



2020第六届中国餐饮工业博览会

The 6th China Catering Expo 2020

2020年10月20-22日 | 国家会展中心-上海·虹桥

Oct.20-22, 2020 | NECC-Hongqiao·Shanghai

展后报告 | Post Show Report

联合主办 | Co-hosted by

中国烹饪协会 | China Cuisine Association

四川省火锅协会 | Sichuan Province Hot Pot Association

上海高登商业展览有限公司 | Shanghai Golden Commercial Exhibition Co., Ltd.





中国餐饮工业博览会（简称：CIE CHINA）已于2020年10月20日-22日在上海·虹桥-国家会展中心隆重召开。展会共设展位958个，参展面积达到了近50000平米，为期3天的展会共吸引了56168名人次前来参观采购。CIE CHINA作为新中国成立以来第一个提出餐饮工业概念的展会，也是目前中国地区唯一专注餐饮工业食品全产业链的采购盛会。该展会根据中国餐饮行业的发展现状与餐饮工业化发展的必要性，以打破传统食品工业的消费习惯，确立餐饮工业消费市场为主导地位。展会以“专注中国餐饮工业未来发展”为主题，通过不同的展品类别相互交融与渗透为餐饮工业食品全产业链。展品类别涵盖餐饮新食材与调味品、中央厨房与集成、餐饮食品包装技术与材料、冷冻冷藏与冷链物流、餐饮新零售与信息化管理及餐饮连锁加盟等六大主题板块。展会期间还举办了台湾特色商品推介活动、森态牛油-中国火锅产业大会、旅游餐饮服务（航空、邮轮及列车）与旅游特色食品买家见面会、台湾美食文化展区开幕仪式及上海特色旅游食品推荐授牌仪式等多场活动，引起了众多国际组织和行业同仁的密切关注。

China Catering Expo (CIE CHINA) was successfully held on October 20-22, 2020 at the National Exhibition and Convention Center-Hongqiao-Shanghai. With a total exhibition area of nearly 50,000 square meters, 958 booths were set up at CIE CHINA and it attracted a total of 56,168 people to visit the site with an purpose to purchase across the three day show. CIE CHINA is the first professional exhibition to put forward the concept of catering industry since the New China is founded. It's a procurement event only focusing on the whole food chain of catering industry in China at the present. The exhibition is based on the development status of China's catering industry and the necessity of industrial development of catering to break the consumption habits of traditional food industry and establish the leading position of catering industry. Taking "Focus on the future development of China's catering industry" as its theme through the interaction and penetration of different exhibits, the exhibition promotes the whole food chain of catering industry. Besides, the exhibits cover six major sectors of the catering industry, including new food materials and condiment, central kitchen and integration, food packaging technology and materials, refrigeration and cold chain logistics, new catering retail and restaurant chain alliance. During the exhibition, a series of activities such as Taiwan Special Products Promotion Activity, "Sentai Beef Tallow" China Hotpot Industry Conference, Buyer Meeting for Tourist Catering Services (Aviation, Cruise and Railway) and Special Tourism Food, Opening Ceremony of Taiwan Food Culture Pavilion and Licensing Ceremony of Shanghai Special Tourism Food Recommendation were also held, which has attracted the close attention of various international organizations and industry colleagues.





展会总体概况 | Exhibition Summary

Exhibition Name: CIE CHINA 2020
Exhibition Venue: NECC-Hongqiao-Shanghai
Exhibition Date: Oct. 20-22, 2020
Exhibition Area: 50000m²
Exhibitor: 958
People Flow: 56168
Audience: 52810
Domestic Audience: 47529
Oversea Audience: 5281

展会名称: CIE CHINA 2020
展会地点: 国家会展中心-上海·虹桥
展会时间: 2020年10月20日-22日
展出面积: 50000m²
展商数量: 958家
门禁流量人次: 56168人次
参观人数: 52810人
国内观众: 47529人
海外观众: 5281人

