



食和岛  
Shihedao



良之隆  
LIANG ZHI LONG

# 全球海鲜贸易节

GLOBAL SEAFOOD TRADE FAIR

同期举办：良之隆·2023第三届中国粤菜食材电商节

The 3th Liangzhi Long China Cantonese Cuisine E-commerce Festival 2023

2023年6月28-30日

28-30 June 2023

中国进出口商品交易会展馆D区(琶洲馆)

Canton Fair Complex(Area D),China





# Global Seafood Trade Fair

"China Food Trade Fair" Founded in 2008 , It is a professional food and beverage industry chain exhibition centering on "new dishes, bidding, ordering and forum" ,With its strong exhibition effect and has now becomes the first exhibition in China's food and beverage industry .

The "Global Seafood Trade Fair" is a world-class seafood trade fair jointly built by Liangzhilong · China Food Trade Fair, which has been deeply involved in the industry for more than 30 years and has gathered leading enterprises in the global seafood trade. The project will solve the whole industrial chain problems of product feeding - processing - import and export - cold chain transportation - trade agency for seafood traders, agents and dealers in Chinese seafood and aquatic products import (export) market. It is an important platform for seafood enterprises to expand customers .





# Why exhibit

- China will not shut its door of opening-up; it will embrace the world with more open arms

- **High-quality buyer resources**

Sharing global buyer resources which is from Liangzhilong · China Food Trade Fair series food exhibition.

- **Geographical advantages**

As an international economic and trade center and an international convention and exhibition city, Guangdong has been the largest province in aquatic product production and consumption for many years, and the market environment is excellent.





## Global Seafood Trade Fair



**1,000+**  
Exhibitors



**10,000+**  
Products



**40,000m<sup>2</sup>**  
Exhibition  
area



**50,000+**  
Visitors

**Date:** June 28-30 , 2023

**Venue:** Canton Fair Complex(Area D) , China



**ADMINISTRATION**

# **Global Seafood Trade Fair**

## **Hosts:**

China Aquatic Products Processing and Marketing Alliance  
China Aquatic Production Chamber of Commerce

## **Organizers:**

Wuhan Shihedao Network Technology Co., Ltd.

## **Co-organizers:**

Wuhan Liangzhilong Food Material Inc.  
Optima Integration Group  
Zhanjiang Guolian Aquatic Products Co., Ltd.  
Guangdong Evergreen Conglomerate Co., Ltd.  
Global Seafood Alliance (GSA)  
Guangzhou Nutriera Biotechnology Co., Ltd.  
Guangzhou Huangsha aquatic product trading Market  
Lanesync Supply Chain Service Co., Ltd.  
Fishfirst Magazine/Seafood Guild(LingShi Ad CO.Ltd.)

Hong Can Media  
Hainan Xiangtai Fishery Co.,Ltd.  
Jiangxi Longtaian Food Chain Company Limited  
Liaoning Ande Food Co., Ltd  
Beijing Haiqiao Market Popularizing Co., Ltd.  
Zhangzidao Group Co.Ltd (ZONECO)  
Vinh Hoan Corporation  
Hongkong Castle Seafood Company Limited  
[More Co-organizers Inviteing.....](#)





## Concurrent Events

# 【Summit & Forum】

- Global Shrimp Industry Development Summit Forum
- Overseas Seafood Products Digital Trade Forum
- Tilapia Industry Chain Summit
- China Aquatic Prepared Dishes Development Summit
- Salmon Industry Development Summit Forum
- Green Fishery Sustainable Development Summit Forum
- Seafood Trade Export Forum
- Global Seafood Trade Import Service Forum
- International Seafood and Catering Development Forum
- Import and Export Inspection and Quarantine Forum





Concurrent Events

# 【Cooking competition】

- Popular Cuisine Cooking Competition
- China Creation Art Seafood Show
- Cooking Show On-line
- Aquatic Prepared Dishes cooking competition
- China Fish Cooking Competition - Guangzhou







## Concurrent Events

# 【 Promotion Conference 】

- Global Seafood Promotion Conference——Salmon、 King crab、 Basa fish
- Aquatic Prepared Dishes Tasting Conference
- Seafood&Wine Tasting Conference
- Seafood Market Dealers Promotion Conference
- Guangdong Province Aquatic Products Promotion Conference





## Exhibition Sectors

### **Aquatic products, seafood**

all kinds of fishery aquatic products, Marine fresh products, frozen products, dry goods; Deep-processed aquatic products; Aquatic crafts, etc.;



