



China International
Food & Catering Expo
中国国际食餐台



The Global
Association of the
Exhibition Industry

The 11th China International Food & Catering Expo



Find Ingredients · Choose Food Supply Chain · Join CIFCE

TIME
2026.9/18 ▶ 9/20

ADD
**Changsha International Convention and
Exhibition Center / Guangda Metro Station**

Sponsored by: Circulation Industry Promotion Center, Ministry of Commerce of the People's Republic of China, Hunan Tourism Development Investment Group Co., Ltd.

Organized by: Hunan Conference and Exhibition Group Co., Ltd.

Executed by: Hunan Xiangshang International Exhibition Co., Ltd.

The 11th China International Food & Catering Expo

Exhibition Overview

Exhibition Sponsor

Hunan Tourism Development Investment Group Co., Ltd. (hereinafter referred to as "HNTG") is a large-scale provincial hotel and tourism enterprise approved and established in July 2022 by the CPC Hunan Provincial Committee and the People's Government of Hunan Province to implement the region-wide tourism strategy. With a registered capital of RMB 10 billion, HNTG has more than 80 subsidiaries at all levels, including wholly-owned and holding subsidiaries Hunan Sunshine, Huatian Hotel Group Co., Ltd. (stock code: 000428), Hunan Xiangtou Sunshine Group Co., Ltd., Shaoshan Tourism Development Group Co., Ltd., Hunan Tourism Development Co., Ltd., Xiangcheng Modern, Hunan Exhibition Group, Hunan Smart Cultural Tourism Technology Co., Ltd., Hunan Guoling Private Equity Fund Management Co., Ltd., Hunan Embroidery Research Institute Co., Ltd., and Hunan Arts & Crafts Research Institute Co., Ltd. Currently, it has more than 10,000 employees.



Exhibition Organizer

Hunan Conference and Exhibition Group Co., Ltd. is a provincial state-owned exhibition comprehensive service enterprise established by Hunan Tourism Group as a way to fulfill the mission of developing the exhibition economy assigned by the CPC Hunan Provincial Committee and the People's Government of Hunan Province. It aspires to extensively create platforms for international cooperation, build an inland exhibition center, and become a leading exhibition enterprise. The group's business covers multiple sectors, including hosting and organization of exhibition activities, exhibition support services, venue operations and management, decoration and renovation projects, cultural tourism creativity, cultural performances, and advertising resource development. It is currently the only enterprise in Hunan Province to have obtained certifications from the Global Association of the Exhibition Industry (UFI) and the International Congress and Convention Association (ICCA). The group currently has three wholly-owned subsidiaries, including Hunan Huatian Decoration Co., Ltd., Hunan Xiangshang International Exhibition Co., Ltd., and Hunan Xiaoxiang Cultural Industry Development Co., Ltd., and one equity subsidiary, Hunan Changsha International Convention and Exhibition Center Investment Co., Ltd. (28.57%).



Overview of Previous CIFCEs

77.3 Cumulative Exhibition Area
773,000 m²

14800 Cumulative Number of Exhibitors
Over 14,800

40 Number of Provinces (or cities
and autonomous regions)
Over 40

50 Countries and Regions
Over 50

151.1 Cumulative Number of Visitors
1,511,000

345.8 Cumulative On-site Transaction
Volume and Intended Orders
RMB 34.58 billion



China International Food & Catering Expo (the "CIFCE") is a premier industry event in domestic trade circulation. The first CIFCE was held in 2016. After years of development, it has begun to take shape and become more professional, market-oriented, and international. The 10th CIFCE, co-organized by the Circulation Industry Promotion Center of the Ministry of Commerce of the People's Republic of China and Hunan Tourism Development Investment Group Co., Ltd., was successfully held at Changsha International Convention and Exhibition Center from September 19 to 21, 2025. The CIFCE has greatly promoted the development of industries such as catering, accommodation, commodity trade, and cultural tourism in Hunan Province. It has also improved connections between the upstream and downstream industrial chains of catering, as well as the industry's supply-side structural reform.

