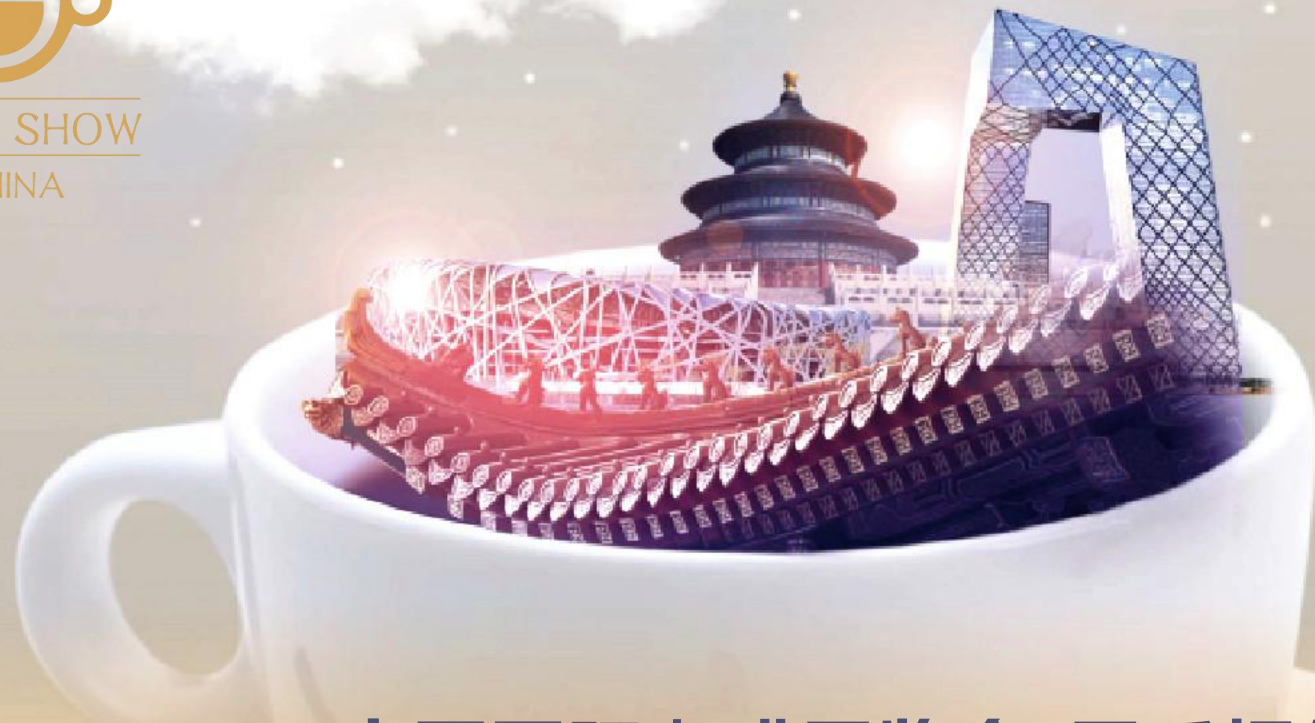




CAFE SHOW
CHINA

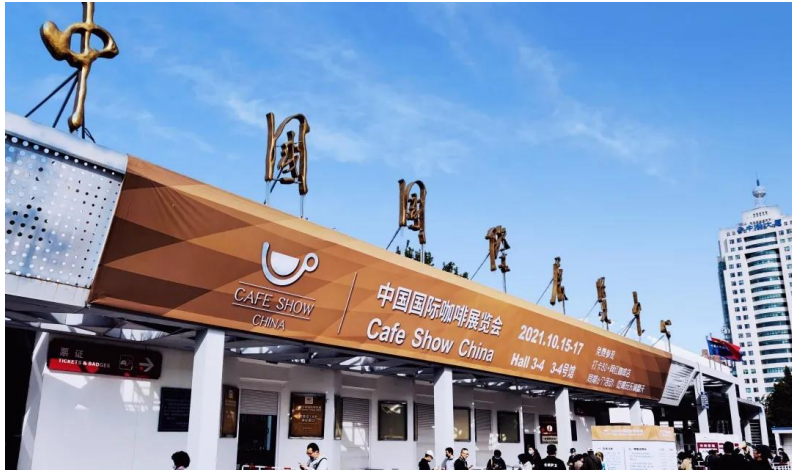


2021中国国际咖啡展览会-展后报告

Cafe Show China 2021 - Post Show Report

2021中国国际咖啡展览会 - 展会综述

Cafe Show China 2021 - Show Review



举办时间： 2021年10月15日-17日
举办地点： 中国国际展览中心（静安庄）
3、4号馆
展览数据： 16,000平方米，198家企业
32,582人次观众
展览频率： 一年一届

