



# 中食展® (广州) FOOD2CHINA EXPO

Co-located with GIFIF, Wine to China Expo,  
Guangzhou International Fruit and Vegetable Exhibition

# FOOD2CHINA EXPO

## 2025中食展® (广州)

25-27 September 2025 / Area B, Canton Fair Complex, Guangzhou



Organised by



[www.food2chinaexpo.com](http://www.food2chinaexpo.com)

# About F2C

## FOOD2CHINA EXPO

Food2China Expo has grown into an iconic brand that brings together a curated collection of specialised fairs with their respective domains. It is the largest and most influential food trade exhibition in South China, bringing together a comprehensive collection of food offerings, and connecting Guangzhou to Asia Pacific, and the rest of the world.

### Co-Located with:



GIFIF



Wine to China Expo



Guangzhou International Fruit and Vegetable Exhibition



## PROFILE OF EXHIBITS



**Fine Food**  
Gourmet, Delicatessen and General Provisions



**Dairy Products**  
Milk-derived Products and Dairy Derivatives



**Wine & Spirits**  
Artisanal Drinking Water, Alcoholic & Non-Alcoholic Beverages



**Seafood & Meat**  
Fresh and Frozen Seafood and Meat



**Coffee & Tea**  
Coffee Bean, Instant Coffee, Black Tea, Green Tea, Other Tea Products



**Sweets & Snacks**  
Chocolate, Confectionery, Cookies, Biscuits and Snacks



**Organic Foods**  
Organic Food in General: In-natura or Minimally Processed Produce



**Agrifoods**  
Fresh Produce and Raw Materials



**Condiments & Oil**  
Olive Oil, Canola Oil, Sunflower Oil, Almond Oil, Coconut Oil, Seasoning



**Food Service**  
Culinary Technology and Equipment for the Food Services Industry

## WHAT TO EXPECT

**60,000+** sqm (Gross Area)

**60,000+** Visitors

**2,000+** Exhibitors

**30+** Thematic Forums

**40+** Countries and Regions



# WHY EXHIBIT?

## A truly global platform connecting you with curated local and international brands in the food industry

As a well-known platform for foodstuff industry, 2025 Food2China Expo will cover an exhibition area of 60,000 square meters. Over 2,000 brand companies from more than 40 countries and regions from all over the world, and along with over 60,000 trade buyers are expected to join 2025 show. This comprehensive representation of the food industry ecosystem and complementary buyer profile is designed to boost exhibitor participation benefits and brand promotion efficiencies, to meet their business growth objectives.

## Maximise your participation with year-round services

- ◆ 300,000 qualified buyers' database through over 20 years' accumulation.
- ◆ Optional "Pre-show Matching", "Onsite Matching", "Post-show Service", that brings more curated contacts and meaningful business connections.
- ◆ Webinar on Chinese imported food markets given by experts to discover the latest industry insights.
- ◆ Support in your visa application, sample customs clearance to Food2China Expo.
- ◆ Customised marketing package to help you seize your share in a rapidly-growing Chinese market.



## Gathering the strength of government organisations and industry associations

- ◆ China Commerce Development Center (CCDC) , a public institution with huge F&B industry associations and authority resources in China.
- ◆ China Council for the Promotion of International Trade Guangzhou Committee (CCPITGZ) has 6,300+ member enterprises and 200+ overseas business institutions resources in 60+ countries & regions.
- ◆ Guangdong (China) Imported Food Association (GDIFA) has 400+ food importer members and 100+ overseas trade promoting institutions resources in the F&B industry.
- ◆ Wine to China has 40,000+ national distributors, 500+ high-quality bar and restaurants, and 70+ media resources.
- ◆ Guangzhou Jiangnan Market, as the largest wholesale market for fruits and vegetables in China and even in Southeast Asia, will gather powerful sales channels.

## Variety of forums dedicated to discussing innovation in the food industry

- ◆ 30+ events and forums will be held to discover new opportunities, such as policy interpretation , sales channels, food innovation and application.
- ◆ Inspiration, insights and ideas, keep up-to-date with market trends, and gain more international perspectives and insights on adapting for local development.







