

# PROFILE

## Exhibition Overview

Shenzhen International Fisheries & Seafood Expo (hereinafter referred to as "Shenzhen Fisheries Expo") has leveraged the regional, technological, and innovative advantages of the Guangdong-Hong Kong-Macao Greater Bay Area, along with the consumption power of its 80 million population. Through exhibitions, high-end forums, trade matchmaking, and investment promotion activities, the expo focuses on the upstream and downstream industrial chains of modern fisheries, gathering global high-end and high-quality fishery resources. It has become an important platform for Shenzhen to accelerate the construction of a "Creative Modern Fisheries Capital," receiving widespread acclaim from society and high recognition from the fishery industry.

2025 Shenzhen Fisheries Expo will further enhance its market-oriented, professional, and international levels. It will gather supply and demand resources from the upstream and downstream of the fishery industry and leverage the advantages of exhibition operations. The expo will focus on the trade attributes of professional exhibitions, positioning itself as a platform for fishery product circulation and trade, fishery resource services, fishery technological innovation empowerment, and international fishery exchange and cooperation. It will continue to expand its influence, promote efficient of resources, brands, channels, and markets, and strive to create a world-class flagship fishery event that gathers high-end commerce and resources globally.

### (1) Organizers:

Shenzhen Fisheries Expo Exhibition Co., Ltd.

Shenzhen Huajuchen International Exhibition Group Co., Ltd.

### (2) Co-organizers:

Guangdong Overseas Fisheries Association

Guangdong Food Circulate Association

Shenzhen Union of Grain and Vegetable Distribution Enterprises

Shenzhen Agricultural Industrialization Leading Enterprise Association

Shenzhen Aquatic Products Industry Association

Shenzhen Aquatic Products Quality Safety Promotion Association

Shenzhen Facility Agriculture Association

Shenzhen Ocean Integration Innovation Research Institute, etc.

### (3) Strategic Support Units:

Shenzhen Port Group Co., Ltd.

China Agricultural Development Group Co., Ltd.

# PAVILIONS

## Exhibition Scope

### ► Distant-Water Fisheries And Aquatic Products and Equipment

Fish/ Cephalopods/ Crustaceans/ Shellfish/ Algae/ Various/ Land and sea fishing tools/ Fishing assistance/ Navigation/ Communication technology equipment, etc.

### ► Aquaculture and Seed Industry

High-quality aquatic seedlings/ Aquatic seedling breeding technology/ Aquaculture facilities and equipment/ Aquatic feed and seedlings/ Fish medicine and water quality, etc.

### ► Imported Aquatic Products

Full range of aquatic products

### ► Processed Aquatic Products and Food

Aquatic prepared dishes/ Seafood seasoning food/ Canned food/ Pre-made convenient food/ Ready-to-eat food/ Leisure food/ Aquatic side dishes/ Seasonings/ Fish paste products/ Various marine processed foods, etc.

### ► Fresh, frozen, and processed aquatic products.

Fresh on ice/ Dry production and other aquatic products/ Frozen food.

### ► Smart Fisheries and Supply Chain Services

Modern fishery breeding technology and equipment/ Intelligent breeding equipment/ Fishery AI applications/ Information construction and operation services/ Import and export product inspection and quarantine/ Aquatic product cold chain logistics/ Storage/ Distribution services, etc.

### ► Processing Equipment and Supporting Services

Aquatic freezing/ Preservation technology and equipment/ Packaging equipment/ Packaging materials/ Weighing and testing equipment/ Freezing and refrigeration equipment/ Cold chain logistics equipment/ Central kitchen equipment/ Environmental protection and sterilization technology equipment, etc.

### ► Fishery Finance, Logistics, and Supporting Services

Fishery loans/ Fishery insurance/ Fishery industry funds/ Fishery financial leasing/ Fishery financial consulting, etc.

# Professional Visitor

## Production and Processing

Aquatic product deep processing enterprises (including frozen products/ Canned food/ Leisure food/ Fish paste products)  
Aquatic and aquatic ingredient wholesalers/ Distributors/ Agents/ Traders.

## Circulation Field

Comprehensive markets/ Large supermarkets/ Chain convenience stores/ Discount stores.

## Retail Field

Restaurants/ Hotels/ Catering service institutions, etc.

## Catering Field

Group meal supply chain enterprises/ Large group procurement centers/ Government and enterprise canteens/ Schools, etc.

## Group Meal Procurement

Online malls/ Community group buying platforms/ Social group buying platforms/ E-commerce live streaming platforms/ MCN institutions/ Online fresh food platforms, etc.



## Catering Field



## Retail Field



## Group Meal Procurement



## Hotel Field



## Circulation Field



## E-commerce Field



## International Buyer

## E-commerce Field

Cold chain storage/ Logistics/ Warehousing/ Distribution/ Food packaging enterprises, etc.

## Service Field

Universities/ Research institutions and enterprise R&D personnel/ Industry R&D subjects.

## Associations and Media

Fishery/ Aquatic products/ Ingredients/ catering industry associations and industry professional media, etc.

## Institutions and research institutes

Institutions of higher learning/ Research institutes and universities/ Enterprise R&D personnel and other industry R&D main body



## 1. Bay Area Advantage: Asia-Pacific Blue Economy Cooperation Hub

Shenzhen is located in the core area of the Guangdong-Hong Kong-Macao Greater Bay Area and is a vital hub for the global marine economy. As a key node in the Greater Bay Area, it has the shortest logistics distance for deep-sea product, significantly reducing costs compared to other coastal cities. The Greater Bay Area's economic aggregate exceeds \$1.9 trillion, equivalent to the world's tenth-largest economy. As a core city, Shenzhen has strong hinterland economic support.