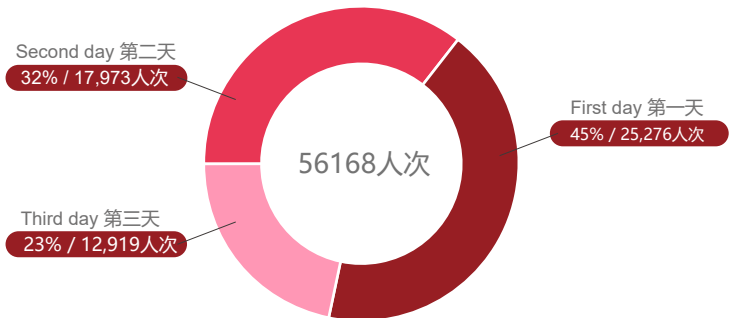


现场观众门禁流量分析 | Audience Flow Analysis

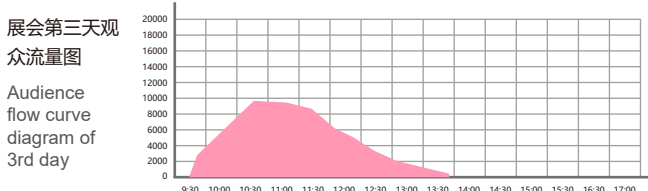
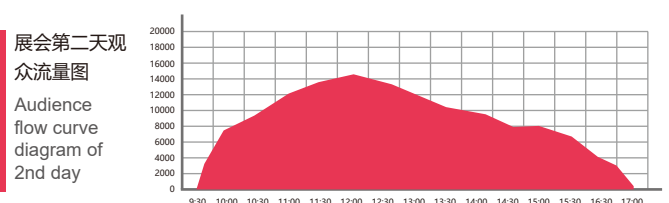
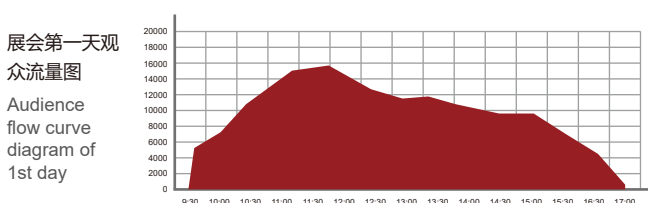
每日门禁流量分析 Daily flow analysis

Daily flow analysis / 每日门禁流量分析

According to Access Control System, the total audiences of this exhibition session is 56168
根据同高信息展会门禁管理系统统计的数据显示本届展会观众人次共为: 56168人次



门禁流量曲线图示 Audience Flow Curve Diagram



资料收集分析 | Data Analysis

Audience Source Analysis / 观众来源分析

根据观众登记服务处收集汇总的数据包括：现场观众登记处注册、预先登记、参观团、媒体等人员资料的收集，到会的人数为：52810人

According to the data from registration service station, 52810 were present at the meeting those who come from on-site registration, pre-registration, audience group, the media, etc.

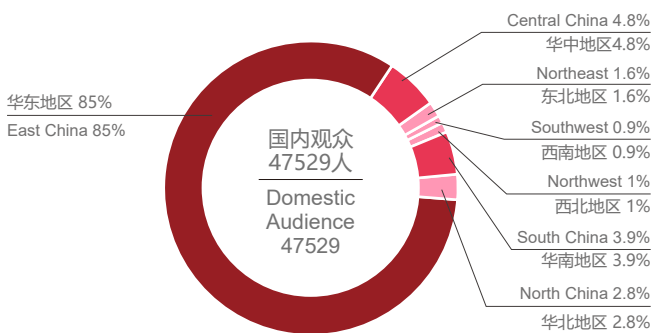
Oversea and Domestic Audience Proportion 现场观众的国内外分类如下

- ↑ Domestic audience: 47529, accounting for 90%
- ↑ Oversea audience: 5281, accounting for 10%
- ↑ 国内观众人数：47529名，占观众总数的90%
- ↑ 国外观众人数：5281名，占观众总数的10%

