

美味优品 圳食未来  
GOOD FOOD FOR A GOOD FUTURE



# 2023全球高端食品 及优质农产品(深圳)博览会

WORLD FOOD AND AGRICULTURAL EXPO (SHENZHEN) 2023



## 展后报告

POST SHOW REPORT



2023.12.1-3  
深圳会展中心(福田)

December 1st-3rd 2023  
Shenzhen Convention and Exhibition Center (Futian)

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# 展会概况

## EXHIBITION OVERVIEW

### 指导单位

Guiding Units

深圳市人民政府

Shenzhen Municipal People's Government

广东省农业农村厅

Department of Agriculture and Rural Affairs of Guangdong Province

### 组织单位

Organizers

深圳市市场监督管理局

Shenzhen Administration For Market Regulation

深圳市商务局

Commerce Bureau of Shenzhen Municipality

深圳市乡村振兴和协作交流局

Rural Revitalization and Cooperation and Exchange Bureau of Shenzhen Municipality

深圳市贸促委

China Council for the Promotion of International Trade Shenzhen Municipal Committee

### 主办单位

Hosts

中国绿色食品协会

China Green Food Association

全国农村产业融合发展联盟

National Rural Industry Integration and Development Alliance

### 协办单位

Co-organizers

深圳市农产品集团股份有限公司

Shenzhen Agricultural Power Group Co., Ltd

深圳市米袋子菜篮子联合会

Shenzhen Union of Grain and Vegetable Distribution Enterprises

深圳市农业产业化龙头企业协会

Shenzhen Agricultural Industry Leading Enterprise Association

### 承办单位

Undertaker

深圳市华巨臣国际会展集团有限公司

Shenzhen Huajuchen International Exhibition Group Co., Ltd

为认真贯彻中央决策部署,推动经济实现质的有效提升和量的合理增长,2023全球高端食品及优质农产品(深圳)博览会(以下简称:深圳食博会)于2023年12月1日至3日在深圳会展中心(福田)举办。

深圳食博会由深圳市人民政府与广东省农业农村厅指导,深圳市市场监督管理局等部门组织。作为深圳市政府推动的五大展会之一,深圳食博会以“美味优品,圳食未来”为主题,展会规模超过5万平方米,邀请30多个国家(地区)1200家企业参展、参展商品超7万个。展品涵盖大湾区美食、“圳品”、休闲食品、餐饮食材、优质农产品、预制菜、现代农业、食品工业、国际葡萄酒、烈酒及中国名酒等。大会设置1个主论坛,4个分论坛,2场国际赛事,同期举办深圳国际食品谷创新论坛、第七届深圳食品安全论坛,以及超100场产销对接活动,聚焦进出口贸易、高品质食品及农产品、“圳品”标准建设、食品安全、品牌营销、农业数字化等主题,实现多角度、多层次、全方位的交流分享。

深圳食博会立足深圳、引领湾区、辐射全国、面向世界,汇聚来自全国乃至全球的优质食品、农产品,助推食品及农业产业高质量发展,提升食品产业吸引力、竞争力、影响力和产业发展能级。衷心希望在全球各界贤达的共同关注和支持下,打造一个规模大、规格高、专业化、品牌化、国际化的食品及农产品领域的国际贸易盛会。



