

The 19th iFresh Asia Fruit and Vegetable Industry Expo

The 5th Fruit Channel Food Exhibition

Date: November 4-6, 2026
Venue: Phase II, Hangzhou International Expo Center



Professional
visitors

20000+



Exhibition
area

30000_m²



Exhibitors

750+

**From origin to
shelf, come to
iFresh Expo.**



Hangzhou iFresh - A Must-Attend Event for Fruit Industry Insiders

The Asia Fruit and Vegetable Industry Expo has been successfully held for 18 consecutive editions. As one of the most closely watched events in the fruit industry, it has become a benchmark exhibition that fruit professionals make a point of attending, and is committed to serving as a high-quality platform for full-channel solutions and resource matchmaking across the fruit sector.

Key to Going Global

Leveraging Hangzhou as the home platform to connect with ASEAN, the expo opens new international growth paths through dedicated forums and channel matchmaking for global orders.

Traffic Monetization Playbook

Backed by exposure at the ten-million-plus level, the event drives on-site traffic through influencers and breaks down how leading IPs convert traffic into private-domain revenue.

Take Control of Your Business

Engage with next-generation business leaders whose revenues exceed RMB 100 million, replicate proven models that deliver results, and shift from passive waiting to active resource control.

One-Stop Access Across the Entire Value Chain

Resources from origin bases to end channels are gathered in one place, helping you source products, partners and channels in one stop to complete the business loop.

Compass for the Three New Trends

New varieties, new technologies and new business models are launched in a concentrated showcase, helping you lock in the next wave of growth opportunities and see future trends on site.

Fast Track to Orders

With precise VIP buyer matching and dedicated matchmaking sessions, the expo turns participation from mere exposure into real transactions and order outcomes.

Exhibition Scope

Fresh Fruit Brand Zone



Bringing together orchard and production-area brands, supply chain brands, and regional public brands.

Industry Chain Technology Zone



Covering fruit packaging, preservation, sorting, cold-chain logistics, facilities, seedlings and smart agriculture brands.

International Fruit Zone



Featuring premium fruit from popular origin countries such as Thailand, Vietnam and Malaysia.

Organic Food Brand Zone



Meeting consumers' pursuit of health and quality by bringing together certified organic food products.

Fruit Channel Food Zone



Presenting bestselling food products, snack items and trendy ready-to-sell food suited for fruit retail

Fruit Deep Processing Zone



Showcasing processed fruit products such as dried fruit, juice, jam, fruit wine, canned fruit, frozen fruit and extracts, together with raw ingredients and processing equipment.



| Concurrent Activities



November 3

2026 Guoyedao Fruit Industry Innovation & Development Forum and Year-End Dinner for Fruit Entrepreneurs (ticketed)

November 3 afternoon - November 4 morning:

- Sub-forum 1: Guoyedao Fruit Planting Base Innovation Forum (ticketed)
- Sub-forum 2: Guoyedao Fruit Deep Processing Innovation Forum (ticketed)
- Sub-forum 3: Guoyedao New-Format Wholesale Stall Innovation Forum (ticketed)
- Sub-forum 4: Guoyedao Fruit Brand / Trader Development Innovation Forum (ticketed)
- Sub-forum 5: Guoyedao Fruit Retail Innovation Forum (ticketed)
- Sub-forum 6: Guoyedao Fruit Going Global & ASEAN Market Innovation Forum (ticketed)
- Sub-forum 7: Guoyedao Fruit IP Summit Forum (ticketed)

November 4

Opening Ceremony of the 19th Asia Fruit and Vegetable Industry Expo; 'Three New' Booth Showcase (subject to exhibitor review); '100 Counties, 100 Products' Integrated Promotion for Primary, Secondary and Tertiary Industries

November 5

2026 Organic Food Development Trends Forum

November 4-5

Top-tier VIP Buyer Matchmaking Sessions (precision appointment-based matching)

| Review of the Previous Session

Breakdown of Professional Visitors



Fruit & vegetable product suppliers	27.8%
fruit retail stores	16.05%
wholesale stalls	14.63%
e-commerce channels	12.77%
dealers / distributors	8.86%
large supermarket chains	7.48%
community group-buying	6.86%
tea beverage stores	3.1%
hotels & foodservice	1.2%
media influencers / KOLs	1.25%

| Exhibitor Reviews

On the morning of the first day alone, we connected with more than 100 customers. Participating for all three days is equivalent to building a full year's worth of customer connections.

Every autumn and winter, iFresh comes to mind. The event has been running for many years, which is truly commendable, and each year it feels more vibrant than the last.

The blockbuster fruit promotion and production-sales matchmaking event has been tremendously helpful for us. It brings many companies together for face-to-face exchange and communication, and is an excellent platform.

The expo organized by iFresh is large in scale, with a rich range of exhibits and high product quality. Our team leaders all felt it was a great opportunity for product selection, partner sourcing and exchange, and we gained a great deal in just two days and one night.

At the iFresh venue, there are exhibitors from many high-quality production regions across China and a wide range of premium products. Very impressive.