地区分析 | Region Analysis

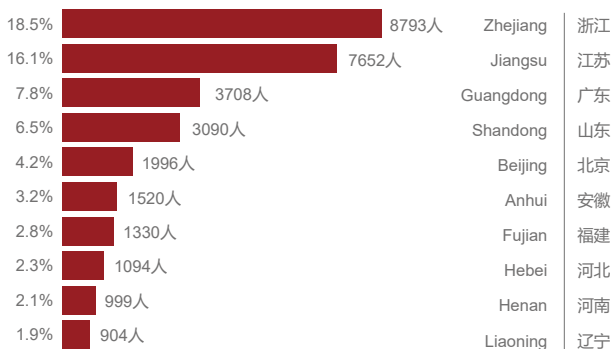
Domestic Audience Region Analysis (47529 audience from 31 provinces and municipalities)

国内观众地区分析 (来自31个省市、自治区, 共计47529人)



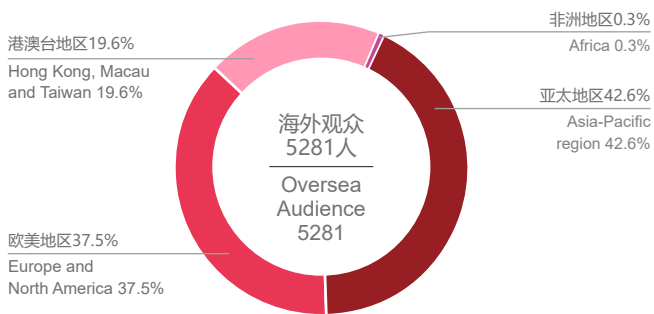
Domestic Audience Region Top 10 (except Shanghai)

国内观众前十位排位 (除上海地区以外)



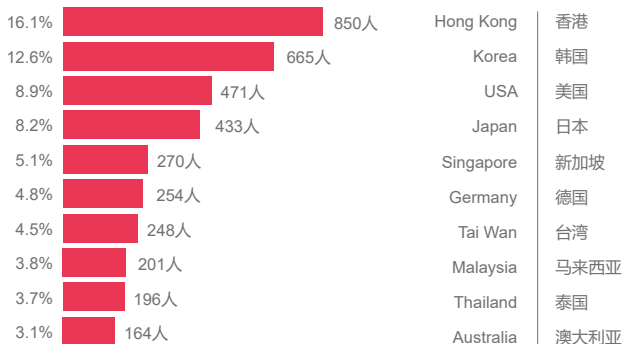
Oversea Audience Region Analysis

海外观众地区分析



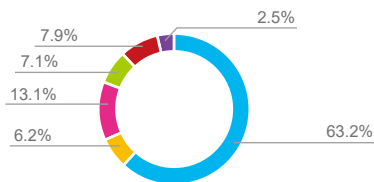
Oversea Audience Top 10 (including Hongkong, Macau, and Taiwan)

海外观众前十位排位 (包括港澳台地区)

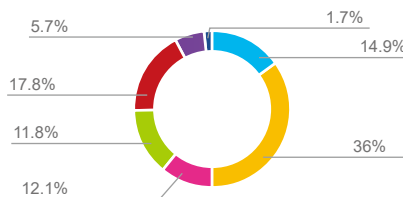


调查表问卷统计分析 | Audience Questionnaire Statistical Analysis

Exhibition Approaching Path / 观众如何获知展会信息



Audience Goals Analysis / 观众的参观目的



- 收到参观券 / Received visiting ticket
- 此次展会的国内支持单位, 赞助或协办单位介绍 / Invitation by exhibition co-organizers, supporters and sponsors
- 报章, 杂志广告或报导 / Newspaper, Magazine, and other news report
- 其他商贾伙伴的介绍 / Informed by business partners
- 国外厂家 (展商) 的介绍 / Invitation by Oversea exhibitors
- 其他 / Others
- 比较不同厂家的产品及介绍, 以考虑将来购买 / Compare the products and introductions between different suppliers for future purchasing
- 购买现场展品 / Shopping on the spot
- 参加展览会期间举行的技术交流会和研讨会 / Attending other forums or seminars during exhibition
- 寻求海外合资合作单位 / Searching for overseas joint cooperators
- 通过展会采购产品 / Purchasing products
- 其他 / Others
- 与您认识的厂商见面、洽谈 / Meeting with certain acquainted manufacturer