52,500m<sup>2</sup>

展会面积  
Exhibition Scale

1200

展商  
Exhibitors

2400

展位数量  
Booths

1) 主论坛 1 Main Forum

4) 分论坛 4 Major Sub Forums

2) 赛事 2 Major Events

2) 同期论坛 2 Contemporaneous Forum

163,882

观众  
Visitors

10

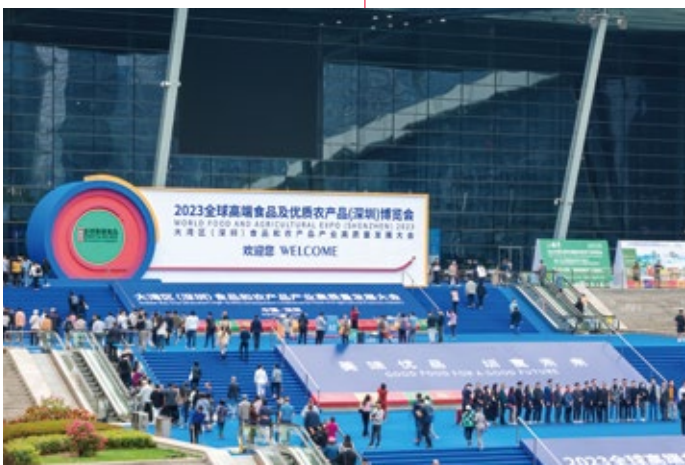
展区  
Exhibition Areas

36

国家及地区  
Countries and Regions

43

政府组团  
Government Groups



# 十大展区

EXHIBITION AREAS



## 大湾区美食和“圳品”展区

The Greater Bay Area Gourmet and Shenzhen Quality Food



## 优质农产品展区

Quality Agricultural Products



## 肉类、生鲜及水产品展区

Meat & Aquatic Products



## 酒类展区

Alcoholic Beverages



## 现代农业展区

Modern Agriculture



## 国际及港澳台展区

International, Hong Kong, Macao and Taiwan Food



## 休闲食品展区

Snack Foods



## 预制菜展区

Prepared Dishes



## 饮品及乳制品展区

Beverages & Dairy Products



## 食品工业展区

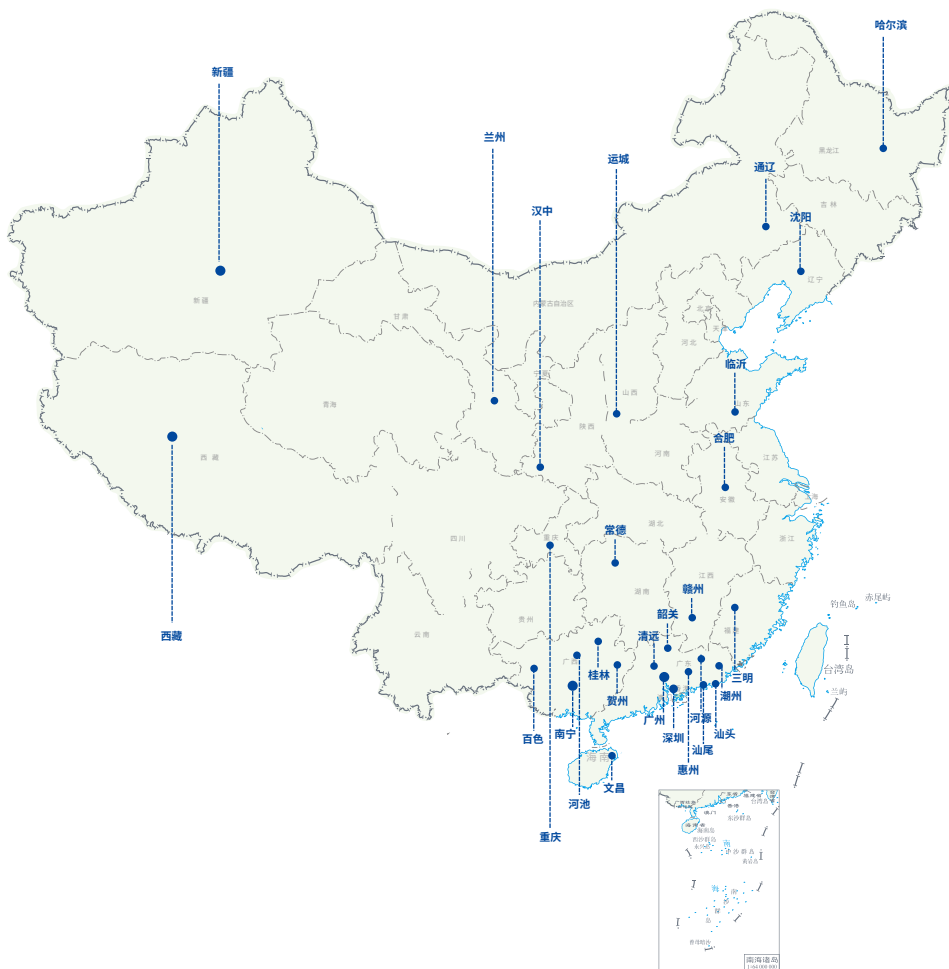
Food Industry

# 43个政府组团 助力乡村振兴

## 现场参展产品汇聚全国**33**个省级行政区，**427**个区县

43 Government groups Assist rural revitalization

Exhibition products are from 33 provincial-level administrative regions and 427 districts.





# 36个国家和地区

36 Countries and Regions



德国



法国



西班牙



意大利



希腊



白俄罗斯



葡萄牙



斯洛伐克



罗马尼亚



波兰



保加利亚



塞尔维亚



匈牙利



斯洛文尼亚



捷克



塞浦路斯



俄罗斯



泰国



斯里兰卡



老挝



尼泊尔



乌兹别克斯坦



巴基斯坦



印度尼西亚



韩国



中国香港



中国澳门



澳大利亚



智利



乌拉圭



委内瑞拉



巴拿马



秘鲁



哥伦比亚



乌干达



加纳



## 观众分析

### VISITOR ANALYSIS

聚焦食品及农产品行业买家

特别邀约, 精准对接, 高效商贸转化

Focusing on professional buyers in the food and agricultural product industry.  
Special invitation, precise docking, efficient commercial transformation.