# PROFILE OF BUYERS



Importer / Agent

20.97%



Supermarket / Convenience Store / Retail Store

12.26%



E-commerce

7.03%



Group Meal / Central Kitchen / Takeaway Business

6.25%



Other Industries Buyer (Large Scale Purchasing)

5.72%



Café / Off-licence Shops / Bakery / Restaurant

11.67%



Food and Beverage Producing / Processing

8.53%



Hotel / School / Hospital / Airline Food Suppliers

6.64%



Distributor / Wholesaler

16.74%



Catering and Food Service

4.19%



# EXAMPLES OF PAST BUYERS



# PREVIEW OF SUPPORTING ORGANISATIONS



# FOOD2CHINA EXPO





# CONCURRENT EVENTS

- ◆ The 2025 WCBC Trials
- ◆ 2025 Imported Food Development Forum
- ◆ The 3rd Asian Youth Pastry Art Challenge
- ◆ The 7th China Tea Blender Skills Competition Guangzhou Region
- ◆ China Fruit & Vegetables Industry Development Conference
- ◆ The 3rd Sanhe Cup National Pastry Decorating Skills Competition
- ◆ Coffee Brewing Competition Guangdong-Hong Kong-Macao Greater Bay Area Finals
- ◆ Business Match Meetings - Product Promotions and Brand Launches for Nations & Regions



# EXHIBITOR TESTIMONIALS



The organiser of Food2China Expo was very enthusiastic and thoughtful, the exhibition attracts many leading industry players from both domestic and international. Most of the buyers came with strong purchasing needs, and the exhibition made up a good platform for manufacturers and buyers, it helps us establish a long-term cooperation with potential buyers.

——Wens Foodstuff Group Co., Ltd.

We brought a variety of products and innovative solutions. Our aim was to showcase our latest achievements in food safety, quality improvement and product innovation. Our exhibits covered a wide range of categories including baking ingredients, cream products, fruit products, and sauces. Among these, the cream series stood out. By introducing advanced international technology, we successfully launched several high-quality cream products.



——Ligao Foods Co., Ltd.



This exhibition offers a unique opportunity for Turkish companies that want to enter the Chinese market and offer products that meet the market and consumer expectations and preferences. This is a very important milestone for us as Turks and for our chamber.

——Istanbul Chamber of Commerce



# FOOD2CHINA EXPO

## Hall 9.2

General Food, Geographical Indication Product, Green Agricultural Product, Organic Food

## Hall 10.2

Fruits, Vegetables, Deep-processing Technology and Equipment, Casual Food, Convenience Food, Ready-to-cook Food, Catering Ingredients, Grain, Oil & Seasonings

## Hall 11.2

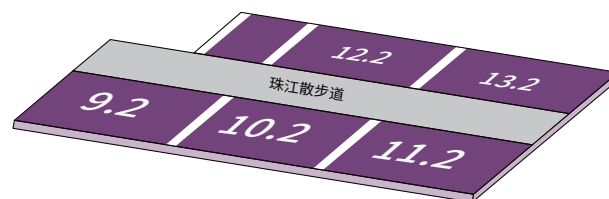
International Pavilion, Imported Food, Coffee & Tea, High-end Drinks, Liquor, Dairy Products

## Hall 12.2

Raw & Frozen Meat, Vegan Meat, Raw Fish, Shellfish, Seafood, Frozen Ingredients

## Hall 13.2

Inspection and Quarantine Equipment & Institutions, Food Packaging, Cold Chain Preservation Technology and Logistics



# CONTACT US

## Book your space

Tel: +86 20-83810602  
 Email: expo@food2china.com  
 Web: www.food2chinaexpo.com

## Register as a visitor

Tel: +86 20-83813743  
 Email: pr@food2china.com  
 Web: www.food2chinaexpo.com

### Organisers

China Commerce Development Center (CCDC) / China Chamber of International Commerce Guangzhou Chamber of Commerce (CCOIC GZ) / Guangdong(China) Imported Food Association (GDIFA) / Constellar-WorldEx Exhibitions (Guangzhou) Co., Ltd. (Constellar-WorldEx)

### Co-Organisers

Guangzhou Jiangnan Agricultural Development Co.,Ltd.

### Management

China Chamber of International Commerce Guangzhou Chamber of Commerce (CCOIC GZ) / Constellar-WorldEx Exhibitions (Guangzhou) Co.,Ltd. (Constellar-WorldEx) / Shanghai Hehe Expo Group Co.,Ltd. / Guangzhou Jiangnan Fruit & Vegetable Wholesale Co.,Ltd.

