



www.anuga-cn.com
Shenzhen, 27.-29.04.2026
深圳会展中心(福田)

世界食品(深圳)博览会

荟聚全球美食, 共话活力市场

Coutry Day

Sponsor Plan

主办单位
战略合作
伙伴



C&D 建发会展



XICEE 厦门会展集团



Overview of Exhibition



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General Introduction

Continuing the legacy of Anuga's global excellence, Anuga Select China 2025 successfully concluded from 24-26 April in Shenzhen. The event reaffirmed its position as a premier trade platform for the food and beverage industry in Southern China. Held alongside SIGEP China and LogiMAT China, it showcased a dynamic convergence of industry leaders, innovative products, and market trends, driving business connections and fostering sector-wide growth.

- ❑ International buyers up 37%: Strong demand in Europe & Southeast Asia highlights professional sourcing growth.
- ❑ Enhanced two-way business matching: Streamlined product display meets precise buyer needs, enabling efficient business pairing.
- ❑ Tech and Innovation power: FoodTec and new products fuel supply chain and retail evolution.
- ❑ Tailored HoReCa events: Empower brands to gain insights, capture demand, demonstrate applications and access channel resources.



Exhibition Area

35,000 m²
Exhibition Area



Exhibitors

603
Exhibitors
from **20** countries
& regions



Professional Buyers

31,428
Trade Visitors
from **52** countries
& regions

2026 世界食品（深圳）博览会“国家日”赞助方案

Anuga Select China 2026 Country Day Sponsorship Plan



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03 特别
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线上
广告赞助 Online
Advertising

展会官网：首页
Official Website: Homepage



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a 滚动Logo广告 | Rolling Logo Advertisement

尺寸 | Size : 270(w) * 195(h) pixel

价格 | Price : RMB 50,000 (EUR 6,000)

b 横幅广告 | Banner

尺寸 | Size : 1260(w) * 165(h) pixel

价格 | Price : RMB 80,000(EUR 9,650)