深圳食博会预登记人数 **259,011** ,

展会为期 **三** 天, 吸引了来自全国 **34** 个省份及地区的 **163,882** 观众到场参观!

WFA has 259,011 pre-registrations. Attracting 163,882 visitors from 34 provinces and regions across the country!



## 国内观众来源

### ANALYSIS OF DOMESTIC VISITORS

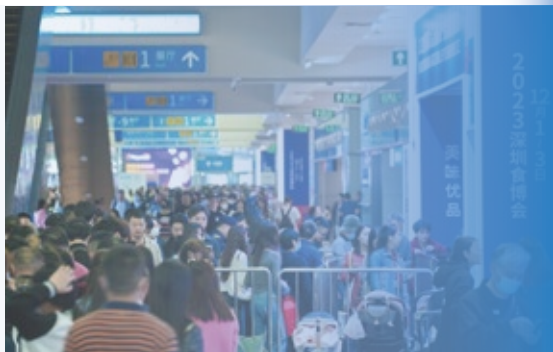
**34** 个省级行政区 **301** 个城市

34 provincial-level administrative regions, 301 cities



国内观众前十大来源地  
Top 10 sources of domestic visitors

- 广东省 Guangdong
- 北京市 Beijing
- 湖南省 Hunan
- 香港特别行政区 Hong Kong
- 广西壮族自治区 Guangxi
- 江西省 Jiangxi
- 上海市 Shanghai
- 湖北省 Hubei
- 山东省 Shandong
- 浙江省 Zhejiang

