m² Global Premier Exhibition
of Catering Ingredients
150,000+ Professional Visitors
The global benchmark for the F&B sector

2024

89,400 tickets issued
The first food event in Shanghai
launched ticketing system

2025

HUA FOOD EXPO Shanghai 2025
Hit a Record High of **100,532**
Record-Breaking Attendance
& Viral Buzz!
Setting the industry standard



2021-2022

The Ultimate Destination
for China's Pre-Prepared Food
New Flagship Event

2020

618
China Food Ingredients
Procurement Festival

2023

100,000m²
Explosive Growth – The Dark
Horse of the Industry



HUA FOOD EXPO is organized by Huamo Group · Shanghai Huahao Exhibition Co., Ltd. as a B2B professional catering ingredients exhibition with an innovative business model.

Committed to enhancing customer value through digitalized exhibition solutions, we create an empowering digital platform for chain restaurant groups, food distributors, and new retail platforms. As China's premier international showcase for foodservice supply chain development, we serve as East China's most comprehensive trading platform for the entire catering ingredients industry.

On March 4-6, 2026, HUA FOOD EXPO takes over 150,000 sqm at Shanghai's National Exhibition and Convention Center (NECC), featuring: Pre-Prepared Foods & Ingredients, Aquatic Products, Meat & Poultry, Seasonings & Staples, Hotpot Supplies, Frozen Foods, Fresh-cut Produce, Food Processing Equipment.

Now recognized as one of China's most influential food ingredient expos, HUA FOOD EXPO continues to set industry standards.

HUA FOOD EXPO



Join us at the **HUA FOOD EXPO** and uncover vibrant inspirations for your menu in Spring!

Frozen Foods Pre-Prepared Foods Pavilion

Frozen Foods, Meat & Poultry Prepared Foods, Hotel Prepared Foods, Aquatic Prepared Foods, Seasoned Products, Rice & Noodle Products, Specialty Ingredients



Hotpot I Seasonings Catering Ingredients Pavilion

Hotpot Ingredients & Soup Bases, Compound Seasonings & Additives, Seasoned Meat & Poultry Products, Beverages, Tableware and Catering Equipment



Hotpot I Seasonings Catering Ingredients Pavilion

Hotpot Ingredients & Soup Bases, Compound Seasonings & Additives, Seasoned Meat & Poultry Products, Beverages, Tableware and Catering Equipment



North
Entrance Hall

3H

4.1H

West
Entrance Hall

6.1H

5.1H



Seafood Products I Premium Ingredients International Pavilion

Aquatic Seasoned Products, Frozen Aquatic & Seafood, Premium Ingredients, Nutritive Ingredients, Imported Foods

Central Kitchen Food Equipment Pavilion

Central Kitchen Equipment, Food Processing Equipment, Food Packaging Equipment, Freezing Equipment, Storage & Cold Chain Solutions, Smart Factories



5 Reasons to Join HUA FOOD EXPO

01 Expand Your Market Share in East China

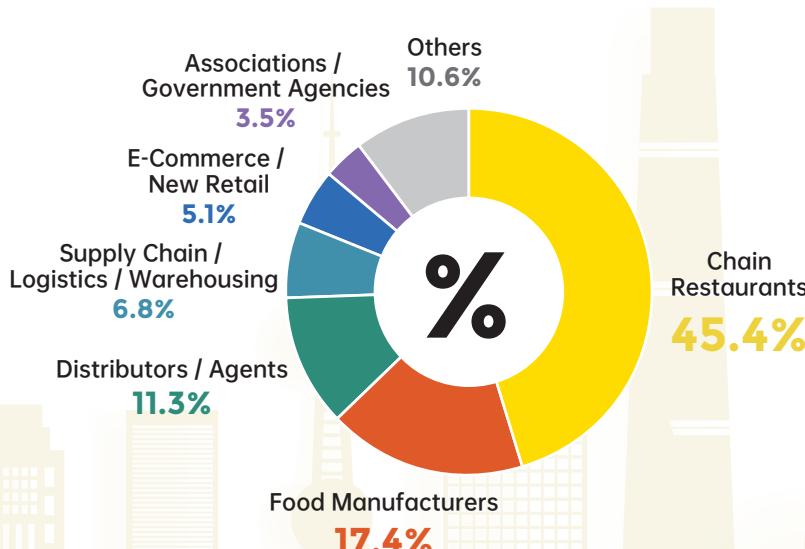
HUA FOOD EXPO is strategically positioned in **Shanghai**, serving as the **gateway to East China and the entire nation**, making it the **must-attend event** for capturing the lucrative East China market!