Anuga Select China 官网 | Official Website



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线上
广告赞助 Online
Advertising

展会官网：线上展厅
Official Website: Online Exhibition



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f 线上展厅 | Online Exhibition

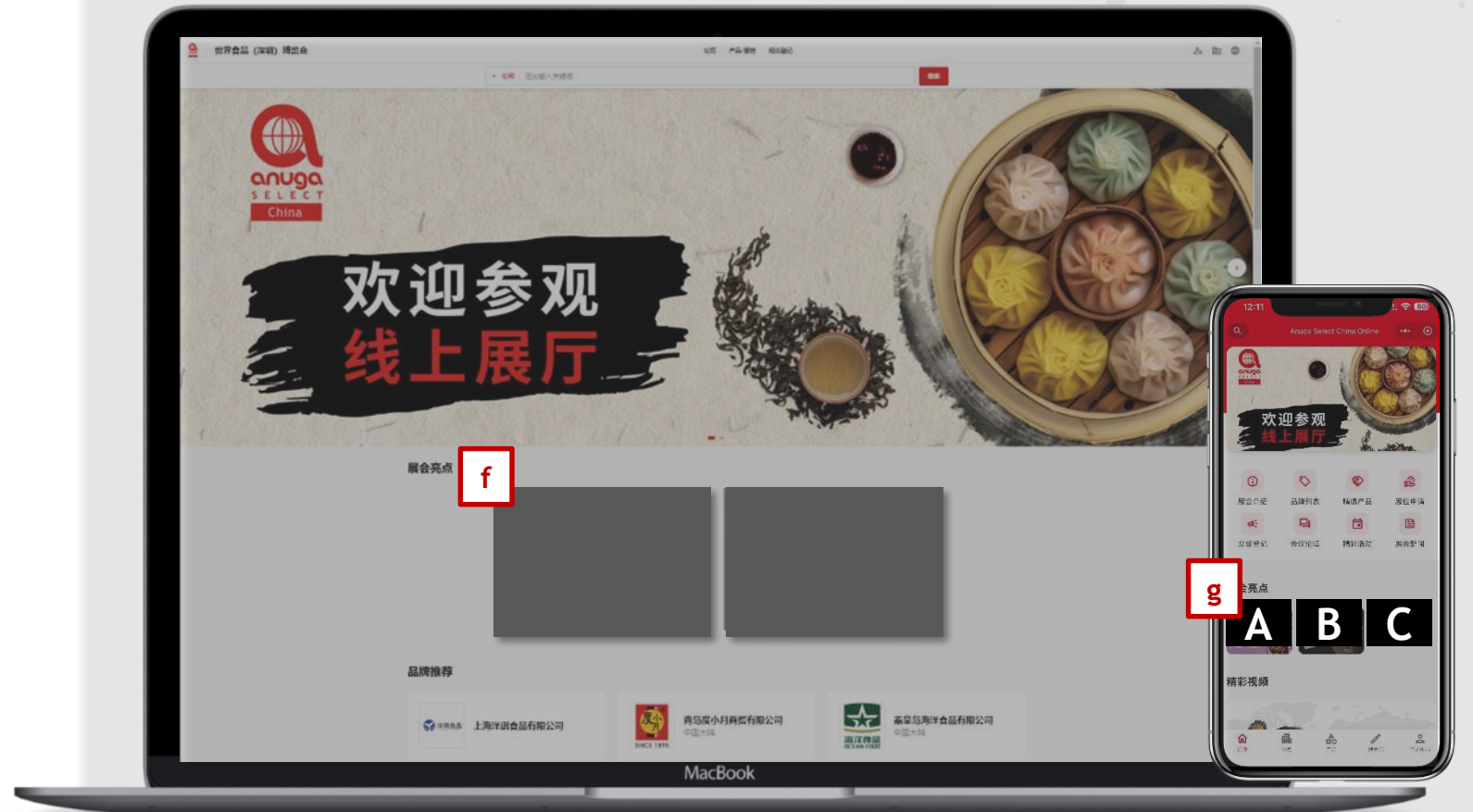
尺寸 | Size : 344(w) * 194(h) pixel

价格 | Price: RMB 20,000 (EUR 2,780)

g 线上展厅小程序 | Online Mini Program

尺寸 | Size : 250(w) * 141(h) pixel

价格 | Price: RMB 20,000 (EUR 2,780)



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线上
广告赞助 Online
Advertising

展会官网：参观登记
Official Website: Visitor Pre-reg



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c 预登记广告 | Pre-registration ads

A尺寸 | Size : 1170 x 208 pixel

价格 | Price : RMB 40,000 (EUR 4,850)

时间 | Time : 5 个月 | 5 Months

B尺寸 | Size : 375*211 pixel

价格 | Price : RMB 20,000 (EUR 2,450)

时间 | Time : 5 个月 | 5 Months

d 横幅广告 | Banner

尺寸 | Size : 350(w) * 120(h) pixel

价格 | Price : RMB 9,000 (EUR 1,100)

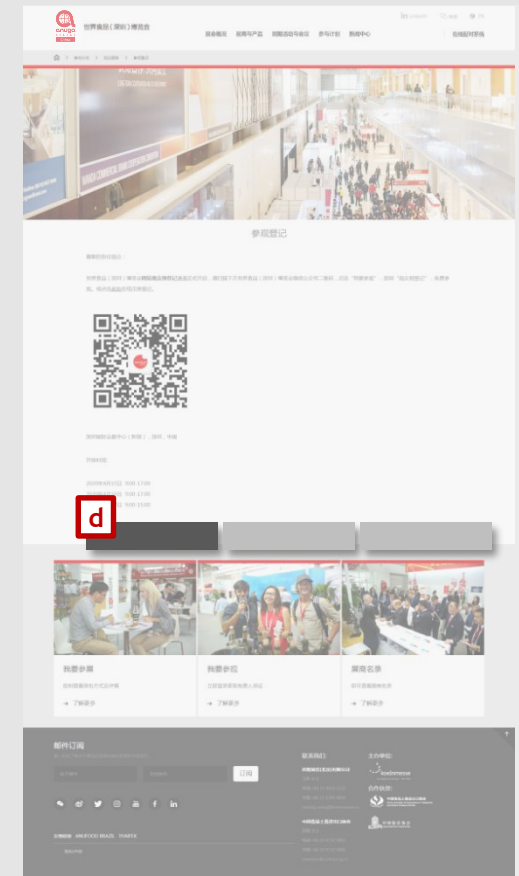
时间 | Period :

2025年11月至2026年4月

November 2025- April 2026

1. 预登记登录页 | Pre-registration Log-in

2. 电子票页 | E-ticket



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线上
广告赞助 Online
Advertising

电子期刊 (月刊)
E-newsletter (biweekly)



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c 横幅广告 | Banner

尺寸 | Size : 623(w) * 180(h) pixel

价格 | Price : RMB 20,000 (EUR 2,490)

覆盖数据 | Data : 60,000+

d 头条 (多图文) | Special Feature(Headlines)

价格 | Price : RMB 16,800 (EUR 1,980)

*展商可提供文章内容和相关配图 (包括但不限于长图、视频等)