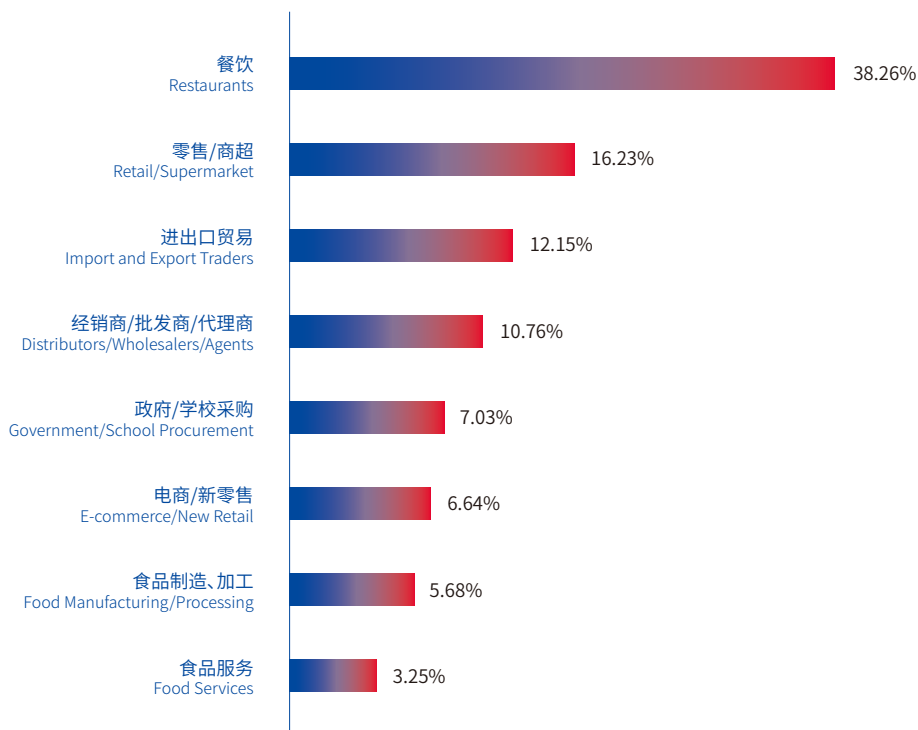






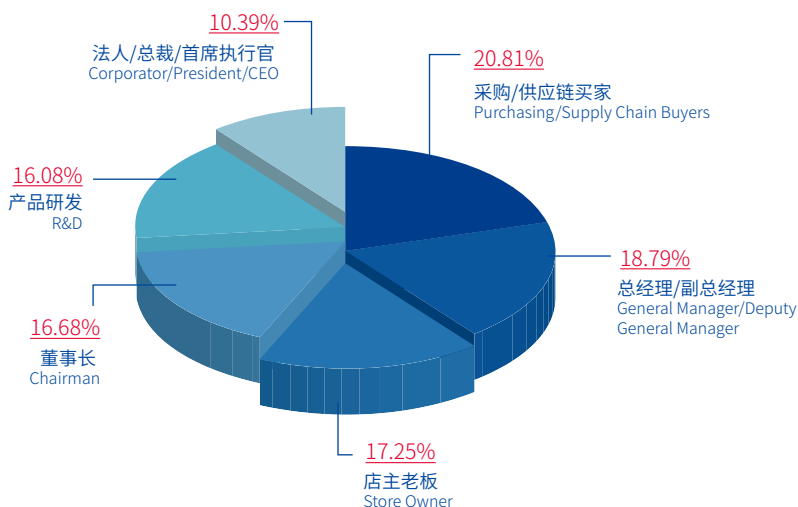
## 专业观众行业类型

PROFESSIONAL VISITOR INDUSTRY TYPES

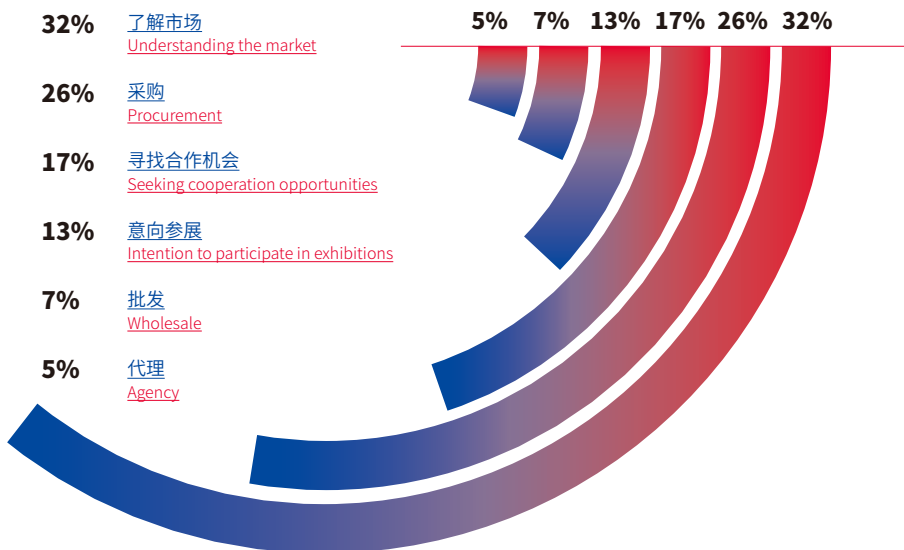


## 专业观众职位占比

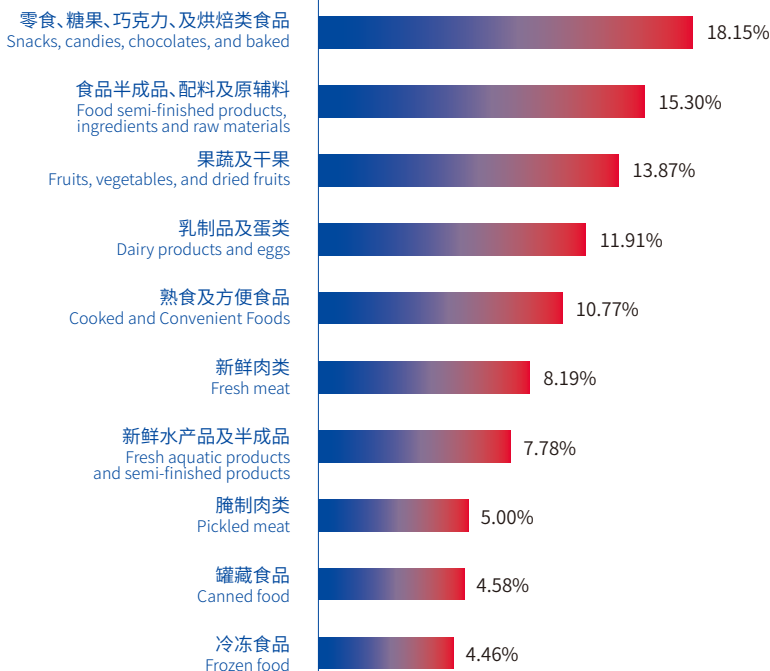
POSITIONS OF PROFESSIONAL VISITORS



## 观众参观目的 VISIT PURPOSE



## 观众感兴趣的产品 INTEREST PRODUCTS





## 产销对接 BUSINESS MATCHING

### 挖掘参展商需求, 精准对接采购商

Explore the needs of exhibitors and accurately connect with buyers

现场举办形式多样内容丰富的系列产销对接活动, 通过展前展商走访及专业采购商定向邀约, 精准高效的实现产销双方的需求对接, 帮助参展商提升参展效益。

A series of business matching activities with diverse forms were held on site. In order to accurately and efficiently meet the needs of both exhibitors and buyers, and help exhibitors improve efficiency, implemented pre exhibition visits and targeted invitations from professional buyers.