- As of September 2024, China's F&B industry boasts **7.763 million** stores, with East China accounting for nearly one-third of the market.
- East China is China's #1 F&B region, representing **33.6%** of total store count.
- Shanghai is China's #1 F&B city, with over **200,000** stores.

Source: China Catering Big Data White Paper, China Chinese Cuisine White Paper



Visitors' analysis of HUA FOOD EXPO 2025 by company nature



HUA FOOD EXPO Shanghai 2025 Visitors' Target Exhibits

HUA FOOD EXPO conducted a survey on product categories of interest to visitors. Among the interviewed on-site visitors, 70.6% expressed interest in pre-prepared food, making it the most popular category among all exhibited products.



02 Multi-Million Investment On Online+Offline Omni-Channel Exposure

The 2025 Shanghai HUA FOOD EXPO achieved over **100 million** exposure through diversified channels including Douyin, WeChat Moments, outdoor billboards, Tier-1 wholesale markets, and subway ads. It precisely targeted massive audiences and dominated attention as the industry's centerpiece!

Investment in
Digital Advertising
Sustaining Momentum on
official channels
On-Site Interviews And
Live Streaming



Offline Advertisement



Shanghai Hangzhou Highway and
Shanghai Jiangsu Highway



Wholesale Market



03 Catering Networking Conference

HUA FOOD EXPO — Global Premier Exhibition of Catering Ingredients. To connect upstream and downstream F&B enterprises, HUA FOOD EXPO has already linked over **10,000** ingredient suppliers and over **1,000** chain restaurant brands in the sourcing eco system.

To foster high-value networking and supply-demand partnerships, the Shanghai HUA FOOD EXPO 2025 collaborated with platforms like Can Kaola to organize exclusive VIP buyer networking conference. These sessions offered one-on-one premium services for **100** procurement-ready buyers, delivering robust support for industry collaboration and growth.

Partial List of Exhibiting F&B Companies

Yang's Fry-Dumpling	Wufangzhai
Xun Xiang Ji	Dian Niu
Jollibee (Yonghe King)	Tokusho Buffet
Lai Pang Zi Crab Pot	Shang Yi Soup
Da Gu Rice Noodle	Gelao Guan
Modu Three Brothers	King Salmon
Chengdu Niliujie	Jiang Bian Cheng Wai
Wang Steak	Yuwei Chongqing Noodles
Ajisen Ramen	Grandma's Home
Xibei (Xibei Youmian Village)	Long Time Ago
Omori Midnight Diner	Nanjing Impressions
Mengzi Yuan	Happy Star
Zhang Lala	Yoshinoya
Chun Bai Wei	Tahr
Bifengtang	Tang Bo Fu
Xijia Delicious Dumpling	...



04

Diverse & Professional Events

- Pre-Prepared Food Ingredients and Seasonal Food's Quality Exchange Conference 2025
- New Products Matching and Tasting Exchange 2025
- China Pre-Prepared Food Innovation Competition 2025

Hosted by China Hospitality Association

HUA FOOD EXPO created a multi-dimensional activity matrix and a high-traffic hub, driving triple business value for exhibitors through Immersive experiential scenarios, high-frequency B2B matchmaking and industry summit exposure. Enhanced client conversion, strategic brand resource expansion, and elevated industry influence.

Seasonal foods are a vital part of China's culinary heritage. Aligning with the Central Economic Work Conference's directive to "boost consumption and expand domestic demand," this event innovated pre-prepared food applications and elevated seasonal product quality to advance industry growth.