### Support Unit

China Customs Brokers Association

# Imported Food Pavilion

Originated from Food2China Expo, organised by Guangdong (China) Imported Food Association

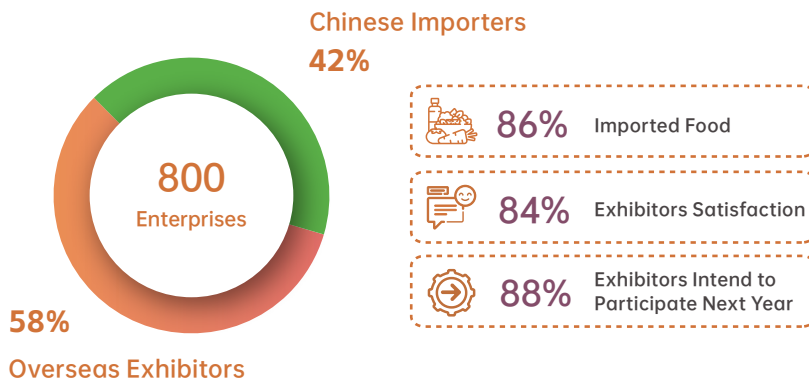


## History

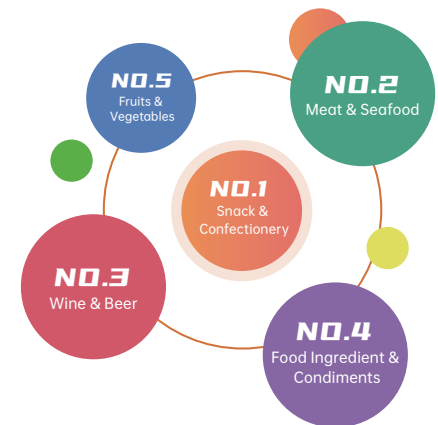
### About Food2China Expo

Food2China Expo focuses on the imported food industry with 10 years of successful event organizing.

## Exhibitor Data



## Product of Exhibits TOP5



## Key Highlights

Covering full range of imported food.

With its huge resources, Food2China Expo helps the brands and enterprises efficiently unleash their potential in the South China.

VIP Buyers Program: selected buyer resources and precise matching between the suppliers and the buyers.

Strong Support from IFA: join hands with plenty of industry associations across the country, integrating the national industry supply and demand sources.

Food2China Media, enable omni-channel promotion online and offline.

More than 20 forums offer you a full grasp of the market dynamics.







# Imported Food Pavilion

## Exhibits Profile

### Sweets and Snacks

Confectionery/ Snacks/ Biscuits and Pastries/ Dried Fruit and Nuts

### Dairy Products

Milk and Milk Powder/ Cheese and Butter/ Whey Powder

### Condiments and Oil

Olive Oil/ Canola Oil/ Sunflower Oil/ Almond Oil/ Coconut Oil/ Seasoning

### Functional Health Foods

Dietary Supplements/ Health Products/ Baby Food

### Meat and Frozen Foods

Fresh and Frozen Meat/ Vegan Meat/ Seafood/ Other Aquatic and Meat Products

### Coffee and Tea

Coffee Bean/ Instant Coffee/ Black Tea/ Green Tea/ Other Tea Products

### High-End Beverages

Luxurious Drinking Water/ Alcoholic and Non-Alcoholic Beverages/ Fruit and Vegetable Drinks/ Solid Drinks

### Agrifoods

Fresh and Processed Fruits/ Vegetables/ Cereals/ Bean and its Products

## Onsite Events



Food and Beverage B2B Matchmaking

Imported Meat B2B Matchmaking

Imported Food Consumption Trend Forum

Guangzhou International Coffee Brewing Competition

Interpretation of Imported Food Inspection Policies in the GBA

## VIP Buyers List (Partial)



## National Pavilion (Partial)



# Alcohol & Beverage Pavilion

Originated from TOEwine Shenzhen, its original core team is launching a new brand - Wine to China Expo



## History

### ► About Wine to China Expo

Wine to China Expo, which has been successfully held for five years, will again co-organize the Food2China Expo 2025 (Guangzhou). It's the strategic partner of the Liquor Committee of Guangdong (China) Imported Food Association. Majority of staff have obtained the Level 3- Wine & Spirit Education Trust (WSET L3). A high-quality team makes a high-quality wine show platform happen.

