

Voluntary Report – Voluntary - Public Distribution

Date: December 05, 2024

Report Number: CH2024-0157

Report Name: 2025 China Trade Shows and Conferences Report

Country: China - People's Republic of

Post: Beijing ATO

Report Category: Market Development Reports, Promotion Opportunities, Trade Show Announcement, Trade Show Evaluation

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Report Highlights:

Trade shows in China offer U.S. exporters valuable opportunities to connect with Chinese buyers. This report highlights vetted 2025 trade shows in China, including three USDA-endorsed trade shows, helping exporters showcase products and navigate market opportunities effectively.

Trade shows and conferences in China are one of the best ways to directly connect 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 that comes from hosting major trade shows, it may be difficult to identify the best shows for specific product categories.

The goal of this report is to introduce U.S. exporters of farm, fishery and forest products to the major trade shows taking place throughout China in 2025, which the four ATO offices have vetted. Exporters are encouraged to conduct their own research to verify costs, travel obligations, and logistics prior to registration. In order to make that work easier, at the end of this report FAS has provided the contact information for all four U.S. Agricultural Trade Offices (ATO) in China.

In addition to the many trade shows across China, there are three USDA-endorsed trade shows including: Food and Hotel China, Food Ingredients China, and SIAL Shanghai. USDA-endorsed trade shows typically provide the best international exposure and marketing opportunities for U.S. exporters. At USDA-endorsed shows 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	Pre show: March 21- 24, 2025	2025 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.qgtjh.org.cn/
Alcohol	April 9- 11, 2025	2025 Beijing International Craft Brewing Exhibition	2025 北京国际 精酿工坊啤酒 展览会	Beijing Etrong International Exhibition & Convention Center	National	Beijing Brew	https://www.bjbrew.com
Alcohol	April 15- 17, 2025	Craft Beer China Conference and Exhibition 2025 (CBCE)	2025 亚洲国际 精酿啤酒会议 暨展览会	Shanghai New International Expo Center (SNIEC)	International	N/A	https://www.cbcechina.com/
Bakery	April 18- 20, 2025	The 21th International Baking Exhibition 2025	2025 第二十一 届北京国际烘 焙展览会	China International Exhibition Center, Shunyi New Hall	National	National Federation of Industry and Commerce Baking Association	http://www.baking-expo.com/en/
Bakery	May 10- 12, 2025	28th China Bakery Exhibition	2025 第 28 届 中国广州国际 烘焙展览会	Canton Import & Export Fair Complex, Guangzhou	National	All China Baking Association	http://www.china-baking-expo.com/

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Bakery	May 19-22, 2025	Bakery China 2025	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 16-18, 2025	China Kunshan International Fair for Coffee Industry	昆山国际咖啡产业博览会	Kunshan Convention and Exhibition Center	International	China National Food Industry Association, Kunshan Municipal People's Government	http://en.coffeelink.com.cn/index.html
Cotton, Wool, Leather, Wood	March 16-19, 2025	Shenzhen Creative Week Furniture Show	深圳时尚家居设计周-深圳家具展览会	Shenzhen Convention and Exhibition Center	International	Shenzhen Furniture Association	https://www.szcreativeweek.com/
Cotton, Wool, Leather	September 2-4, 2025	Intertextile Shanghai Apparel Fabrics – Autumn Edition	中国国际纺织面料及辅料博览会 (秋冬展)	National Exhibition and Convention Center (Shanghai) (NECC)	International	Messe Frankfurt (HK) Ltd	https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en.html
Cotton, Wool, Leather	September 3-5, 2025	All China Leather Exhibition (ACLE)	中国国际皮革展	Shanghai New International Expo Center (SNIEC)	International	Asia Pacific Leather Fair Ltd.	http://www.aclchina.com/

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Cotton, Wool, Leather, Wood	December TBD, 2025	Guangzhou Design Week	广州设计周	Guangzhou Poly World Trade Center	International	Koelnmesse Co. Ltd.	<a href="https://en.gzdesi
gnweek.com/">https://en.gzdesi gnweek.com/
Dairy	February 26-28, 2025	4 th Asia Dairy Expo 2025	第四届亚洲乳 业博览会	Guangzhou Poly World Trade Center	International	Guangdong Dairy Committee	<a href="http://www.ade-
asian.com/alone
/alone.php?id=1
20">http://www.ade- asian.com/alone /alone.php?id=1 20
Dairy	TBD, 2025	China Dairy Expo	中国国际奶业 展览会	TBD	National	China Dairy Committee	<a href="http://expo.dac.
org.cn/">http://expo.dac. org.cn/
Dairy	TBD, 2025	China International Dairy Technologies Expo	中国（国际） 乳业技术博览 会	Nanjing	International	China Dairy Industry Association	<a href="https://www.cdi
a.org.cn/">https://www.cdi a.org.cn/
Food Ingredients	March 17- 19, 2025	Food Ingredients China 2025 [USDA- endorsed show]	第二十八届中国 国际食品添 加剂和配料展 览会	National Convention and Exhibition Center (Shanghai) (NECC)	International	China Food Additives & Ingredients Association	<a href="https://www.cfa
a.cn/lxweb/toIn
dex.action?type
=fic.en">https://www.cfa a.cn/lxweb/toIn dex.action?type =fic.en
Food & Beverage	March 26- 28, 2025	China International Rural Innovation & Development Expo (IRID)	中国国际乡村 发展创新博览 会	Hefei	International	CCPIT	<a href="http://en.iritid-
expo.com/">http://en.iritid- expo.com/