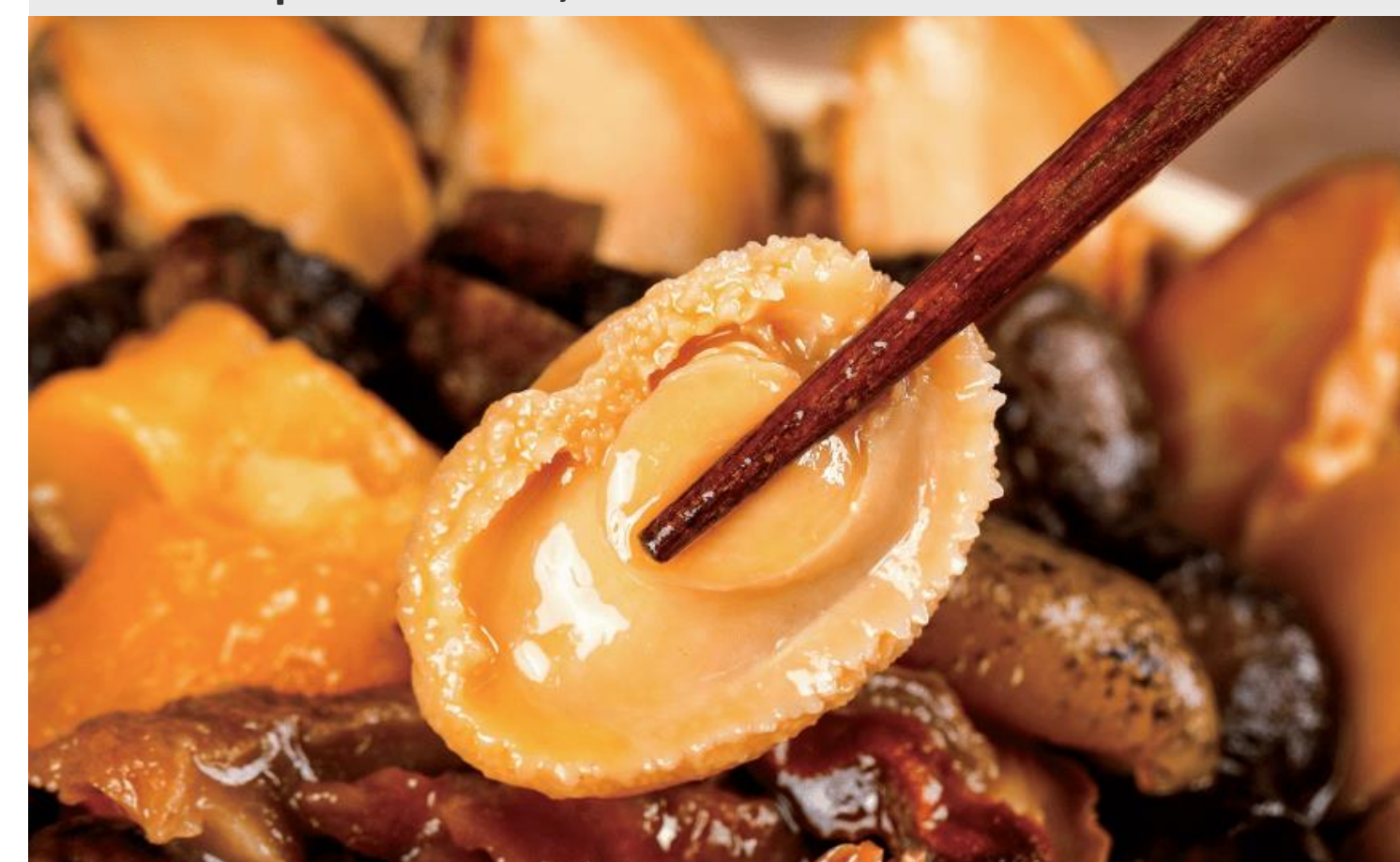
### **Aquatic products Industrial chain**

aquaculture technology and equipment, feed, medicine, oceangoing fishing tools and equipment, Processing and packaging equipment, cold chain storage and transportation, Trade Service;



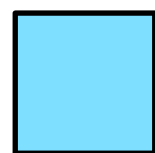
### **Prepared Dishes**

all kinds of processed and produced enterprises with prepared dishes, chain restaurant enterprises, instant food, prepared dishes, central kitchen and other products;

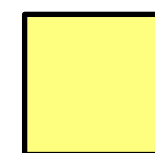




# [Layout & Booth Price]



Shell Scheme ( 3m x 3m): USD 4, 500 / 9m<sup>2</sup>



Space Only(minimum 36m<sup>2</sup>) : USD 450/m<sup>2</sup>



# Media • Support

## ▼ Multi-platform

- Cooperate with more than 80 professional media and We-media in the industry to carry out all-round publicity and follow-up reports on exhibitions, events, activities and forums.
- Write the exhibition news for the exhibitors, and comprehensively report the exhibitors from the aspects of enterprise products, services, KOL, etc.
- Short video platforms such as Tiktok and Kwai carry out comprehensive marketing and promotion such as exhibition promotion, food material recommendation and audience recruitment.
- Live reports from TV stations, Tiktok, and live broadcast of the exhibition. During the live broadcast, the popularity of the exhibition is constantly increased through lottery activities to gain audience attention .

## ▼ Part of Media List

### Portal Site

Toutiao, Ifeng News, Daily Express, Netease News, Sohu News, Tencent News, Xinhua Daily, Sina, China.com, China.com, Huanqiu.com, Hexun.com, China News, Sw2008.com, Ccne.com, Tencent Video, Youku Video, iqiyi, Sohu Video, etc.

### Local media

Yangcheng Evening News, Guangzhou TV, Guangzhou Daily, Guangdong Satellite TV, Guangzhou Metro News, Southern Metropolis Daily, Southern Daily, First Finance and Economics Daily, Shenzhen Metropolis Daily, Guangdong News Channel, Guangdong Southern Satellite TV, etc.

### Industry media

Food ingredients brand observation, China Food Trade Fair, Fishfirst Magazine, Seafood Guild, Hong Can Media , Agricultural Treasure, Tenfish.com, Bbwwfish.com, Zgscm.cn, Anyin O2O, Anyin168.com, Anyinj.com, Ld001.com



# Business cooperation

Project cooperation

Book Booth

Market cooperation

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# | Global Seafood Trade Fair

Build a world-class seafood trading platform

**we look forward your joining!**