### Wine to China Expo Explores Your Business Opportunities

# 1

#### Professional channel, precise B2B buyers

Thousands of dealers come to Guangzhou for the best alcohol products

# 2

#### Expand multi-level sales channels

Key shopping platform for restaurants and bars, wine retailers, corporate group buying and other key channels

# 3

#### 20+professional media, 100+mass media, KOL

Extensive brand promotion for exhibitors and the exhibition

# 4

#### Exclusively immersive experience for the participants

Diversify on-site interaction to make it the trendiest wine exhibition platform in China

### Operation Team



The core members of the team have more than ten years of experience in large-scale exhibitions and wine industry. They have successfully organised TOEwine Shenzhen, Nantou Ancient City Sake and Food Festival, and Cork & Fork Shenzhen International Food & Wine Festa and other large-scale exhibitions and theme activities.





# Alcohol & Beverage Pavilion

## Exhibits Profile

### Wine

Red Wine/ White Wine/ Rosé Wine/ Sparkling Wine/ Fortified Wine

### New "Made in China"

Wine/ Liquor/ Low Alcoholic Beverages/ Craft Beer

### Others

Beer/ Fruit Wine/ Non-alcohol and Low Alcohol Beverages/ Wine Accessories

### Whiskey and Spirits

Scotch/ Japanese Whisky/ Gin/ Rum/ Vodka/ Tequila

### Japanese Sake

Sake/ Shochu/ Plum Wine/ Yuzu Wine



## Onsite Events

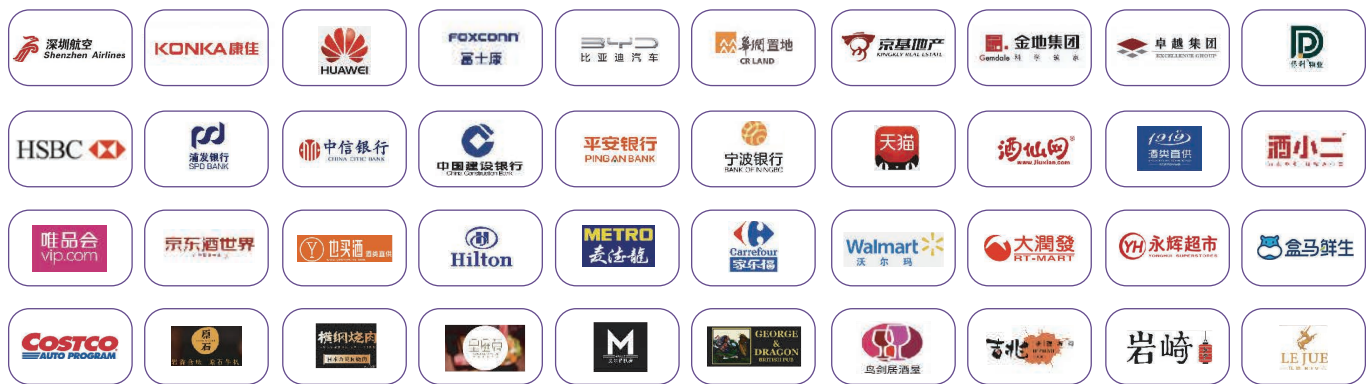


- Whisky and Sake Market Development Forum
- Wine & Spirits New Retail Forum
- Sake Summit
- Business Matching and Tasting Events for Various Wine Brands

## Expected Brands (Partial)



## VIP Buyers List (Partial)





# Local Brands & Specialities

Integrated by China Food Exhibition and Guangzhou International Food and Ingredients Fair



## History

### ► About China Food Exhibition 中食展®

After more than 20 years of cultivation and development, "China Food Exhibition" (中食展®) has now become a well-known exhibition brand in China with global influence.

The organizer, China Commerce Development Centre (shorten as CCDC) is a bureau-level central public institution with more than 20 years' experience in the food and beverage industry. The expo gathers 4,500+ high-quality brand companies from 60+ countries and regions and attracts more than 130,000 domestic and foreign buyers.

CCDC has obtained the trademark registration certificate of "中食展" (International Classification 35 and 41).