森态牛油 - 中国火锅产业大会

“Sentai Beef Tallow” China Hotpot Industry Conference

森态牛油 - 中国火锅产业大会是中国烹饪协会和高登商业联合主办的中国火锅领域最高规格的行业盛会，活动以“激发产业力量·用创新驱动生意”为主题。新冠疫情之下，消费遭受重创，餐饮首当其冲。火锅作为重要餐饮业态，在抗击疫情期间展现出了强大的韧性及复苏期的高成长性。举办此次活动的目的就是为促进中国火锅产业高效健康可持续发展，激发火锅产业市场，活动同期还举行了火锅委员会换届等工作。

Taking "stimulating industry power and expanding the market with new ideas" as its theme, "Sentai Beef Tallow" China Hotpot Industry Conference was the highest-level industry event in the field of Chinese hotpot industry, co-hosted by the China Cuisine Association and Golden Commercial. Under the epidemic, consumption has been hit hard, and catering bears the brunt. As an important catering industry, hotpot has shown strong resilience and high growth during the recovery period to fight against the epidemic. The purpose of this event was to promote the high-quality, efficient, healthy and sustainable development of China's hotpot industry and acquire market share of the hotpot industry. Besides, the hotpot committee election was also held during the event.



旅游餐饮服务（航空、邮轮及列车等）与旅游特色商品买家见面会

Buyer Meeting for Tourist Catering Services (Aviation, Cruise and Railway) and Special Tourism Food

旅游餐饮服务（航空、邮轮及列车等）与旅游特色商品买家见面会是本届餐博会重要商务活动之一，主办方特邀众多国内外的航空公司、机场集团、邮轮公司及铁路客运等多家旅游配餐企业主要采购管理部门分别在现场设立采购中心，与参加的展商进行一对一采购洽谈，进行供应商的样品采集与信息的收集。

Buyer Meeting for Tourist Catering Services (Aviation, Cruise and Railway) and Special Tourism Food was one of the important business activities of CIE CHINA. The organizing committee specially invited a great number of domestic and foreign major procurement management departments including airlines, airport groups, cruise companies, railway groups and passenger transportation companies and others to set up procurement centers on site, and directly contact with exhibitors for procurement, so as to collect samples and information from suppliers.

CIE CHINA



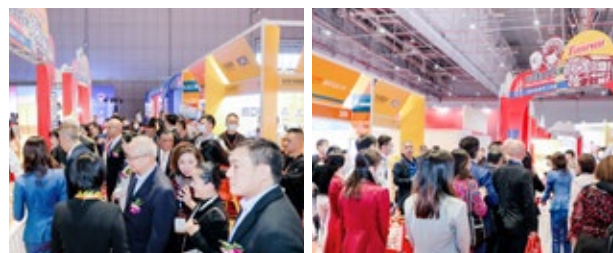


台湾美食文化节

Taiwan Food Culture Festival

台湾美食文化节以展示优质台湾烘焙食品、茶、酒、饮料及农产品为主，通过以商贸洽商谈为手段，促进和扩大台湾产品在內地的市场份额；以企业形象、品牌文化展示为辅，通过特装和标摊的形式来展示台湾食品企业的产品及品牌形象，从而提升台湾美食的美誉度，进而弘扬中华美食文化。

Focusing on showcasing high-quality baked food, tea, wine, beverages and agricultural products in Taiwan, the Taiwan Food Culture Festival acquired the market share of Taiwan products in the Mainland by means of cooperation and communication. In addition, partially based on showing corporate image and brand culture, the event displayed the products and brand image of Taiwan food enterprises in the form of special booths and standard booths, so as to enhance the reputation of Taiwan cuisine and carry forward Chinese cuisine culture.