Period : Oct.15- Oct.17, 2021
Venue : China International Exhibition Center, Hall 3,4
Data : 16,000sqm, 198 exhibitors
32,582 visitors
Frequency : Annually

食品与饮料综合（咖啡与茶、烘焙与冰淇淋、巧克力与甜品、烹饪食材、休闲食品）、酒店用品及零售餐饮综合、特许加盟与连锁经营、其他周边相关产品、出版物、教育培训、咨询、服务、活动等。

Food & Beverage (Coffee & Tea, Bakery & Ice-cream, Chocolate& Dessert, Cooking Ingredients, Leisure Food, etc.), Hospitality, Retail & Catering, Franchising and Other related products, Publications, Education & Training, Consulting, Service and Events, etc.

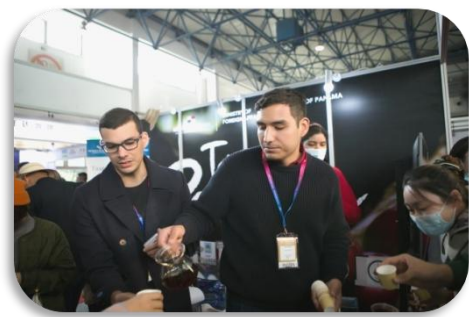


展会携手哥伦比亚、墨西哥、巴拿马、卢旺达、斯里兰卡、海地、厄瓜多尔、巴西等10余个咖啡原产国驻华大使馆、贸易局、咖啡协会，带观众体验世界咖啡之旅。

The show cooperated with embassies, trade bureaus and coffee associations from more than 10 countries, such as Colombia, Mexico, Panama, Rwanda, Sri Lanka, Haiti, Ecuador and Brazil, brought a world coffee journey.

2021中国国际咖啡展览会-国际展团

Cafe Show China 2021- International Pavilions



2021中国国际咖啡展览会-国际展团

Cafe Show China 2021 - International Pavilions



主办方会见哥伦比亚驻华大使路易斯先生及夫人、海地中国贸易发展办事处代表德温一行。
Colombian Ambassador in China Mr.& Mrs. Luis met with Show Host.
Commercial Development Office Of Haiti in China Mr.Dwinel met with Show Host.



2021中国国际咖啡展览会-展商风采

Cafe Show China 2021- Exhibitor Impressions



CAFE SHOW
CHINA



2021中国国际咖啡展览会-参展品牌国际化

Cafe Show China –Participating Brands



展会汇聚近百种国内外知名咖啡品牌，La Marzocco、Lavazza、Brewista、Monin、Wega、惠家、德龙、飞马、BUNN、弗兰克、喜客、王力咖啡、本真咖啡、咖啡小镇、威士特咖啡等。This show gathered around 100 well-known international and domestic coffee brands, including La Marzocco, Lavazza, Brewista, Monin, Wega, Welhome, Delonghi, Bunn, Hisakage, Faema, Toschi, Elektra, Mazzer, Franke, Ceecoo, etc.



2021中国国际咖啡展览会 - 北京咖啡酷饮嘉年华

Cafe Show China 2021- Beijing Coffee & Beverage Carnival



2021中国国际咖啡展览会-同期活动

Cafe Show China 2021- Concurrent Events



- 中国咖啡冲煮大赛中部赛区
- 巴西精品咖啡杯测与分享专场
- LAS拉花对抗赛
- D特压咖啡冲煮大赛
- “三元杯”第二届全国咖啡师职业技能竞赛
- 咖啡杯测
- 咖啡论坛
- 2021 The 7th China Brewers Championship
- Brazilian Speciality Coffee Cupping & Sharing Event
- LAS Vitasoy LATTE Art Smack Down
- Delter Coffee Press Brewing Championship
- “Sanyuan Cup” National Barista Skills Championship
- Coffee Cupping
- Coffee Talk