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Food & Beverage	April 15 – May 5, 2025 October 15– November 4, 2025	Canton Fair (spring session) Canton Fair (autumn session)	中国进出口商品交易会(春季) 中国进出口商品交易会(秋季)	Canton Import & Export Fair Complex, Guangzhou	International	China Foreign Trade Center Ministry of Commerce	https://www.cantonfair.org.cn/en-US
Food & Beverage	April 24-26, 2025	ANUGA Select China	世界食品（深圳）博览会	Shenzhen Convention and Exhibition Center	International	Koelnmesse Co. Ltd.	https://anuga-cn.com/en/
Food & Beverage	May 19-21, 2025	SIAL Shanghai [USDA-endorsed show]	SIAL 西雅国际食品展(上海)	Shanghai New International Expo Center (SNIEC)	International	Comexposium- Sial Exhibition	https://www.sialchina.com/
Food & Beverage	September 1- 3, 2025	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	November 5-10, 2025	China International Import Expo	中国国际进口博览会	National Convention and Exhibition Center (Shanghai) (NECC)	International	PRC Ministry of Commerce and the Shanghai Municipal Government	https://www.cii.org/zbh/en/

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Feed	April 15-20, 2025	China Feed Industry Expo (CFIE)	2025 中国饲料工业展览会	Qingdao, Hongdao International Convention and Exhibition Center	National	China Feed Industry Association	http://www.chinafeed.org.cn/
Fruit	August 27-29, 2025	China International Fruit Expo 2025 (China Fruit) (Previous name: Shanghai International Fruit Expo, SIFE)	2025 中国国际水果展	Shanghai New International Expo Center (SNIEC)	International	China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)	https://en.fruiteexpo.cn/
HRI	March 30-April 2, 2025	HOTELEX Shanghai 2025	第三十三届上海国际酒店及餐饮业博览会	National Convention and Exhibition Center (Shanghai)	International	SinoExpo Informa Markets	https://www.hotelex.cn/shanghai
HRI	November 12-14, 2025	The 28th FHC Shanghai Global Food Trade Show (Food & Hospitality) [USDA-endorsed show]	第二十八届 FHC 上海环球食品展	Shanghai New International Expo Center (SNIEC)	International	SinoExpo Informa Markets	https://www.fhcchina.com/en
Horticulture	April 10-12, 2025	The 27th Hortiflorexpo IPM 2025	第二十七届中国国际花卉园艺博览会	Shanghai New International Expo Center	International	China Flower Association	https://hfexpo.net/en/intro

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Livestock Genetics	May 19-21, 2025	The 22st (2025) China Animal Husbandry (CAHE)	第二十二届 (2025)中国畜牧业博览会	Qingdao Cosmopolitan Exposition	International	China Animal Agriculture Association	https://www.ca aa.com.cn/
Livestock	October 28-30, 2025	The 14 th Leman China Swine Conference & World Swine Industry Expo	第十四届李曼中国养猪大会	Changsha International Expo Center	International	University of Minnesota	http://www.le manchina.com
Meat	September TBD, 2025	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	February 27-March 2, 2025	Pet Fair Beijing	京宠展	China International Exhibition Center (Shunyi Hall0, Beijing,	National	Beijing Wanyao Lanneret International Exhibition Co., Ltd	http://www.cps e-expo.com/
Pet Food	May 8-11, 2025	The One Pet Show (TOPS)	它博会	Shanghai World Expo exhibition	International	TOPS Exhibition Co., Ltd	http://en.theone petshow.com/
Pet Food	August 20-24, 2025	Pet Fair Asia	第 27 届亚洲宠物展	Shanghai New International Expo Centre (SNIEC)	International	VNU Exhibitions Asia Ltd.	https://www.pe tfairasia.com/

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Retail	May 9-11, 2025	China Shop	中国零售博览会	Shenzhen World Exhibition & Convention Center	International	China Chain Store & Franchise Association	https://www.chinashop.cc/
Seafood	August 27-29, 2025	World Seafood	上海国际渔博会	SNIEC	International	Gehua	https://worldseafoodshanghai.com/
Seafood	October 29-31, 2025	China Fisheries & Seafood Expo	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) Agriculture Sub-Council, and Sea Fare Expositions, Inc.	http://chinaseafoodexpo.com/
Tree Nuts	April TBD, 2025	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 TBD, 2025	China International Tree Nuts Conference 2025	中国国际坚果大会	Lin'an, Hangzhou	International	CFNA	N/A
Wood Products	March 28-31, 2025	Interzum Guangzhou (CIFM)	中国广州国际家具生产设备及配料展览会	Canton Import & Export Fair Complex, Guangzhou	International	Koelnmesse Co. Ltd.	http://www.interzum-guangzhou.com/

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Wood Products	June TBD, 2025	Sylva Wood Expo Shanghai 2025	西瓦国际木业展	99 Xing Yi Road, Shanghai	International	SHANGHAI PABLO EXHIBITION CO., LTD	http://www.sylvawoodexpo.com
Wood Products	September 10-13, 2025	Furniture China 2025	第三十届中国国际家具展览会	Shanghai New International Expo Center	International	China Furniture Association	https://www.furniture-china.cn/

Attachments:

No Attachments.