500+ attendees



Against the backdrop of the F&B industry entering an era of slower growth, achieving high-quality development has become the sector's focal point. This summit brought together leading industry experts and CEOs to share insights, providing innovative approaches and pathways for the future of catering. It fully demonstrated the industry's positive spirit and untapped potential, significantly boosting sector confidence.

1,000+ attendees



2025 China Cold Chain In Food Processing and Distribution Seminar

Hosted by Cold Storage Vision

Amid rising consumption standards and food safety demands, the cold chain sector faces multiple challenges. This seminar gathered industry leaders including Wei Yueqiang (President, Sido Foods), Huang Jinglian (E-commerce GM, Haitian Food), and Fu Tongxin (VP, Mckintey Group) to explore smart solutions across processing, storage, and logistics in cold chain operations.

200+ attendees



Driven by both rapid industry expansion and consumption upgrading, central kitchens have become the "intelligent heart" of F&B supply chains. This forum addressed key challenges including digital-intelligent transformation, standardization, regulatory compliance, and operational efficiency in central kitchens. Featuring top executives from industry leaders and authoritative scholars, it delivered strong support for future development of central kitchen operations.

200+ attendees



The Fifth China Creative Culinary Competition 2025 - Chef Invitation Contest

Hosted by China Association of Business Professionals / Shanghai Chef Alliance

As one of HUA FOOD EXPO's flagship events, the Fifth China Creative Culinary Competition 2025- Chef Invitation Contest attracted 60 master chefs nationwide. Demonstrating exceptional skills and creativity, they transformed designated ingredients into distinctive culinary creations, offering attendees a spectacular feast for both eyes and palate.

1,000+ attendees



Celebrating this iconic Chinese dish, the event focused on preserving braised pork's craftsmanship and cultural heritage. Culinary masters from Hunan, Huaiyang, Hangzhou, and Anhui cuisines conducted live demonstrations and panel discussions, sharing techniques and traditions of this beloved dish.

200+ attendees



XUDASHI China Braised Pork Conference - Shanghai

Hosted by XUDASHI

05 Industry Recognition

Endorsement by authoritative industry organizations significantly enhances brand credibility, enabling precise reach to high-value customer segments while attracting premium industry resources and exposure opportunities, thereby amplifying exhibition effectiveness.



China Hospitality Association

With over 20,000 members, the association operates nearly 20 specialized committees in addition to its secretariat and oversees the Secretariat of the National Catering Service Standardization Technical Committee.



China Aquatic Products Processing and Marketing Alliance (CAPPMA)

The association comprises 34 branches and 8 representative offices, with its secretariat headquartered in Beijing and 10 functional departments. It focuses on policy research and formulation, industry studies and self-regulation, information and consulting services, aquatic product quality and safety standards.



China Association of Business Professionals

A nationally influential and pivotal organization dedicated to vocational skill development, standard-setting, training, and certification in the commercial sector, actively contributing to the national economic development.



Shanghai Chef Alliance

A high-end culinary society driven by philanthropy, established on October 28, 2014, and celebrating nearly a decade of excellence. It unites like-minded culinary elites, starting from Shanghai and extending nationwide.

Exhibitors' Testimonial

Honestly, I can skip other trade shows, but yours is a must-attend!

Lately, we've been making a lot of sales, and many of our customers came from your exhibition.

We got amazing results at HUA FOOD EXPO this time—better than expected! Our products were a hit.

Today, 724 people added our official WeChat account. 198 have been assigned—everyone, please follow up promptly. Great job, team!

Yesterday was solid—great traffic, and the customers are just the ones we need.

Even though that big client of ours didn't show up yesterday, we still met other great customers. Your event is fantastic—way better.....

At the 2025 Shanghai Hua Food Expo, over 3,000 restaurant owners and distributors added us on WeChat in just three days. It was insane!

Thanks for your trust and support! We got an on-site deal worth 18 million RMB for a flagship project in Beijing.