中国咖啡冲煮大赛中部赛区

2021 The 7th China Brewers Championship



CAFE SHOW
CHINA



巴西精品咖啡杯测与分享专场

Brazilian Speciality Coffee Cupping & Sharing Event



LAS拉花对抗赛&D特压咖啡冲煮大赛

LAS Vitasoy LATTE Art Smack Down & Delter Coffee Press Brewing Championship



CAFE SHOW
CHINA



“三元杯” 第二届全国咖啡师职业技能竞赛

“Sanyuan Cup” National Barista Skills Championship



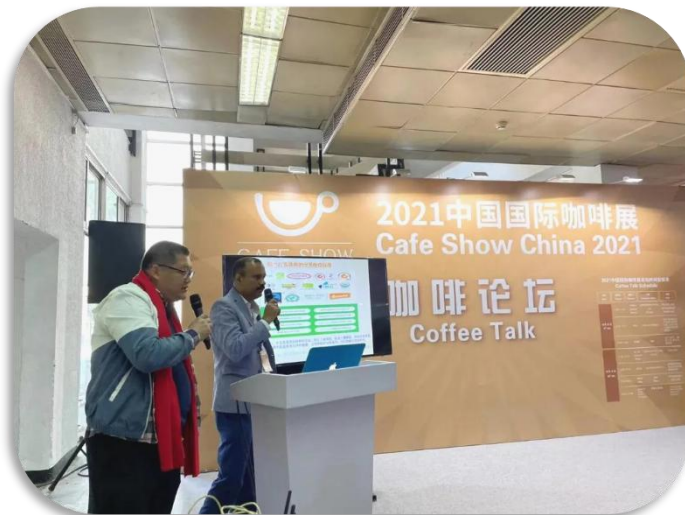
咖啡杯测

Coffee Cupping



CAFE SHOW
CHINA





2021中国国际咖啡展览会 - 媒体高度关注

Cafe Show China 2021-News Media Coverage



北京电视台、央视网、人民网、新华网、
凤凰网、搜狐、优酷网等20多家热门媒体现
场采访，近100家媒体进行报道，总曝光量
2000万+。

More than 20 spot interviews and almost
100 reports from BTV, CCTV.com, People
Dailys, Xinhuanet, Phoenix, Sohu, Youku,
etc., with 2000W+ exposure.



2021中国国际咖啡展览会-媒体合作推广

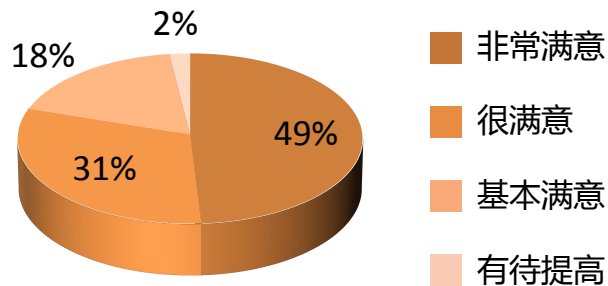
Cafe Show China 2021- Media Partners



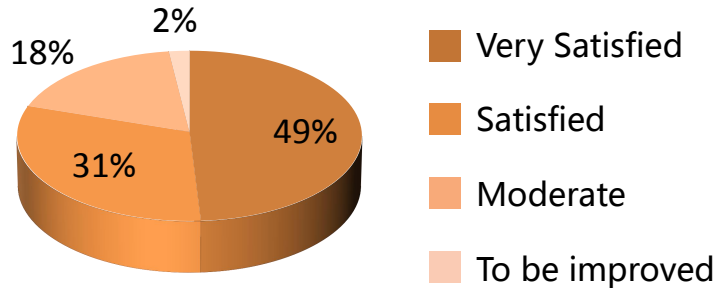
CAFE SHOW
CHINA



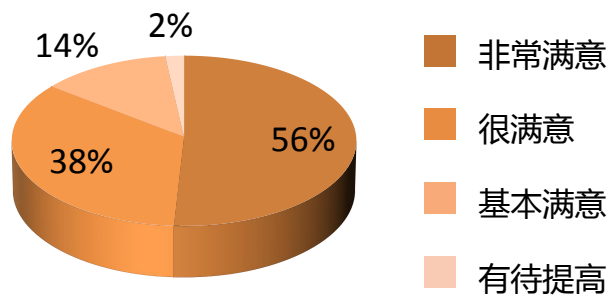
展商对展会到场观众满意度高达94%



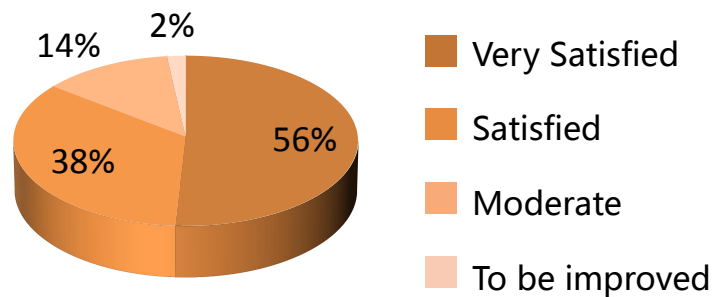
Exhibitor satisfaction for visitor is 94%