Ten Years of Market Development

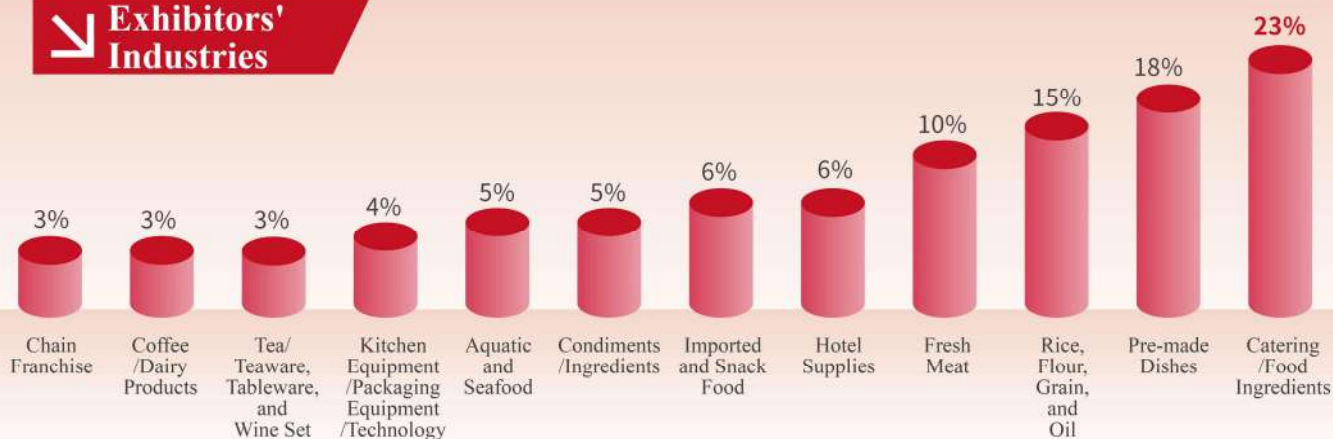
Building a Flagship Exhibition for Domestic and International Food and Catering Trade in Central China



Star Exhibitors



Exhibitors' Industries



Find Ingredients · Choose Food Supply Chain · Join CIFCE

Preview of the 11th CIFCE >



100000m²
Expo area



200,000 person-time
On-site Visitors



4000 +
International
standard booth



20 +
Concurrent
activities

The 11th CIFCE will be held at the Changsha International Convention and Exhibition Center from September 18 to 20, 2026. This exhibition features an upgraded professional exhibition area encompassing catering, food ingredients, grain and oil, coffee beverages, pre-made dishes, imported and snack foods, and compound condiments. Additional specialized areas include smart catering, hotel supplies, production packaging equipment, kitchen equipment, and chain franchise. By connecting upstream and downstream sectors, the CIFCE now serves as a comprehensive business platform spanning the entire industrial chain of the food and catering industry. The exhibition spans 100,000 square meters and features more than 20 professional activities, including expert forums, event evaluations, and matchmaking meetings. The expected number of visitors exceeds 200,000.

6 Reasons to Join CIFCE



New product release



Brand building and promotion



Expand business in domestic and foreign markets



Collect market information



Look for new suppliers



Build relationships with customers

Primary Exhibition Areas



Ingredient, Pre-made Food,
Fruit, and Vegetable



Grain and Oil



Coffee and
Beverage



Imported and
Snack Foods



Pre-made Food Processing
and Production Enterprises



Chain Franchise



Smart Catering



Compound
Condiments



Production
Packaging
Equipment



Hotel Supplies



Kitchen Equipment



Aquatic and Frozen
Products

Full Range of Concurrent Activities >

Better Exhibition Experience

Conferences

- World Hunan Cuisine Industry High-Quality Development Conference
- The Second "Xiangnong Elite" Brand Conference in Hunan Province in 2026

Matchmaking Meetings

- Xingsheng Selected Procurement Conference
- Procurement Matchmaking and Selection Meeting for Food Ingredients

Series of Sub-exhibitions

- Municipal and Prefectural Appreciation Events of CIFCE
- Overseas Special Event of CIFCE

Evaluation and Awards

Award Ceremony of the 11th China International Food & Catering Expo

Visit Tour

Hunan Cuisine Expedition: Direct Sourcing of Billion-Yuan Single Products + Inspection of Internet-Famous Catering