## 2. Vast Consumer Market: Global Consumption Center City with Strong High-End Demand

Shenzhen is one of China's first "Global Consumption Center Cities." In 2024, the total retail sales of consumer goods reached 1.06 trillion yuan, ranking among the top in the country. It directly faces high-end consumer markets in Guangzhou, Shenzhen, Hong Kong, and Macao, with a regional population exceeding 86 million and an annual aquatic product consumption of over 5 million tons. The import volume of agricultural products in Shenzhen and surrounding areas accounts for more than 30% of the national total, with high-end consumption demand continuing to grow. Shenzhen is making every effort to build the "International Tuna Trading Center," leveraging its advanced cold chain logistics and financial services to promote the global distribution and trading of high-end products like tuna.

## 3. National Strategy Support: Significant Policy Dividends and Pioneering Advantages

Shenzhen enjoys the policy dividends of the "Dual Zone" drive. The state grants Shenzhen the right to pioneer and experiment in the marine economy, supporting its exploration of innovative models in the fishery industry chain. In 2024, Shenzhen's marine industry production value is expected to reach 327.4 billion yuan; by 2025, the city's marine production value target is 400 billion yuan, accounting for about 1.0% of the city's GDP. This series of policy advantages provides strong support for the high-quality development of the marine economy and fishery industry.

## 4. Thriving Innovation: Technology Empowers Fisheries, Leading Global Innovation

In 2023, Shenzhen society-wide R&D investment reached 223.661 billion yuan, with a growth rate of 18.9%, accounting for 6.46% of GDP. For the first time, Shenzhen ranked second in both total R&D investment and intensity among Chinese cities. With over 18,000 national high-tech enterprises covering artificial intelligence, the Internet of Things, biotechnology, and other fields, Shenzhen relies on its strong scientific and technological strength to promote the integration of fishery production, comprehensively showcasing the "core" technology and deep blue equipment of the rise of a major fishery nation.



OFFICIAL ACCOUNTS

# Contact Information

Shenzhen Huajuchen International Exhibition Group Co., Ltd.

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Luotian Road, Bao'an District, Shenzhen

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# 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<sub>m</sub>  
Exhibition Area

24  
Countries and Regions

12,000+  
Aquatic Products Showcased

503<sub>million yuan</sub>  
On-Site Transactions

81,532  
Visitors

470+  
Exhibitors

6.1<sub>billion yuan</sub>  
Intentional 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."

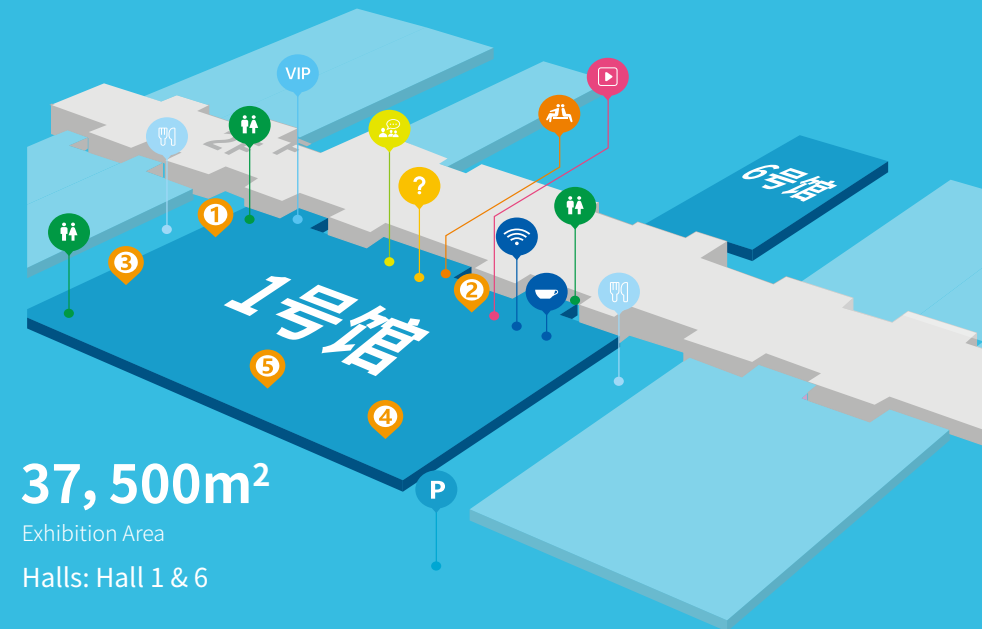
# High-Level Creation of a World-Class Flagship Fisheries Expo

Product Circulation · Resource matching · Technological Innovation · International Exchange

Booth Type	Price	Specification
Standard Booth	¥12,000	9m <sup>2</sup>
Standard Booth	\$3500	9m <sup>2</sup>
Raw Space/m <sup>2</sup>	¥1,200	36m <sup>2</sup> minimum
Raw Space/m <sup>2</sup>	\$350	36m <sup>2</sup> minimum
Standard booths with double openings incur an additional 10% fee.		

Date: May 15 - May 17, 2025

Venue: Shenzhen Convention & Exhibition Center (Futian)



37,500m<sup>2</sup>  
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