深入产业集聚地、食品及农产品专业市场, 定向邀约专业采购商

Deepen into industrial distribution centers, specialized markets for food and agricultural products, and invite targeted professional buyers.

**38** 个农产品批发市场 38 Wholesale markets

**20** 个食品专业市场 20 Professional food markets

**10** 个深圳美食街 10 Food Streets

**30** 家商会协会 30 Business associations



现场产销对接活动超 **163** 场,

签约金额 **292.158** 亿元

Over 163 matchmaking, signed amount of 29.2158 billion RMB.

产区政府产销对接会  
Government Promotion Events

专业采购商闭门会  
Closed Door Meeting of Professional Purchaser

专题采购见面会  
Special Procurement Meeting

全国TOP渠道选品对接大会  
Top Private Domain Matching Events

千团开团活动  
Community Group Buying Events



## 展商反馈 EXHIBITOR FEEDBACK

**1.**本次我们策划了现场免费试喝的活动，购买我们产品的回头客也越来越多，比我们预期的效果还要好。

—PT.SHIMEI MANOR INDONESIA 销售总监张先生

We have organized a free on-site tasting event this time, and more and more repeat customers have purchased our products, which is even better than we expected.

— Mr. Zhang, Sales Director of PT.SHIMEI MANOR INDONESIA

**2.**本次食博会，为文昌鸡产业提供了一个展示自我、交流合作的重要平台，进一步提升了文昌鸡的品牌知名度和美誉度。实现了产销精准对接、市场有效拓展，展现了文昌鸡行业的市场潜力和发展活力。

—海南文昌市农业农村局

This expo provides an important platform for Wenchang chicken industry to show itself, exchange and cooperation, and further improves the brand awareness and reputation of Wenchang chicken. It has realized the precise docking of production and marketing, and effectively expanded the market, showing the market potential and development vitality of Wenchang chicken industry.

— Agriculture and Rural Bureau of Wenchang City, Hainan Province

**3.**各县区分管领导与深圳企业家对接交流，推动深临两地企业深度合作、共谋发展。为全市工业“量质齐升、两年万亿”贡献力量。

—临沂展团

Each county shall coordinate and exchange with Shenzhen entrepreneurs to promote deep cooperation and joint development between enterprises in Shenzhen and Linyi. Contribute to the city's industrial development.

— Linyi Government Group

**4.**春谷园集团旗下三大板块参展，其中春谷园粮食物流板块达成合作共43家，意向签约金额约80万，现场现金交易额达6.2万。深圳市大铲湾消费帮扶中心有限公司现场新增供应商57家，合计新增1143款产品，合计达成合作商61家。北田农场科研基地新增合作商35家，意向签约合作科研人员18人。

—春谷园集团

Three major sectors under the CHUNGUYUAN GRAIN GROUP participated in the exhibition, among which 43 companies have reached cooperation in the Chunguyuan logistics sector, with an intended signing amount of about 800,000 yuan and an on-site cash transaction volume of 62,000 yuan. Shenzhen Dachawan Consumer Assistance Center Co., Ltd. added 57 new suppliers on site, adding a total of 1143 new products, and reached a total of 61 cooperative partners. The research base of Beitian Farm has added 35 new partners and intends to sign 18 cooperative researchers

— CHUNGUYUAN GRAIN GROUP



## 展商反馈 EXHIBITOR FEEDBACK

**5.**这次展销会效果非常好，非常感谢市农委和黔江区农委，希望更多组织类似展销会，将我们企业和好产品推广出去。

——重庆深耕食品有限公司

The effect of this exhibition was very good. We are very grateful to the Municipal Agriculture Commission and Qianjiang District Agriculture Commission. We hope to organize more similar exhibitions to promote our company and good products

—— Chongqing Shengeng Food Co., Ltd

**6.**我们洽谈和对接了200多家经销商，现场效果很好，组委会举办的很成功。

——北京大北农数科技集团有限公司

We have negotiated and connected with over 200 dealers, and the on-site effect was very good. The organizing committee was very successful.

