



2023上海国际烘焙展览会

Shanghai International Bakery Exhibition 2023

2023年05月5日-7日 | May 5-7, 2023

国家会展中心-上海·虹桥 | NECC-Hongqiao·Shanghai

上海春季烘焙展
Shanghai Bakery Spring Exhibition



批准单位 | Approved by
上海市商务委员会
Shanghai Municipal Commission of Commerce

主办单位 | Hosted by
上海市食品协会
Shanghai Food Association
上海市糖制食品协会
Shanghai Sugar-Make Food Association

承办单位 | Organized by
上海乘志商业展览有限公司
Shanghai Golden Commercial Exhibition Co., Ltd.



www.chinabakeryexpo.com



■ 展会概括 | Exhibition Review

中国作为烘焙行业全球最大的生产与消费国家，同时也是烘焙产业增长最快的国家。伴随着中国消费者生活水平的不断提高，烘焙已经成为中国年轻消费者崇尚的潮流时尚和休闲饮食的新选择，拥有巨大的市场发展空间。数据显示，中国目前拥有超过 100,000 家烘焙饼店，2018 年中国烘焙零售总额已达到 2033 亿元，增长速度超过 10%，预计到 2023 年我国烘焙食品行业销售收入有望突破 3600 亿元。面对日益旺盛的消费需求，吸引越来越多的国际烘焙企业来到中国，进一步挖掘和分享中国强大的消费市场，同时也带动了中国品牌烘焙加盟店高速发展期。上海国际烘焙展览会（简称：BSE）作为中国烘焙食品行业一年一度不可缺席的采购加盟盛会已成功举办过数届，累计展出面积超过数万平米，吸引来自全球 23 个国家与地区的近千家烘焙食品领域的优秀供应商及数十万名专业观众前来参展参会。展会是综合了烘焙领域产业、市场经济、地域区位、品牌效益、展馆等五大优势而创办的中国地区烘焙领域产品展示、采购、贸易、加盟、配对于一体的专业贸易展会。同时，该展会以市场发展为导向，立足上海，面向国内外，充分利用长三角地域和经济优势，融合范长三角及一带一路契机，服务烘焙行业全产业链。

China is currently the world's largest producer and consumer of bakery and is the world's fastest-growing market as well. With the continuous improvement of the living standards of Chinese consumers, bakery industry has become a new choice for fashion and leisure diets advocated by young consumers, which has a huge market development space. The data shows that China currently has more than 100,000 bakery shops. In 2018, the total retail sales of China's bakery industry has reached 203.3 billion yuan with a growth rate of more than 10%. It is estimated that the sales revenue of China's bakery food industry is expected to exceed 360 billion yuan by 2023. In the face of increasing consumer demand, more and more international bakery companies are attracted to China to further explore and share China's huge consumer market, as well as also promote the rapid development of Chinese brand bakery franchise. As an annual indispensable franchise event for the Chinese bakery industry, Shanghai International Bakery Exhibition (hereinafter referred to as BSE) has been successfully held for several times. At the same time, the cumulative exhibition area exceeds tens of thousands of square meters, which has attracted nearly 1,000 excellent suppliers from 23 countries and regions around the world and hundreds of thousands of professional visitors to participate in the exhibition. It is a professional trade exhibition that integrates the five advantages of bakery industry, such as bakery industry, market economy, geographical location, brand benefits and exhibition hall for product display, procurement, trade, franchise and distribution. Furthermore, the exhibition is guided by market development, based on Shanghai, facing both domestic and foreign markets, making full use of the regional and economic advantages of the Yangtze River Delta, and integrating the opportunity of the Yangtze River Delta and Belt and Road Initiative to serve the entire industrial chain of the bakery industry.

■ 新的机遇 | New Opportunity

为世界烘焙企业提供最佳的产品展示、贸易成交、信息共享及加盟对接的交流平台。高登商业联合相关主管单位将于2023年05月05日-07日在上海虹桥-国家会展中心召开“2023上海国际烘焙展览会”。展区由烘焙食品、烘焙原料、蛋糕奶油、烘焙设备及特许加盟等五大主题展区组成，展会期间还将举办国际航空、邮轮及列车食品展、中国国际航空餐优秀厨师烹饪锦标赛和商超食品专场采购会、烘焙食品对接会、烘焙店加盟招商推介会、各省市经销商与代理商联谊会以及国际旅游餐饮买家见面会等多场活动与论坛，为广大客商提供了一个现场b2b商务交流平台，共谋发展。

In order to provide an efficient platform for the bakery enterprises over the world to showcase product and deepen communication and cooperation, the Shanghai International Bakery Exhibition 2023, hosted by Golden Commercial and related industry institutions, will be held on May 05-07, 2023 at the National Exhibition and Convention Center. The exhibition area consists of five thematic exhibition areas, including baked food, bakery ingredients, cake cream, bakery equipment and franchise. At the same time, during the exhibition, there will be also many activities and forums, such as the China International Aviation, Cruise and Railway Food & Beverage Exhibition, China International Air Travel Meals Chef Cooking Championships, the Merchants Food Special Purchasing Conference, the Baked Food Match Meeting, Bakery Shop Investment Promotion, the provincial and municipal dealers and agents' sorority, and the International Tourism and Catering Service Buyers Meeting, providing a live b2b business exchange platform for the majority of customers to seek common development.