HUA FOOD EXPO (Shanghai) 2026

March 5-7, 2026

National Exhibition and Convention Center (Shanghai)

Exhibition Size: **150,000m²**

Expected Exhibitors: **2,000+**

Expected Professional Visitors: **150,000+**

International Company

Standard Booth
(9m²)

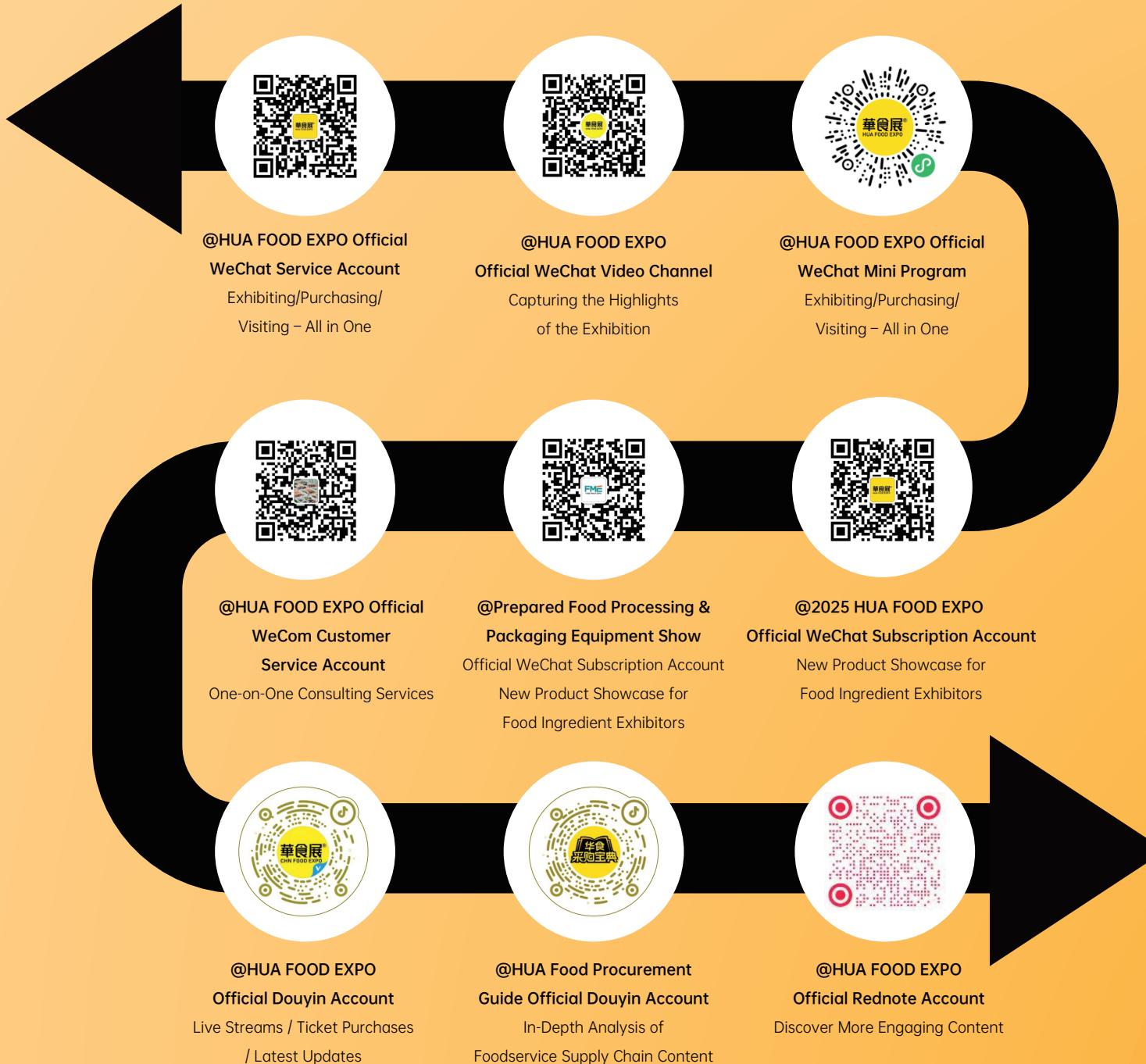
USD2,800/unit

Raw Space
(min. 36m²)

USD280/m²



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HUAMO Group Official Website: www.huamogroup.com

HUA FOOD EXPO Official Website: www.foodsexpo.cn