—— DA BEI NONG GROUP.

**7.**今年食博会上我们对接了经销商100多家，展会效果很好。明年要好好规划一下参展产品、设计、活动等，继续参展，扩大品牌影响力。

——四洲食品

We have connected with over 100 distributors at this year's expo, and the exhibition effect was very good. Next year, we need to plan our exhibition products, designs, activities, etc. carefully, continue to participate in exhibitions, and expand our brand influence.

—— FOUR SEAS GROUP

**8.**现场人流太火爆了，是全年参加的展会里最好的一次。展会上对接了很多专业买家，进一步的合作在持续跟进中。

——广东华农温氏畜牧股份有限公司

The on-site crowd was too hot, it was the best exhibition I had participated in all year round. We have connected with many professional buyers at the exhibition, and further cooperation is ongoing.

—— Guangdong Huanong Wenshi Animal Husbandry Co., Ltd

**9.**本届食博会很成功，人气爆棚，各级领导重视，深农积极参与。下届继续参展，树立品牌形象，在食博会上亮相！

——深圳市农产品集团股份有限公司

This year's expo was a great success, with overwhelming popularity, and leaders at all levels attached great importance to it, Shennong actively participates. Continue to participate in the next exhibition, establish brand image, and make an appearance at the expo!

—— Shenzhen Agricultural Power Group Co., Ltd.



# 买家反馈

## BUYER FEEDBACK

**1.**我认为本届食博会是一场高规格、高水平、有特色、富有成效的盛会，充分体现了深圳链接高端商贸的大优势、庞大旺盛的消费市场和巨大的农业科技产业活力。个人最大的感受就是“人气旺、市场热”，未来，希望食博会立足全球，扩大招展规模和品类，更好畅通各方衔接渠道，结合深圳开放、包容、活力的优势，将深圳食博会延伸为美食盛会、文化盛会乃至城市盛会。

——深圳市米袋子菜篮子联合会

I believe that this year's Food Expo is a high-level, distinctive, and effective event, fully reflecting the great advantages of Shenzhen's connection to high-end commerce, a huge and prosperous consumer market, and the tremendous vitality of the agricultural technology industry. My biggest personal feeling is that "the popularity is strong and the market is hot". In the future, I hope that the Food Expo will be based globally, expand its exhibition scale and categories, better connect various channels, and combine the advantages of Shenzhen's openness, inclusiveness, and vitality to extend the expo into a food festival, cultural event, and even a city event.

—— Shenzhen Union of Grain and Vegetable Distribution Enterprises

**2.**这次食博会我们主要是以鲜肉类冻肉类还有半成品及这个预制菜的原材料采购为主。参展商数量和质量都很满意，国外的、深圳周边地区的、大湾区的资源都融合在一起了，我觉得今年食博会举办得很不错。

——深航集团

At this expo, we mainly focus on purchasing fresh meat, frozen meat, semi-finished products, and raw materials for this pre-made dish. The number and quality of exhibitors are very satisfactory, and the resources from overseas, the surrounding areas of Shenzhen, and the Greater Bay Area have all been integrated together. I think this year's Food Expo was held very successful.

—— Shenzhen Airlines Group

**3.**这一次我们圳品真好平台是食品全品类都有采购的，主要就是保障民众这个食品安全，餐桌上的所需比如米、面、粮油、蔬菜、果蔬还有生鲜、肉、海鲜。这一次来参展的都是一些农业大省，他们都带来了就是非常好的国家龙头企业、省龙头企业，产品质量都是蛮好的，对接的效果我们非常满意。

——圳品真好

Our Shenzhen Standard Platform has procurement for all categories of food, mainly to ensure the safety of the public's food. The food on the dining table, such as rice, noodles, grains and oils, vegetables, fruits and vegetables, as well as fresh, meat, and seafood. The exhibitors this time are all from some major agricultural provinces, and they have brought very good national and provincial leading enterprises. The product quality is quite good, and we are very satisfied with the docking effect.

—— Shenzhen Standard Platform

**4.**我们在这次展会上的选品对接效果非常好，40位团长对接了有100家以上的企业比如说重庆的一个村书记带着当地的腊肉到我们选品区，我们团长都非常感兴趣，许多感觉这个品非常好，可以大卖。很感谢展会主办方的邀请参与这次食博会的选品对接区，此次收获满满。

——旺团联盟

Our product selection coordination effect at this exhibition was very good. 40 team leaders coordinated with over 100 enterprises, such as a village secretary in Chongqing bringing local cured meat to our selection area. Our team leaders were very interested and many felt that this product was very good and could sell well. Thank you very much for the organizers providing the selection and coordination area. We have gained a lot from this event.

