



China's Authoritative B2B Fair for Food Industry

The 26th China (Guangzhou) International Food Exhibition

10-12 March
2027

China Import &
Export Fair Complex



www.food-gz.com

Host

Center for the Promotion of Cooperation and
Development of Small and Medium Enterprises
China Entry-Exit Inspection and Quarantine Association
Guangdong Organic Agriculture Association
Guangdong Institute of Food Science and Technology

Co-Organizers

Beijing Yigi Public Welfare Foundation

Organizer

Guangzhou Yi Fan Exhibition Co., Ltd.



Domestic Supporters

Jiangxi Provincial Department of Commerce
Department of Agriculture and Rural Affairs
of Heilongjiang Province
Linzhi Municipal Bureau of Commerce
Hunan Provincial Forestry Bureau
Department of Agriculture and Rural Affairs
of Hebei Province
Department of Commerce of Jilin Province
Yongxiu County Agriculture and Rural
Bureau
Changchun Municipal Bureau of Commerce
Commerce Department of Inner Mongolia
Autonomous Region
Wuchang Municipal People's Government
Longnan Municipal People's Government,
Gansu Province
Qing'an County People's Government,
Heilongjiang Province
Deqin County, Shangri-La

International Supporters

Aegean Exporters' Associations
ANICAV — Associazione Nazionale Industriali
Conservare Alimentari Vegetali
Rice Exporters Association of Pakistan
CzechTrade
ITA - Italian Trade Agency
ICEX – Invest in Spain
Pro Ecuador
InvestChile
Ministry of Agriculture and Rural Development,
Poland
International Olive Oil Council
Department of Foreign Trade, Thailand
Jeollanam-do Government, Korea
Geumsan Ginseng & Herb Development Agency

(Listed in no particular order)



Rooted in the South China market, the Guangzhou International Food Expo (GZ FOOD EXPO) has been successfully held for 25 sessions, emerging as a well-established international B2B professional food exhibition in South China.

Leveraging the Guangdong-Hong Kong-Macao Greater Bay Area's strengths as an import and export transportation hub, the expo aligns with prevailing new consumption trends including health and nutrition, convenient daily necessities, emotional consumption experience and personalized customization. It covers the full industrial chain with categories ranging from imported food and beverages, grains, oil, rice and flour, casual snacks, alcohol drinks to health food.

The expo attracts tens of thousands of professional buyers worldwide, encompassing comprehensive sales channels such as distributors, retailers, catering and hotel businesses, e-commerce platforms and social media communities. A full lineup of supporting activities is available, including product matching meetings, industry seminars and livestreaming empowerment sessions. It helps enterprises consolidate their domestic presence and expand overseas business channels, serving as an efficient communication and trade matchmaking platform for the food industry.

Location Advantages: Bay Access, Global Links, Full-scale Client Development

Guangdong-Hong Kong-Macao Greater Bay Area (covering nine cities in Guangdong Province, Hong Kong and Macao)



The Bay Area boasts over **86 million** consumers, featuring a huge market driven by rigid food demand and emerging consumption trends.



Supported by the trillion-yuan consumer market in South China, it offers direct access to Hong Kong, Macao, South-east Asia and global markets.



One-stop cross-border export solutions in the Greater Bay Area for low-cost, high-efficiency cross-border food trade

Exhibition Value: Commercialize Innovations, Break Through Distribution Channels, Expand Domestic & Overseas Markets

Dual Growth Drivers

Leveraging the Greater Bay Area's trade advantages, we assist enterprises in simultaneously deepening domestic sales and planning overseas expansion to unlock brand-new growth trajectories.

Scenario Breakthrough

New consumption models for food keep expanding. The exhibition gathers full-scenario procurement resources to help new products quickly access terminal sales channels.

Channel Expansion

We host exclusive buyer matching sessions, omnichannel live commerce and other featured events, enabling enterprises to rapidly expand sales channels and boost brand exposure.

Seize Market High Ground

The boom of specialty foods for new generations is surging. Drawing on the exhibition's youth-focused channel resources, we help brands capture the young consumer market.

Cater to Rigid Market Demands

Clean labels and functional nutrition have become industry standards. Centered on the high-demand health food track, the exhibition connects enterprises with major purchasers from supermarkets and new retail platforms.

Leading global food giants gather here to showcase new products across the entire industrial chain.