BSE CHINA 2023

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■ 展出大类 | Major Exhibits

烘焙原料与成品: 粮油产品、烘焙添加剂、保鲜剂、烘焙馅料、蛋糕装饰物、烘焙成品及其他烘焙原辅料等;

烘焙设备: 烘焙生产设备、烘焙器具模具、烤箱及烘烤熟制设备、展示柜、储藏与冷藏柜、餐饮设备、烘焙相关实验室与检测设备

烘焙生产: 烘焙工艺与研发技术、OEM/ODM 代工、月饼及月饼生产、糕点及糕点生产、饼干及饼干生产线、伴手礼及伴手礼生产、糖果及糖果生产、休闲食品及休闲食品生产等;

烘焙产品包装解决方案: 烘焙产品包装材料、烘焙包装设备及工具、烘焙包装设计等;

咖啡、饮品与轻食: 咖啡原料、成品与咖啡机、饮品与果汁机、茶饮与茶具冰淇淋原料、成品与设备、披萨等轻食原料、成品与设备等;

家用烘焙: 小包装烘焙原辅料、家用模具用具、家用电器(烤箱、厨师机、搅拌机等)、家用包装装饰品等;

烘焙特许加盟: 品牌饼店加盟、传统糕点店加盟、咖啡厅/时尚饮品店/冰淇淋店/餐饮店加盟等;

其他: 学校与培训机构(技术类、管理类、创业类等)、互联网平台、信息技术、饼店等连锁终端设计与装饰、物流与冷链、媒体等

Bakery Ingredients and Finished Products: grain and oil, additives, preservatives, fillings, cake decorations, finished products and other bakery raw materials

Bakery Equipment: production machinery, baking molds and other utensils, showcase/storage/refrigerator, ovens and other baking equipment, catering equipment, laboratory/detecting device

Bakery Production: R&D, OEM/ODM, mooncake & production, pastry & production, biscuit & production, bakery hand-gift & production, candy & production, snack & production

Bakery Packaging Solutions: packaging materials, packaging machine, packaging design, etc.

Coffee/Beverage/Leisure Food: coffee raw materials/finished products/coffee machines, beverage/juice machines, tea/tea set, ice cream raw materials/finished products and equipment, pizza and others

Home Baking: small-packaged ingredient, home-baking molds, small appliances (oven, mixer, etc.), package decorations, etc.

Bakery Franchise: chain store franchise, Chinese pastry chain Store franchise, café/beverage/ice-cream/restaurant franchise, etc.

Others: School/Institute (technical, management, entrepreneurship, etc.), e-business service, information service, shop design/decoration, logistics/cold Chain, media and others

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■ 参展费用 | Participation Fees

★ 标准展位:

A: 内资企业: 标准展位16800.00/展期 (RMB) 3m×3m B: 外资企业: 标准展位4800.00/展期 (USD) 3m×3m
(包括: 三面白色壁板、中(英)文楣牌制作、咨询桌一张、折椅二把、地毯满铺、展位照明、220V/1电源插座一个、废纸篓一个。)

★ 室内光地:

A: 内资企业: 1500 (RMB) /平方米 B: 外资企业: 480 (USD) /平方米

注: (最少36平方米起租) “光地”只提供参展面积, 不包括展架、展具、地毯、电源等。

★ International Standard Booths:

For overseas enterprises: USD 4800.00/Expo; 3m×3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket

★ Indoor Raw Space:

For overseas enterprises: USD 480.00/Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

■ 目标观众 | Target Audience

各类烘焙行业的产品生产企业、经销商、零售商、进出口代理商、面包店/糕点店、烘焙电商/个人工作室/家庭烘焙爱好者、烘焙师、酒店/餐饮/咖啡厅、培训机构及其他。

Manufacturers, distributors, retailers, import and export agents, bakeries/cake shops, bakery electronic business /personal studios/family bakers, bakers, hotels/dining/cafe, training agency and others in various bakery industries .

■ 参展程序 | Participation Procedure

- 按要求填好“参展回执表”并传真至展会主办单位。
- 参展的所有费用分两种方式支付: 一期支付即合同签署或展位确认后3天内支付所有费用; 两期支付即合同签署或展位确认后三天内支付总金额的全款的50%, 余额在展览会开幕前30天付清。
- 在确认展台后, 主办单位将向参展公司寄发《参展商手册》, 手册包括展馆介绍、展品运输、展台设计搭建、住宿安排、物品租用等有关信息。参展商必须按要求填好手册中的有关表格, 并于截止日期前交回主办单位。
- 展位分配按“先预订交费, 后落实确认”的原则。
- Exhibitors should fill out the Exhibition Application Form as required and fax to the Exhibition Organizer.
- After the contract is signed or the booth is confirmed, all fees for participation will be paid in two ways that one-time payment means all the fees within three days and the two-phase payment is 50% of the total amount within three days. The balance is paid within 30 days before the opening exhibition.
- After confirming the booth, the organizer will send the Exhibitors Manual to exhibitors with detailed information on exhibition introduction, exhibits transportation, booth design and construction, accommodation arrangement and items renting. Exhibitors must fill out related forms in manual as required, and return them to the organizer before the deadline.
- The booth allocation is based on the principle of “paying reservation deposit first, and then confirming the booth”.

组委会联络方式

Organizing Committee Contact Information

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