CIE CHINA 2020

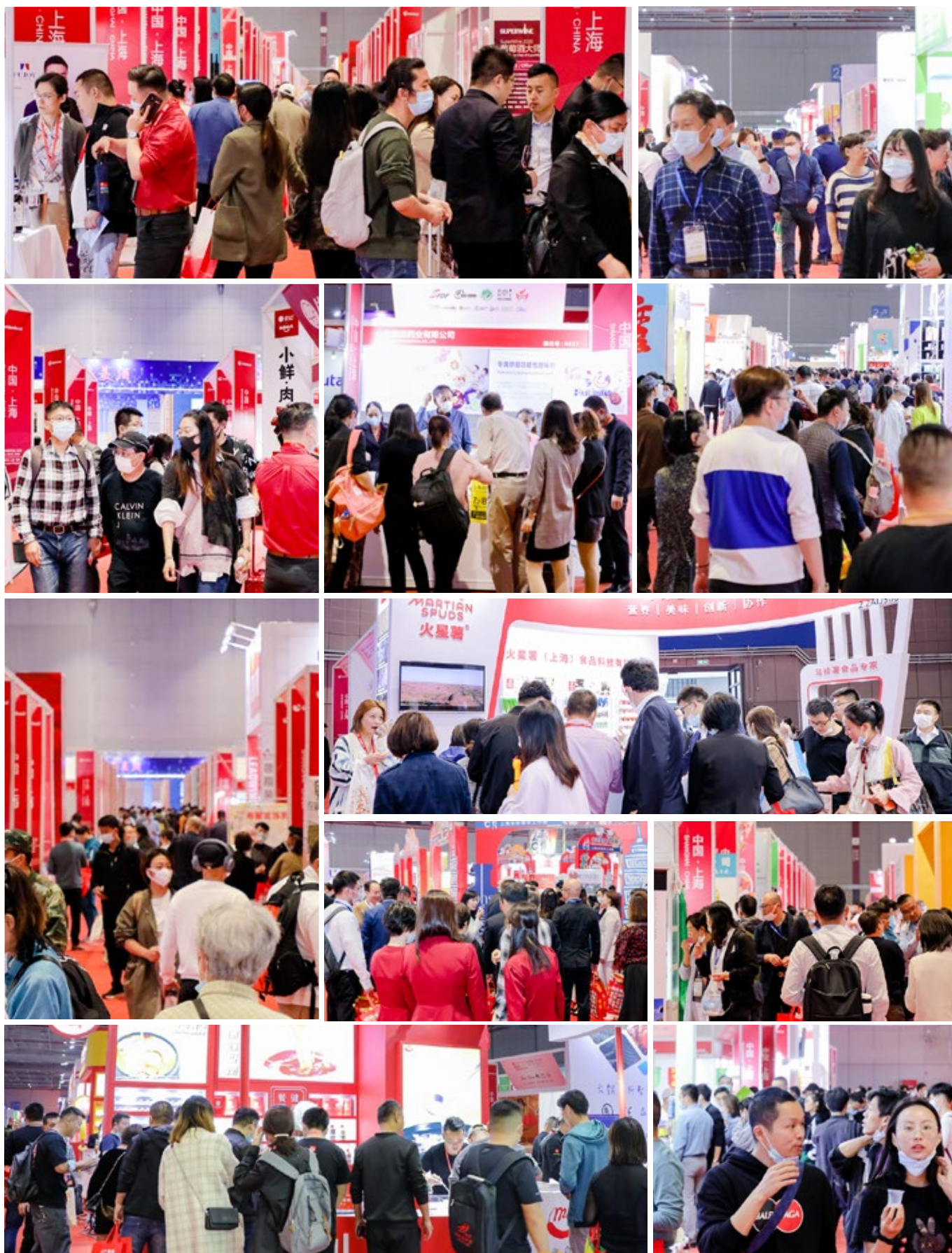
媒体合作 | Media Cooperation

特别鸣谢以下合作媒体 | Special Thanks to the Following Media Partners



CIE CHINA 2020

精彩回顾 | Event Highlight





2021第七届中国餐饮工业博览会

The 7th China Catering Expo 2021

2021年10月15日-17日 | 国家会展中心-上海·虹桥

Oct.15-17, 2021 | NECC-Hongqiao·Shanghai



如欲订“CIE 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 “CIE 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) 6439-6190 5013-1760 传真/Fax: (86-21) 5013-1761

E-mail: info@goldenexpo.com.cn