观众满意度高达98%

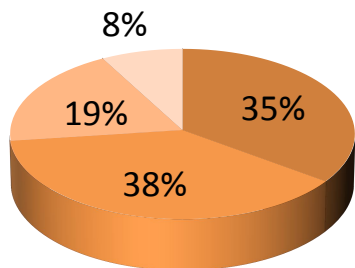


Visitor satisfaction of the show is 98%

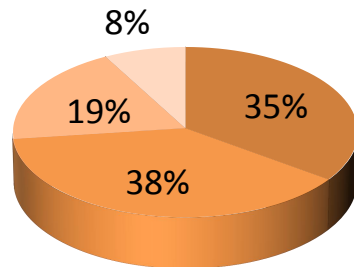


2021中国国际咖啡展览会 - 观众类型

Cafe Show China 2021- Visitor Profile



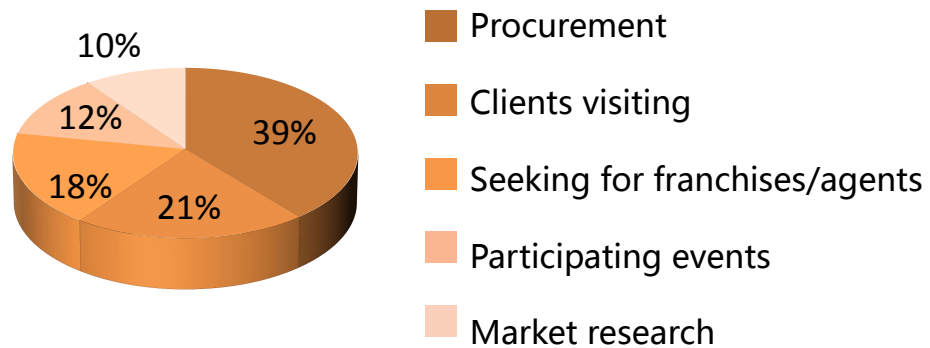
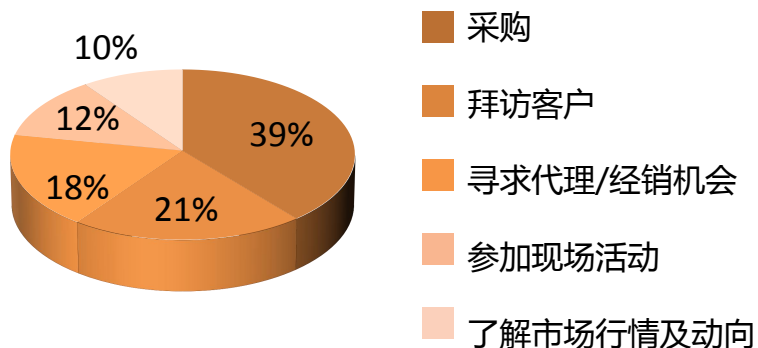
- 经销商/代理商
- 咖啡店/餐厅等实体店
- 超市/采购部门
- 其他



- Distributors/Agents
- Cafe/Restaurant and shops
- Marketing/Purchasing Dpt.
- Others

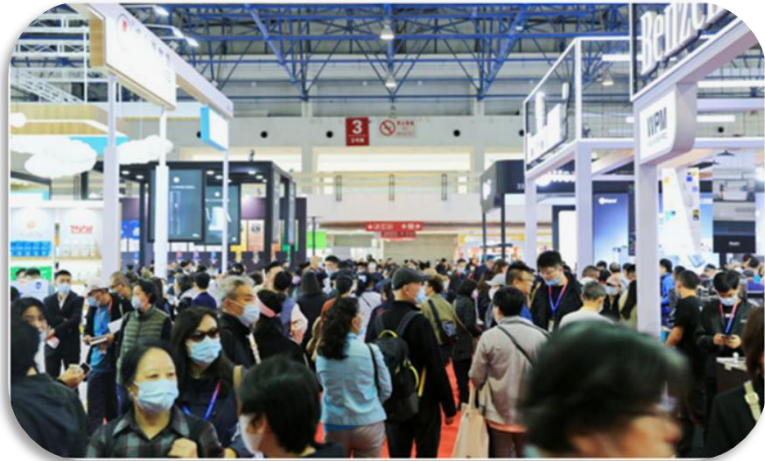
2021中国国际咖啡展览会 - 观众参观目的

Cafe Show China 2021- Visitor Purposes



中国国际咖啡展览会优势

Why Cafe Show China?



- ◆ 立足北京，国际性高，辐射全球
- ◆ 着眼世界咖啡快速发展市场-中国, 专业性强
- ◆ 为展商和观众搭建优质平台
- ◆ Based in Beijing, highly international and popular all over the world.
- ◆ Focusing on the rapid development coffee market in the world-China and specializing in coffee industry.
- ◆ An excellent platform for B2B and B2C market.



期待与您相约2022中国国际咖啡展览会!

9月2-4日 北京老国展

Welcome to join Cafe Show China 2022!
Sept.2-4 China International Exhibition Center, Beijing

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北京华港展览有限公司

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