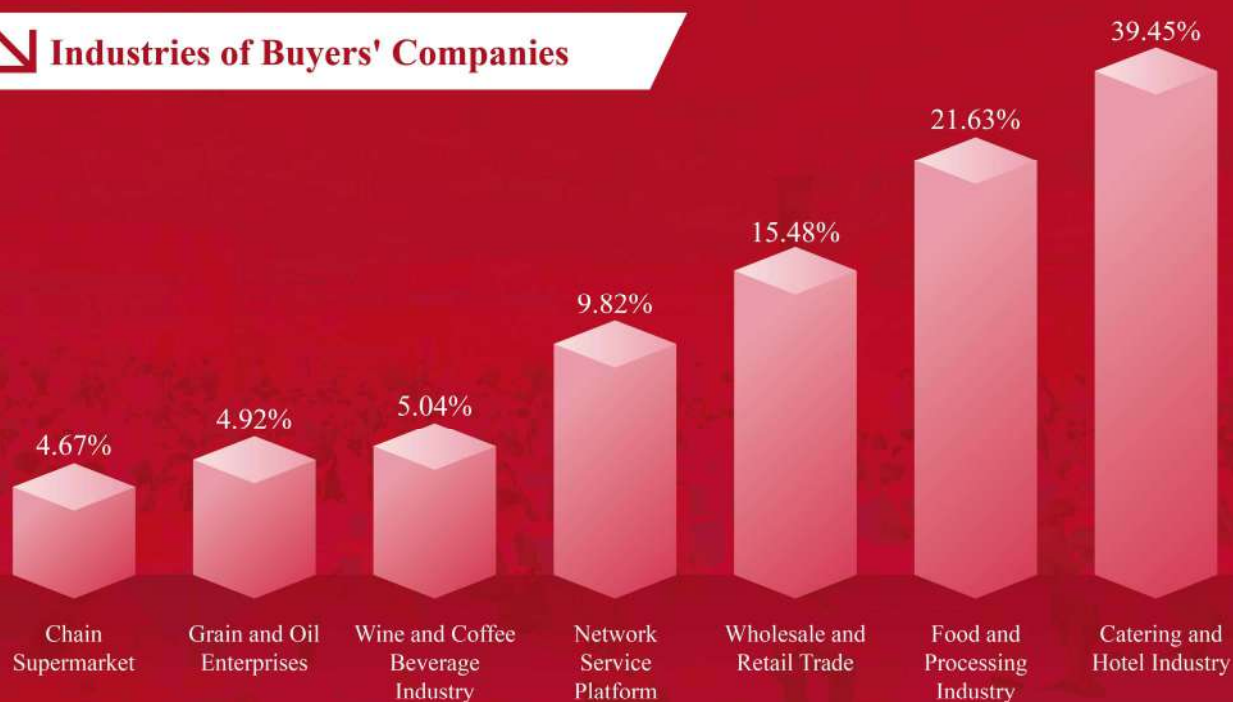
Full Range of Buyer Invitation >

Ensure Exhibition Effect

Star Buyers



Industries of Buyers' Companies



Buyers' Channels

Chambers of commerce and associations of domestic and foreign food, catering, and chain businesses

Professional buyers in the food and catering industry of provincial and municipal governments across the country

Hunan Chamber of Commerce and Hunan Cuisine Association in cities across the country

Large chain supermarkets, convenience stores, and related suppliers

Large distributors, agents, wholesalers, traders, etc. of various brands

Nationally renowned professional markets in food, tea, wine, and other industries

Hotels, catering companies, schools, etc., in and beyond the Hunan province

Industry professional media, WeChat business, e-commerce platforms, etc.

Buyer Spotlight (Part)



Qianjiang Cuisine Hotel Association



Zhangjiajie Catering Industry Association



Jiangxi Condiments Association



Guangdong Association Coffee and Food Procurement Group



Shantou Supermarket Supply Chain Association



Huanggang Catering and Hotel Industry Association



Hainan Pre-made Food Industry Development Promotion Association



Hainan Agricultural Exchange Association



Liuzhou Youth Entrepreneurs Association



Ezhou Cuisine Hotel Association



Jingmen Cuisine Hotel Association



Pingxiang Catering (Cooking) Industry Association

Professional Visitors of CIFCE (Part)