VIP Group Buyers

Guangdong Food Circulation Association
Guangdong Organic Agriculture Association
Guangdong Sihui Catering Industry Association
Guangdong Healthy Diet Culture Association
Guangzhou Catering Industry Association
Guangzhou Panyu District Catering Industry Chamber of Commerce
Guangzhou Yuexiu District Catering Industry Chamber of Commerce
Guangzhou Nansha District Catering Industry Association
Guangzhou Panyu District Catering Industry Chamber of Commerce
Guangzhou Liwan District Liquor Association
Guangzhou Baiyun District Food Association
Guangzhou Huadu District Hotel and Catering Association
Foshan Shunde Longjiang Catering Industry Association
Foshan Shunde Jun'an Catering Industry Association
Foshan Catering Industry Chamber of Commerce
Foshan Nanhai District Catering Industry Association
Foshan Gaoming Catering Industry Association
Foshan Shunde District Lecong Food Association
Foshan Shunde District Ronggui Catering Industry Association
Foshan Shunde District Daliang Food and Tourism Promotion Association
Foshan Shunde District Xingtan Catering Industry Association
Foshan Shunde District Catering Industry Association
Zhaoqing Hotel and Catering Industry Association
Heshan Catering Industry Association
Jiangmen Cuisine Association
Zhongshan Cuisine Association
Qingyuan Food Culture Industry Association
Zhuhai Chefs Association

Key buyers include...

With a deep-rooted national sales network, the show connects exhibitors with bulk buyers including distributors, agents, traders, retailers, supermarket chains, and hospitality professionals through targeted one-on-one meetings. It also integrates new retail platforms such as e-commerce, community group-buying, social commerce, and franchising, offering companies diversified channels to broaden their market presence.

Business matching meetings, product selection meetings and live-stream sales help you accurately target matching buyers.

500+
Selected
Exhibitors

1000+
One-on-One
Matchmaking

170+
Quality
Buyers



Exhibit Categories

Imported Food & Beverages	Premium imported food, snacks, beverages, fruit juices, health food, imported fine wines, etc.
Fresh Food	Premium fresh fruits and vegetables, seasonal agricultural products, characteristic agricultural specialties, original ecological fresh ingredients, pollution-free green agricultural products, livestock and poultry meat, aquatic seafood, agricultural and animal by-products, etc.
Cereals, Oils & Staples	Edible oils, rice, flour, grains & dried staples, coarse grain products, deep-processed daily grain & oil products, etc.
Beverages & Premium Water	Bottled drinks, functional drinking water, fruit & vegetable juices, tea beverages, carbonated drinks, coffee, plant-based protein drinks, etc.
Wine & Alcoholic Drinks	Chinese Baijiu, rice wine, beer, fruit wine, low-alcohol trendy drinks, specialty liquors and other alcoholic beverages.
Snack Foods	Casual snacks, stress-relief food, innovative flavored snacks, viral trending food, local specialty snacks, new-style bakery desserts, etc.
Ready-to-Cook & Convenience Foods	Ready-to-eat, ready-to-cook and ready-to-prepare pre-made dishes, instant staple foods, light meal replacements, outdoor portable food, lazy quick meals, instant cuisines, etc.
Nutrition & Health Foods	Low-fat and low-sugar foods, high-protein meal replacements, probiotic functional foods, clean-label foods, organic green foods, dietary supplements, natural healthy ingredients, etc.
Ingredients & Supply Chain Support	Raw materials for pre-made dishes, food packaging, processing equipment, sterilization and fresh-keeping machinery, cross-border cold chain logistics, product traceability technology, supply chain services and other supporting technologies & services covering the entire food industrial chain.

Stand Prices & Facilities

  	Raw space USD 330/sqm	Facilities Location close to the entrance/exit or main corridor Exhibitors bear the cost of booth construction
	Premium booth with one side open USD 3,608/9sqm Premium booth with corner USD 3,968/9sqm	Facilities 3mX3mX3.5m(H) 1 information counter 1 display cabinet 1 meeting table 4 chairs 1 dustbin Carpet 1 electric socket (220v and 500w)
	Standard booth with one side open USD 2,500/9sqm Standard booth with corner USD 2,750/9sqm	Facilities 3mX3mX2.5m(H) 1 information counter 2 chairs 2 fluorescent lamps 1 dustbin Carpet 1 electric socket (220v and 500w)

Visitor Guide Ad.		Other Advertisement		Product Introduction Meeting	
Front cover	USD4,600	Exhibitor badge (single page)	USD5,000/per Color printing	Exhibitors	USD1,800/Session (30 mins)
Back cover	USD4,300	Visitor badge (single page)	8,400/per Color printing	Non-Exhibitors	USD3,600/Session (30 mins)
Title page cover	USD2,300	Gift bag (single color printing)	USD3,400/2000 bags	Appoint hours should be charged USD1,000	
The second front page	USD2,000	Visiting Ticket Back Adv(single page)	USD850/5000 pieces	(Please contact us for more information.)	
The third front page	USD2,000	Visiting invitation letter (back cover)	USD1,650/2000 pieces		
Inside specified color page	USD1,200	Ground Stickers	USD 1,000/per		
Inside color page	USD1,000	Visitors/Exhibitors Badge Rope Adv. (Logo Single Face)			
				E-Exhibition Catalog	
				inside color page USD1000	

Contact Us

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