—— Wangtuan Alliance

**5.**本次大会聚集了全国各地的优质参展商包括重庆的、临沂的，还有湖南各地的优质产商前来我们团长选品区选品，我们的渠道商也选出了非常优质的产品取得了非常好的价值。

——中新零售

This conference has gathered high-quality exhibitors from all over the country, including those from Chongqing, Linyi, as well as high-quality manufacturers from all over Hunan, to come to our team leader for product selection. Our channel partners have also selected very high-quality products and achieved great value.

—— Zhongxin Retail



## 论坛及活动

### FORUMS & ACTIVITIES

本届深圳食博会，围绕“食品和农产品产业高质量发展”，以1大会，4分论坛，2同期论坛，开展以农业强国、智慧农业、数字农业、未来食品为主题的系列论坛活动。论坛由4位中国工程院院士领衔，2位外籍院士、国内农业和食品研究顶尖科研院所与高校的13位专家学者、超过30家国内顶尖农业和食品产业龙头企业的专业人士齐聚，分享机遇，凝聚共识，说发展、谈创新、聊转型、话未来，纵论食品和农产品产业高质量发展之道。

WFA focus on the high-quality development of the food and agricultural product industry, with one conference and four forums, to carry out a series of forum activities with the themes of agricultural power, smart agriculture, digital agriculture, and future food. The forum was led by four academicians of the CAE Member, two foreign academicians, top domestic agricultural and food research institutes, 13 experts and scholars from universities, and professionals from more than 30 leading domestic agricultural and food industry enterprises to share opportunities, build consensus, talk about development, innovation, transformation, and the future, and discuss the high-quality development of food and agricultural products industry.



中国农业大学校长 孙其信



中国工程院院士  
国家海洋食品工程  
技术研究中心主任 朱蓓薇



中国工程院院士  
中国农业大学  
深圳研究院院长 谯仕彦



中国工程院院士  
全国政协委员  
湖南省农业科学院  
学术委员会主任 单杨



江苏大学食品物理加工研究院院长  
俄罗斯自然科学院外籍院士  
国家重点研发计划项目首席科学家 马海乐



世界生产率科学院(WAPS)院士  
广东省原中央苏区振兴发展促进会名誉会长  
兼战略发展委员会主席 李汉卿



## 论坛及活动 FORUMS & ACTIVITIES

- ◆ 大湾区(深圳)食品和农产品产业高质量发展大会  
Greater Bay Area (Shenzhen) High Quality Development Conference for Food and Agricultural Products Industry
- ◆ 大湾区(深圳)科技助力农业未来产业论坛——“农业强国”前沿新技术  
Greater Bay Area (Shenzhen) Forum on Technology Assisting Future Agricultural Industries - Frontier New Technologies of “Agricultural Power”
- ◆ “科技助力未来食品”——数智赋能与食品高质量发展研讨会  
“Technology Assisting Future Food” - Digital Intelligence Empowerment and High Quality Food Development Seminar
- ◆ 智慧农业与食品产业发展论坛  
Smart Agriculture and Food Industry Development Forum
- ◆ 中国农业数字化发展高峰论坛——“数字新时代 乡村新未来”县域经济高质量发展  
China Agricultural Digitalization Development Summit Forum - “Digital New Era, Rural New Future” County Economy High Quality Development







## 论坛及活动 FORUMS & ACTIVITIES

### 2023 CEEC“新绿园·第二届 中东欧杯”咖啡师挑战赛(深圳赛区)

2023 THE 2nd CEEC BARISTA CHALLENGE/SHENZHEN RACE

“中东欧杯”是继“一带一路”倡议十周年峰会之后首场城市赛，恰逢十周年峰会献礼。吸引了来自中国大陆及香港的48位选手，其中多位选手荣获同领域赛事的全国冠军、亚军、季军。其评委水平居全国赛之最，齐聚多位咖啡竞技领域全国冠军、世界冠军以及权威评委。

The CEEC is the first city competition after the 10th anniversary summit of the ‘the Belt and Road’ initiative, which coincides with a tribute to the 10th anniversary summit. It attracted 48 players from Chinese Mainland and Hong Kong, many of whom won the national champion, runner up and runner up in the same field. Its judging level ranks among the highest in the national competition, gathering multiple national champions, world champions, and authoritative judges in the field of coffee competition.