Exhibitors can provide text with graphics and pictures(including but not limited to graphics and videos, etc.)



e

全彩整幅广告(封二) |

4/c Full Page Advertisement
(Inside Front Cover)

尺寸 | Size : 148(w) * 210(h) mm

价格 | Price : RMB 20,000 (EUR 2,490)

e



总代理： ESTRELLA DE CASTILLA 代理： BATAILLÉ el Unico

1P广告

展位: HALL 1-N20

 美亚 美亚食品贸易有限公司
耀腾冷冻食品(深圳)有限公司

我们致力为顾客搜罗世界各地的各种高级食材, 包括
橡果风干火腿、西班牙纯种黑毛猪、纯种杜洛克猪、
美国优质牛肉、猪肉、可持续海鲜、龙虾、雪蟹、面
包蟹、鱼、调味料及意大利松露等。

(86) 147-1442-3435 147-1442-3435 cn.sales@amerasiafood.com
● 深圳市罗湖区南湖街道文锦社区新安路2号好运来大厦1401室

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a

全彩整幅广告 | 4/c Full Page Advertisement

尺寸 | Size : 148(w) * 210(h) mm

价格 | Price : RMB 40,000 (EUR 4,900) (The first page)

RMB 26,000 (EUR 3,200)



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b

独家套餐 | A+B (Exclusive package) 40,000pcs

数量 | Qty : 40,000 套 (pcs)

价格 | Price : RMB 280,000 / 40,000 pcs (EUR 33,750)

挂绳Logo广告 | Lanyard Logo

数量 | Qty : 10,000 条(pcs)

价格 | Price : RMB 40,000 / 10,000 pcs (EUR 4,900)

起购数量 | At Least Qty: 10,000条(pcs)

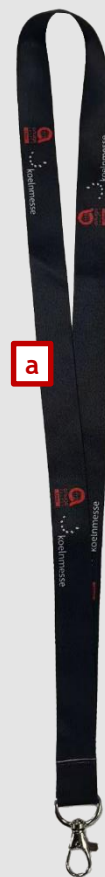
观众胸卡广告 (背面) | Badge Advertisement (Back)

尺寸 | Size : 74(w) * 103(h) mm

数量 | Qty : 10,000 张 (pcs)

价格 | Price : RMB 70,000 / 10,000 pcs (EUR 8,500)

起购数量 | At Least Qty : 10,000张 (pcs)



c 立式桁架广告牌 | Vertical Truss Billboard**位置 | Position:**

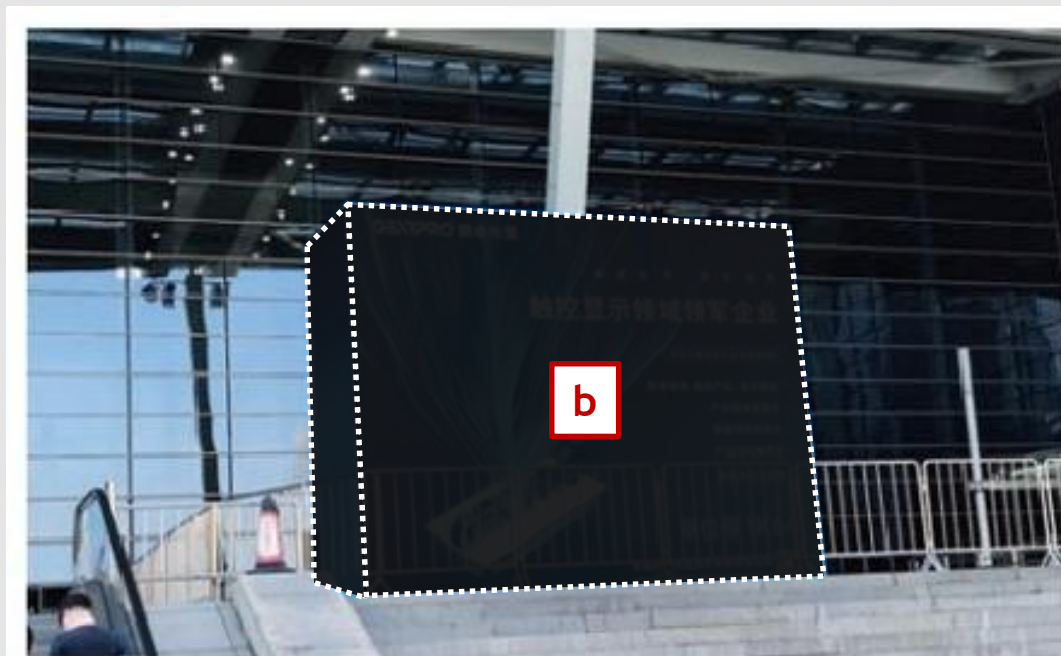
开幕式平台东、西水泥平台各1个；其它点位

Opening Ceremony Platform, One Cement Platform on the East and One on the West; Other Locations