In no particular order

- China Cuisine Association
- China Hospitality Association
- China Meat Association
- China Chain Store & Franchise Association
- China Animal Agriculture Association
- China Soybean Industry Association
- China Federation of Logistics & Purchasing
- China Aquatic Products Processing and Marketing Alliance
- Beijing Restaurants Association
- Hunan Cuisine Association in Beijing
- Hunan Cuisine Association in Shanghai
- Shanghai Fisheries Trade Association
- Shanghai Restaurants Cuisine Association
- Shanghai Meat Industry Association
- Chongqing Cuisine Association
- Chongqing Chain Store Association
- Hunan Catering Industry Association
- Hunan Food Industry Federation
- Hunan Chain Store Association
- Fujian General Chamber of Commerce in Hunan Province
- Guangdong Chamber of Commerce in Hunan
- Hunan Alcoholic Drinks Association
- Hunan Provincial Famous and Special Products Trade Association
- Hunan Food Quality and Safety Technology Association
- Hunan Food Distribution Industry Association
- Hunan Color Printing and Packaging Association
- Guangdong Catering Service Industry Association
- Hunan Chamber of Commerce in Guangdong
- Hunan Cuisine Professional Committee of Hunan Chamber of Commerce in Guangdong
- Guangdong Cuisine Association
- Sichuan Province Hotpot Association
- Sichuan Cuisine Association
- Fujian Provincial Catering and Culinary Industry Association
- Fujian Food Industry Association
- Fujian Chain Store and Franchise Association
- Chushang Federation of Hubei Province
- Hubei Sub-Council of China Council for the Promotion of International Trade
- Hubei Cuisine Hotel Association

- Hubei Condiment Association
- Hubei New Silk Road International Cooperation and Exchange Promotion Association
- Hubei Shrimp and Rice Industry Association
- Jiangxi Condiments Association
- Jiangxi Food Additives and Ingredients Association
- Jiangxi Food Industry Association
- Jiangxi Federation of Industry and Commerce
- Catering Industry Association of Jiangsu Province
- Anhui Catering Industry Association
- Guizhou Catering Chamber of Commerce
- Guizhou Group Meal Delivery Industry Association
- Shanxi Time-honored Brand Association
- Shandong Meat Association
- Shaanxi Catering Industry Chamber of Commerce
- Henan Agricultural Industry Trade Promotion Council
- Zhengzhou Catering and Hotel Industry Association
- Wuhan Catering Industry Association
- Hefei Catering and Cooking Industry Association
- Hengyang Catering Industry Association
- Hengyang Tourist Hotel Association
- Yiyang Catering Industry Association
- Liuyang Steamed Food Industry Association
- Zhuzhou Catering Industry Association
- Guangzhou Food Industry Association
- Shenzhen Cooking Association
- Guangzhou Yuexiu District Food Chamber of Commerce
- Dongguan Food Industry Association
- Foshan Catering Industry Chamber of Commerce
- Xiamen Catering Industry Association
- Xiamen Food Industry Association
- Yueyang Chefs Association
- Huangshi Cuisine Hotel Association
- Ezhou Cuisine Hotel Association
- Tianmen Cuisine Hotel Association
- Ganzhou Cooking, Catering, and Hotel Association
- Qiandongnan Prefecture Federation of Industry and Commerce
- Jincheng Catering and Accommodation Industry Association

Precise Business Matching

A dedicated buyer call team was set up to invite buyers from more than 500,000 databases for one-on-one, point-to-point calls. Professional visitors cover South China, Central China, East China, and North China, as well as overseas. The exhibition worked with domestic and foreign exhibitors to invite VIP buyers to visit on-site for procurement, and opened a professional buyer procurement route to enhance professional invitation efforts.

Multi-dimensional Publicity and Promotion➤

Add Value to Your Exhibition Trip

Online Promotion

Over 200 industry media, mass media, portal websites, and Baidu's promotion

Offline Promotion

EDM, TV advertising, radio, and bus broadcasting, building frames, indoor and outdoor advertising, newspapers and periodicals, and press conferences

Self-media

Official website, WeChat public account and channel, Weibo, Toutiao, RedNote, and influencers' live broadcast on Douyin

Customized Advertising Blockbuster Exposure

The CIFCE offers exhibitors a comprehensive range of promotional services to help them promote their products. These include pre-exhibition printed materials and online promotion; on-site advertising and media coverage during the exhibition; and post-exhibition resource delivery and refined marketing. Through these various forms of brand exposure, companies can access numerous business opportunities.

