

Professional Advantages

Organizing the Fisheries Expo to Meet Industry Market Demand

Shenzhen Fisheries Expo Exhibition Co., Ltd. is a professional fishery industry operation service company jointly established by Shenzhen Port Group Co., Ltd. and China National Fisheries Corporation.

Shenzhen Port Group Co., Ltd.

- A globally influential comprehensive marine economic service provider. 17 inland ports, 14 combined ports. The world's largest single terminal. Routes connecting 50 countries and regions. Over 100 weekly routes reaching the world.
- Chairman unit of the Shenzhen Marine Industry Alliance. Building a marine industry development ecosystem. Shenzhen International Tuna Trading Center.
- 4 cold chain logistics parks. Over 3 million square meters of logistics facilities. National intelligent cold chain logistics platform.
- South China International Ship Refueling Center. Zhoushan Energy Base with an annual throughput of 3.48 million tons.
- 2.2 million square meters of industrial space. Marine Industry Headquarters Carrying Park. Innovation Industry Gathering Park
- 2.2 billion yuan in asset investment scale. 7.7 billion yuan in asset management scale. 1.02 million square meters of asset management area.

China National Fisheries Corporation

A pioneer and leader in China's distant-water fisheries. Three main businesses: Distant-water fishing, fishery services, aquatic product processing, and trade. Three star products: Blue cod, tuna, deep-water red shrimp.

- Distant-water fishing operations in 4 sea areas. Annual distant-water fishing volume of over 200,000 tons.
- Over 40 branches. Overseas investments covering 26 countries.
- Over 300 ships. 2 distant-water fishery bases.

Shenzhen Huajuchen International Exhibition Group Co., Ltd.

- 21 years of exhibition experience.
- 1.2 million square meters of annual exhibition area.
- 25 cities for annual exhibitions.
- 41 exhibitions.
- Over 10,000 industry forums/competitions held.
- Over 1 million professional buyers.
- Over 100 billion RMB exhibition turnover.
- National layout
- Diversified operations
- Professional advantages
- Quality services
- Efficient operations.

Effect Advantages

Million RMB promotional budget
Professional visitors



Official media matrix linkage Positioning to penetrate the target audience

Aquatic products production and processing / Aquatic ingredients traders / integrated market / chain convenience stores / restaurants / hotels / group meals supply chain enterprises / community group-buying platforms / e-commerce live platforms / food packaging enterprises / colleges and universities associations

Omni-Channel Integration Multi-Platform Traffic Mutual

Online Multi-Channel Coverage: Baidu Ads, Tencent Ads/ ByteDance Ads/ Website Ads

Offline Multi-Point Linkage: Supermarkets, Catering/ Wholesale Markets/ Transportation Media

Buyer Database Multi-Province Expansion/ Continuous Increment/ Call Center/ 1-to-1 Targeted Invitation for Professional Visitors

Meeting the needs of businesses in commerce and retail at the same time

Main Venue: 80,000
On-Site Visitors



Highlights Review

- 45,000^m Exhibition Area
- 81,532 Visitors
- 24 Countries and Regions
- 470+ Exhibitors
- 12,000+ Aquatic Products Showcased
- 6.1 billion yuan Intentional Transactions
- 503 million yuan On-Site Transactions

Exhibitor Testimonials

Scottish Development International

"The atmosphere at the Shenzhen Fisheries Expo is excellent. The entire venue is very lively and full of business opportunities. We hope to have the opportunity to bring more companies and products to the Shenzhen Fisheries Expo next year."

Quebec Government Office in Shenzhen

"I feel that the Shenzhen Fisheries Expo is a very professional platform among the many exhibitions we have attended. The audience it brings includes many of our target customers. The expo's services are also very thoughtful and detailed. The Greater Bay Area is a key point for future consumption growth, and we are very confident in the consumption here. We hope more high-quality seafood from Quebec can enter this market."

Shandong Lighthouse Jellyfish Marine Technology Co., Ltd.

"We are very happy to participate in this year's Shenzhen International Fisheries Expo. We met many friends from the same industry here, exchanged, shared, and discussed industry hotspots. Through this international stage, more people have come to understand and recognize high-quality domestic oysters. The on-site was popular, very surprising."

A&O Qiahe Aquatic Group

"First, I would like to thank the Shenzhen International Fisheries Expo for giving me the opportunity to participate in this exhibition. I am very happy to see such a lively scene on-site, and the atmosphere is very comfortable and relaxed. Shenzhen is a very large market, and I deeply feel that China's seafood market is booming. At the same time, we have established a branch here to directly sell natural farmed aquatic products in the local market. I believe our quality can benefit local residents."

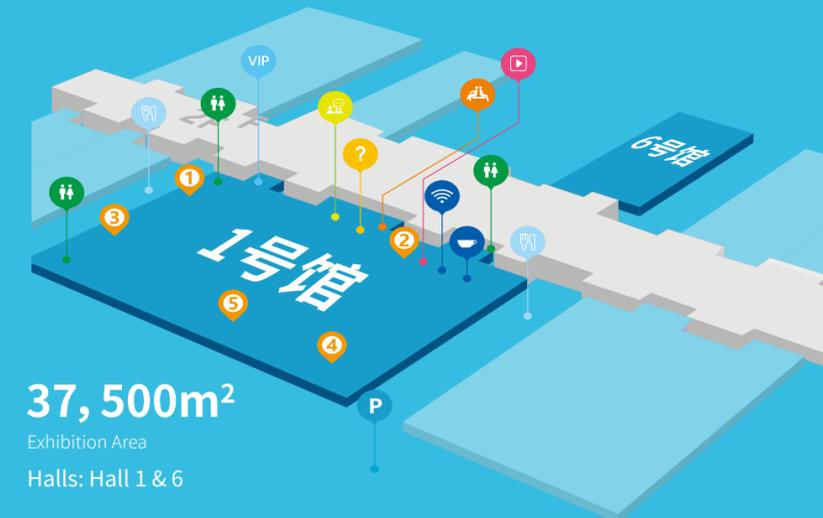
High-Level Creation of a World-Class Flagship Fisheries Expo

Product Circulation · Resource matching · Technological Innovation · International Exchange

Booth Type	Price	Specification
Standard Booth	¥12,000	9m ²
Standard Booth	\$3500	9m ²
Raw Space/m ²	¥1,200	36m ² minimum
Raw Space/m ²	\$350	36m ² minimum

Standard booths with double openings incur an additional 10% fee.

Date: May 15 - May 17, 2025
Venue: Shenzhen Convention & Exhibition Center (Futian)



37,500m² Exhibition Area
Halls: Hall 1 & 6



2025 Shenzhen International Fisheries & Seafood Expo

May 15 - May 17, 2025
Shenzhen Convention & Exhibition Center (Futian)

Booth Reservation: Ms. Sun, 18123600950
Visitor/Media: Ms. Luo, 18165732372
Event Cooperation: Ms. Jiang, 18126509021



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