## 论坛及活动 FORUMS & ACTIVITIES

### 2023“智理杯”首届 大湾区国际西点大师赛

THE ZHILI CUP MASTERS OF PASTRY(2023)  
THE GREATER BAY'S FIRST INTERNATIONAL PASTRY COMPETITION

作为粤港澳大湾区最具前瞻性、创新性的高水平西点赛事，吸引了约70位选手参赛。评委均有执裁世界大牌经验，齐聚粤港澳大湾区、台湾上海多地西点竞技赛事领域世界级权威评委。

As the most forward-looking and innovative high-level West Point event in the Guangdong Hong Kong Macao Greater Bay Area, it has attracted about 400 participants to sign up for the competition. The judges all have experience in officiating world famous brands, gathering world-class authoritative judges in the West Point sports event field in the Guangdong Hong Kong Macao Greater Bay Area, Taiwan and Shanghai.

裁判长：世界厨师联合会认证国际裁判、甜点世界杯中国赛区组委会主席叶卫；

裁判员：中国饭店业白金五星勋章获得者、中国烘焙行业人才培养功勋人物黎国雄；

台湾慢食协会理事长、台湾中兴大学创意餐饮授课教授岳家青；

澳门朱古力协会会长、世界厨师联合会认证国际裁判黎柱；

中国甜品锦标赛、中国冰淇淋世界杯、FHC国际甜品烘焙大赛评委裁判、意大利世界艺术蛋糕锦标赛现场工艺制作世界冠军董代际；

2015法国里昂甜点世界杯中国队队长，2018-2023 中国甜品锦标赛委员会评审汤昀鹏；

中国餐饮业国家二级评委、深圳市烹饪协会烘焙专业委员会主席余伟元；

深圳市烹饪协会烘焙专委会执行主席、2020德国奥林匹克烹饪大赛甜品类冠军李大成；

广东省技术能手、国家职业技能大赛糖艺西点大师谭兴校。



# 媒体宣传

MEDIA

- ◆ 展会全网曝光及热度 累计超过2亿  
Total exposure 200 million
- ◆ 官媒矩阵 多线联动  
Multi line linkage of official media matrix
- ◆ 聚焦主流 全面发声  
Focus on the mainstream and speak out comprehensively
- ◆ 行业媒体 深度挖掘  
Deep mining of industry media
- ◆ 社交媒体 全网发酵  
Social media fermentation across the entire network

# 官方媒体

OFFICIAL MEDIA

## 矩阵覆盖, 精准触达

Matrix coverage, precise reach

官方媒体矩阵总阅读量超 **60万**

The total reading volume of the official media matrix exceeds 600,000





# 社交媒体

SOCIAL MEDIA

◆ 微博话题 **TOP10**  
Top 10 Weibo topics

◆ 小红书 深度种草  
Xiaohongshu Promotion

◆ 抖音热度 全面发酵  
Tiktok heat full fermentation

◆ 总曝光量、话题热度、互动超 **5000万**  
Total exposure, topic popularity, and interaction exceeding 50 million





# 主流媒体 MAINSTREAM MEDIA

- ◆ 权威媒体, 行业媒体  
Authoritative media and industry media
- ◆ 深度报道, 全面聚焦  
In depth reporting, comprehensive focus

超 **1000+** 篇报道, 全网曝光量超 **1000万**  
Over 1000+ reports, with a total exposure of over 10 million



- ◆ 矩阵直播, 高效进展:  
Matrix live streaming,  
efficient exhibition browsing:

超 **900万** 人次观看  
Over 9 million views

获赞、互动共计 **50万** 人次  
500000 likes and interactions



## 主流媒体 MAINSTREAM MEDIA



## 行业媒体 INDUSTRY MEDIA





# 特别感谢

## SPECIAL ACKNOWLEDGE

### ◆ 商业伙伴 Business Partner

深圳市丰农控股有限公司  
Shenzhen Feng nong Holdings Co., Ltd.

深圳市国有免税商品(集团)有限公司  
Shenzhen State owned Duty Free Goods (Group) Co., Ltd.

北京大农数科技集团有限公司  
DA BEI NONG GROUP.

深圳市壹点科技(集团)有限公司  
Shenzhen Yidian Technology (Group) Co., Ltd.

### ◆ 合作媒体 Media Partners





# 2024

## 全球高端食品及优质 农产品（深圳）博览会

WORLD FOOD AND AGRICULTURAL EXPO (SHENZHEN)

明年档期12月7-9日

# SEE YOU NEXT YEAR

深圳会展中心（福田）

Shenzhen Convention and Exhibition Center  
(Futian)



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