尺寸 | Size: 17m(w)* 5m(h)

面积 | Area: 85 m²

价格 | Price: RMB 100,800 / 幅 (EUR 12,200/piece)



d

展厅二层平台条幅(面向展厅) | Second-Floor Platform Banners in the Exhibition Hall (Facing the Exhibition Hall)

位置 | Position:

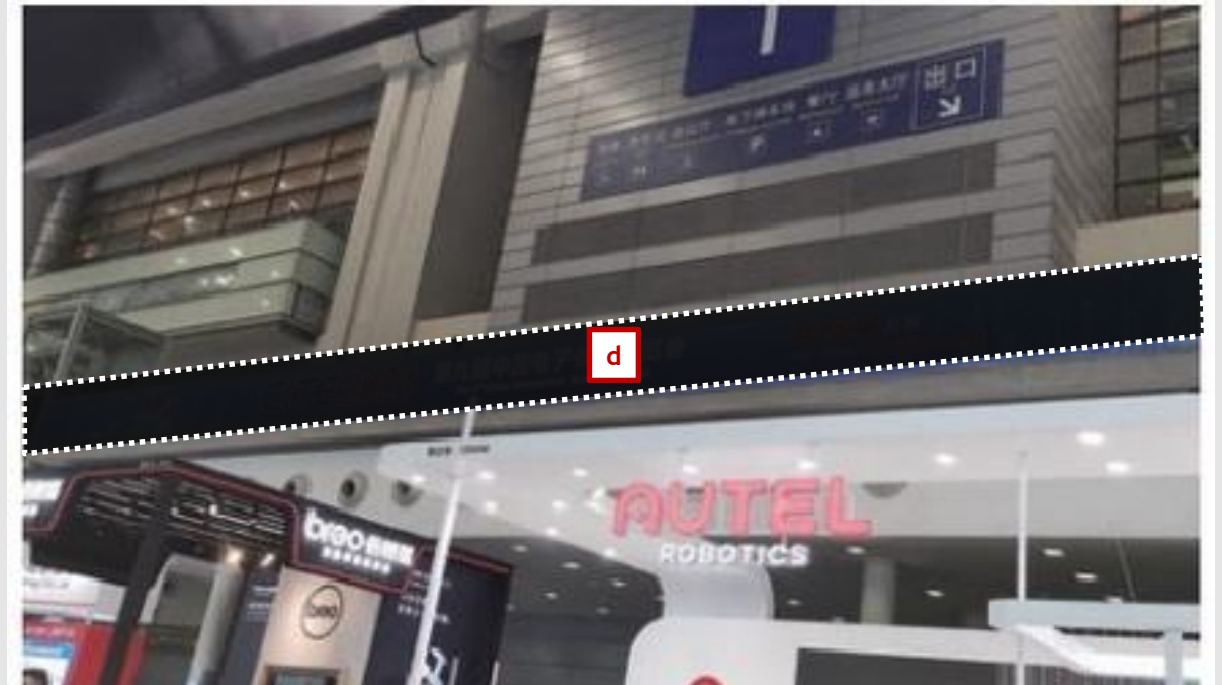
展厅二层平台玻璃护栏条幅

Glass Guardrail Banners on the Second-Floor Platform in the
Exhibition Hall

尺寸 | Size: 26(w) * 1.2(h) m

面积 | Area: 31.2 m²

价格 | Price: RMB 80,800 / 幅 (EUR 9,750/Piece)