### ► About Guangzhou International Food and Ingredients Fair



Since 2012, GIFIF has been successfully held for 12 sessions, it has become the most international and well-reputed food ingredients industry fair in South China

The organizers are CCOIC Guangzhou with nationwide trade promotion organization resources and powerful social influence. Over the years, there are overseas countries such as United States, Italy, Poland, Argentina, Malaysia, Thailand, Japan, South Korea, Turkey, Iran and domestic provinces such as Heilongjiang, Liaoning, Inner Mongolia, Henan, Hunan, Sichuan, Yunnan, Hainan establish their pavilions, and over 1500 leading domestic and foreign food brands has actively participated in the exhibition.

Through more than 20 forums, matchmaking meetings, catering competition, award ceremony and other wonderful activities, the exhibition aims to provide a one-stop sourcing and information exchange platform for professional buyers from various sales channels such as retailers and wholesalers, star hotels, chain catering, supermarket, group purchasing in the South China market.



# Local Brands & Specialities

## Exhibits Profile

### Oil and Grain Products and Seasonings

Rice/ Cooking Oil/ Flour Products/ Frozen Pastry/ Soy Sauce/ Sauces/ Hot Pot Seasoning/ Vinegar/ Cooking Wine

### Snack Food

Biscuits/ Cakes/ Candy/ Chocolates/ Nuts/ Dry Food/ Puffed Food/ Dairy

### Organic and Health food

Fresh and Dried Fruits/Vegetables/ Grain/ Oat/ Cereal Products/ Bean Products/ Supplements

### Ready-to-cook Food

Canned Food/ Frozen Food/ Instant Hotpot/ Ready-to-cook and Free of Wash Dishes

### Meat and Seafood

Frozen Meat/ Instant Cut Meat/ Processed Poultry Meat/ Seafood/ Deep-processing Products



## Onsite Events



Domestic New Product Promotion Event

Domestic Geographical Indication Food Match Meeting

Ready-to-cook Industry Development Forum

Classic Cantonese Cuisine Cooking Competition

## Expected Brands (Partial)



## VIP Buyers List (Partial)



# Fruits & Vegetables Pavilion

Organized by Jiangnan Group and Guangzhou Jiangnan Market



## History

### ► About Guangzhou International Fruit and Vegetable Exhibition

Organized by Jiangnan Group and Guangzhou Jiangnan Market, and covers an exhibition area of 10,000 square meters.

- Guangzhou Jiangnan Agricultural Development Co.,Ltd. has global fruit and vegetable resources and strong social influence. Its business covers property management, commodity services, cold storage leasing services, agricultural project development and others.
- Guangzhou Jiangnan Fruit and Vegetable Wholesale Market is mainly engaged in the wholesale operation of fruits, vegetables and agricultural and sideline products, which has the largest fruit and vegetable sales volume in the country and even in Southeast Asia.

## Advantages



Various forums to lead industry innovation



Diversified channels to build a high-quality B2B platform



Create a whole fruit and vegetable industry chain trade platform



Gather the strength of government and industry associations







# Fruits & Vegetables Pavilion

## Exhibits Profile

Leading fruit and vegetable enterprises,  
Regional governments, industry associations, etc.



Post-harvest Sorting Equipment



Fruits



Processing Technical Equipment



Vegetables



Inspection and Quarantine Equipment



Packaging



Cold Chain Preservation Technology and Logistics



Fungus



Fruit and vegetable industry traders



- Facility Fruit and Vegetable Industrial Conference
- Guangdong Agricultural Products Promotion
- Fruit and Vegetable Reversed B2B Match
- Asia Fresh Channel Selection B2B Match
- National and Regional B2B Match and Promotion Event

## Expected Brands (Partial)

RT-Mart	Dili Fresh	Pagoda	JOYTREE	Changsha Hongxing Super Market
Hema Fresh	Better Life	Dole	Goodfarmer	Guangzhou Jiangnan Fruit Market
CR Vanguard	SUHO WHOLE FOODS	Yeshi Brother	Changzhou J&J	Shanghai Huizhan Fruit Market
WUMART	Yonghong Group	Fruit-Mate	Xianfeng Fruit	Shanghai Agricultural Products Market
RAINBOW	Strong-Mart	Greenery Fruit	Freshone	Beijing Xinfadi Wholesale Market
Walmart	JIAJIAYUE	Guo Duo Mei	Xing Fu Yuan	Henan Wanbang Market
AEON	Liqun Group	Uncle Fruit	GuoGuo Home	Hangzhou Fruit Market
SUNGIVEN FOODS	Hualian Supermarket	Shou Yang Fruit	Well Fruit	Zhong Cai Market
KG Supermarket	Ole'	Lao Guo Nong	Rain Dew	Chengxin Zhiyuan Fruit Industry
DAZHANG GROUP	Carrefour	Guo Min Fruits	Guo Lin	JOY WING MAU
Metro	Suning-Xiaodian	City Shop	YIDU	Xing Ye Yuan Group
Yonghui Supermarket	Fmart	Qian Jia Hui	Chen's Sun	Xi Jiao Market
Lianhua Supermarket	DL Group	KANGPINHUI	JuDong	HIGREEN

# Meat, Seafood & Frozen Food



## History

China is the world's largest meat producer and consumer and has a pivotal impact on the global meat trade. With the accumulation of high-quality dual-channel buyer resources, Food2China Expo® Guangzhou specially creates the Meat, Seafood & Frozen Food Pavilion, which comprehensively covers the meat and frozen food sector, including meat, meat products, frozen food and ingredients, shellfish, aquatic products, cold chain logistics, etc. Food2China Expo® Guangzhou 2025 will become the most valuable and efficient communication channels and exchange platforms for food and ingredients, building a bridge for enterprises to match up with each other, and efficiently connecting supply and demand.

## Onsite Events

- Seminar: Development of International Meat Market
- International Aquatic Trade Exchange
- Corporate Product Presentation
- Buyer Sourcing Match Meeting



## Exhibits Profile

### Meat Products

Fresh Meat & Finished Products/Preserved Meat/Organic Meat Products/Beef & Lamb/Poultry & Eggs/Frozen Food

### Seafood

Fish/Shellfish/Deep-sea fishery products/Processed Aquatic Products

### Preservation & Storage

Cold Chain Logistics/Freezing & Refrigeration Equipment/Fresh Processing & Packaging Materials/Frozen Storage Construction & Automation

### Meat Processing Equipment

Cutting Equipment/Meat Preservation/Cooking Equipment



# Snacks & Catering Ingredients



## Exhibits Profile

### Snacks

Biscuits/Pastry/Mooncake/  
Confectionary/Chocolate/Nuts/Dried  
Food/Inflated Food/Dairy Products

### Stewed Tonic

Stews/Soups & Innovation Products/  
Medicinal Ingredients & Herbs for  
Soups

### Hotpot Ingredients

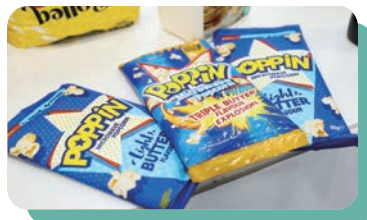
Soup Stock/Hotpot Base/Seasoning/  
Dipping Sauce/Surimi Products/Frozen  
Rice & Noodle Products/Breaded  
Products/Fruit & Vegetable Products

### Prepackaged Dishes

Ready-to-Cook Packs/Frozen Pasta/  
Instant Food/Prepared Dishes/  
Ready-to-Eat Food/ Meat & Vegetable  
Seasoning Packs/Barbecues

### Condiments

Cooking Oil/Soy Sauce/Vinegar/Fermented  
Bean Curd/Chicken Extract/Chicken Powder/  
Chicken Soup/Monosodium Glutamate/  
Sauce/Compound Seasoning/Canned Food



## Onsite Events



Corporate New Products Release

China Catering Industry Development Forum

National Top Channel Product Selection  
Match Meeting

## Why Guangzhou? Eating in Guangzhou.

# 1

Guangzhou, with its global and inclusive cuisine, has always been a bridgehead for catering companies from all over the world to enter the food market.

# 2

The total number of catering outlets in Guangzhou exceeds 240,000. With the number of restaurants per 10,000 people is nearly a hundred, the density of outlets is the highest one in the country.

# 3

The neighbouring cities and regions around Guangzhou, including Foshan and Dongguan, have hundreds of wholesale markets specialised in trading food and ingredients.