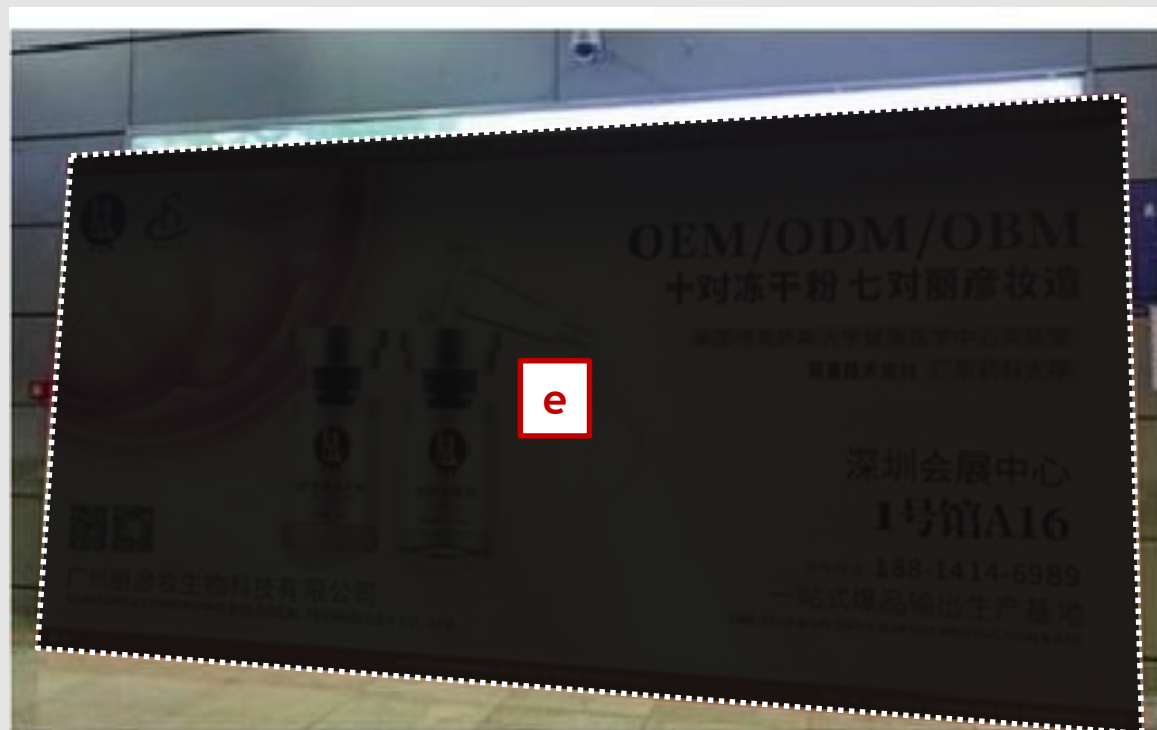
e 室内桁架 (单面) | Indoor Truss (Single-Sided)**位置 | Position:**

北入口二楼服务区中心区域

Central Area of the Second-Floor Service Area at the North Entrance

尺寸 | Size: 5(w) * 3(h) m**面积 | Area:** 15 m² / 32 m²**价格 | Price:** RMB 51,800

EUR 6,250 / Piece



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4月27日 XXX - 国家日 | April 27th/28th XXX Day - Country Day

- ❑ 开幕式VIP贵宾接待区 | VIP Lounge of Opening Ceremony
 - ❑ 开幕式发言：3分钟 | 3 mins Speech in Opening Ceremony
 - ❑ 开幕式前排专属座位：2 | 2 seats in the front seats of Opening Ceremony
 - ❑ 国家日“欢畅时光”发言：3分钟 | 3 mins Speech in Happy Hour of Country Day
 - ❑ 国家日“欢畅时光”入场券：6张 | Happy Hour of Country Day's Invitation: 6 tickets
 - ❑ 现场所有主视觉背景墙均体现：LOGO | All of On-site KV will show your LOGO
- 价格 | Price : RMB 200,000 (EUR 24,100)

*名额有限，先到先得 (only 2 seats)

Limited capacity, first come first serve.

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On-line Promotion tools**EUR**

Official website- Homepage rolling banner AD	9,650
Official website- Homepage rolling logo	6,000
Visitors registration page-AD type A	4,850
Visitors registration page-Banner AD	1,100
EDM-Banner AD	2,490
Official WeChat- Headline article post	1,980
E-catalogue- 4/c full page AD (Inside front cover page)	2,490
Online showroom AD	2,780
Online showroom mini program AD	2,780

On-site Promotion Tools

Lanyard AD + Visitor badge backside AD EXCLUSIVE	33,750
Visitors guide- 4/c full page AD	4,900
Outdoor billboard AD- type B	12,200
Indoorl 2nd floor banner AD	9,570
Indoor billboard AD A	6,250

Special Tools of XXXX Country Day

April 27th/28th will be the XXXX COUNTRY DAY	
Opening ceremony VIP area: 2 seats	
Opening ceremony SPEECH: 3 mins	
Opening ceremony the front seats: 2	24,100
Happy Hour of Country Day Speech: 3 mins & 6 tickets	
On-site background wall: country day's LOGO	

Price in Total	124,890
The Total Price after Special Discount	99,912



THANK YOU

感谢
观看

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Organisers
Strategic
Partner