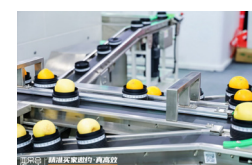
During the three days of the exhibition, we added more than 2,000 contacts and were chatting on WeChat until midnight every day.

Highlights from the Previous Session

Selected Custom-Built Booths



On-site Scenes and Selected Exhibits



| Genuine Resources, Real Matchmaking

Real Resources

Five steps in iFresh's channel screening process: targeted invitations; release of matched exhibitor lists; collection of procurement needs; coordination of participation details; confirmation of attendance.

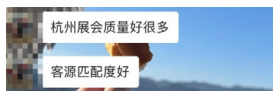
Real Matchmaking

Multiple formats ensure matchmaking results: exhibition-floor matchmaking; Boss sourcing tour; '100 Counties, 100 Products' integrated promotion event; top-tier VIP buyer matchmaking session; sales-channel demand synchronization groups; fruit industry entrepreneurs' dinner.

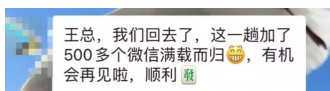
Ensuring Real Channels



Ensuring Real Matchmaking



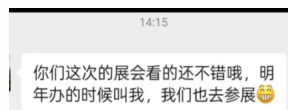
杭州展会C位闪现
我们的仙人掌现制茶饮成了绝对焦点👉
👉展位前的长龙与热切咨询，是对清爽口感的最高赞誉，纷至沓来的订单咨询是对健康理念的真诚认可。
一场关于味觉与健康的探索，正悄然开启.....



累死了，终于吃上了午餐
今天人超级多
尤其是我们的摊位👏

今天忙的都没有时间发朋友圈
亚果会展位号11
又是被围观的一天

感谢现场展会现场下单的客户，现场下单价格优惠给到最足 今天最后一天 要下单的客户赶紧👏👏👏👏



8000+ omni-channel buyers and partners



天天水果 叶氏兄弟果品 鲜丰水果
优质水果店 好果多 快乐水果铺 魅力水果店
皇家水果店 仟果季 干鲜汇 半斗米水果 水果之家 果多美
大众水果店 南海叁拾加 鲜果壹号 绿色水果店
果果家 实惠水果站 果香四溢店 杰记水果
鲜果壹号 老果农 解甲归田果园
果琳 欢乐果园 健康水果店 爱果坊
农夫果园 姚氏果业 阳光果园店
诚实果篮果品 阿雄果业
切果now 绿叶水果
绿谷田野果品 欢乐果园
花果鲜 甜心水果店 雨露空间果品
天香果园 厦门国民水果 水果达人店 水果王国店
干鲜汇 四季水果店 朴朴超市 新鲜水果堂
诚信志远 果缤纷 好果多 百果园 首杨 干鲜汇

精品水果门店

承德宽广超市 步步高 天虹商场
元初食品 天虹数科 7FRESH
新华都购物广场 京东生鲜 钱大妈
麦德龙 贵州合力超市 伊藤洋华堂
家家悦超市 河南大张实业
华润万家 沃尔玛
山姆会员商店 罗森 全家
农工商超市 美特好连锁超市
联华华商集团 大润发 绿地 G-Super
华联超市 bhg 超市 丹尼斯 永辉超市
道品生鲜 广东嘉荣超市 利群集团 八佰伴 上海citysuper
胖东来 云厨一站 生鲜传奇
盒马 地利生鲜 ole'精品超市

连锁商超

批发流通主力军

嘉兴梨花湾果业 嘉兴水果帝 果熊食品供应链 兴业源
鲜科果品 爱泽 粤和兴商贸 绿恒实业 保定鲜果味道 尚亦果品
海泉果业 广州市展卉贸易 源兴果品 陈氏阳光 红丰贸易 百宝源 鼎盛果业 新壹帆
巨东商贸 鑫荣懋 绿海果业 上海煜谦 星丰泰果业 西果记 宏辉果蔬 中辉果业
左鲜右甜 新辉果业 果然丰 华鑫众诚农业 大世界果品 老沙果业
标果工厂 叶臣实业 万邦小豪哥 嘉兴华通果业 本来果坊 新鼎果业 五星果品

叮咚买菜 大辉有礼 德恩伯亚 甘肃兰州蜜桃优选
窝边优选 洪状源 南粤大地商贸 李哥源选
多享好物 新发地(老黄) 美团优选 喵果文化 本来生活网
匠心优选 源头日记 都味新食记 京程礼诚 闻泽贸易 北京帮选 臻万科技 天天果园
旺团联盟 虫妈邻里团 快团联盟 绿海果业 楼兰团购 高涂佳品
中粮我买网 知花知果 新华社 钓鱼台食品 本来果坊 叶臣实业 多多买菜 霸气的瓜妹 娇给你

电商新引擎、礼赠采购团

私域买手团

伊口吃不成胖子 黄琳严选 西啦团 星年数科 米团心选
yumi环球购 渔乐 橙享生活 Momo shop 林慢慢 三胖团队
海鲜大叔 洋洋好物团 鲜花工场 热度星选 魔力脚 爱美可芯 上海乐意悠 广电智享生活 胡大班长
呱呱爆品 美社 好货牛选 小熊牛优选团 大世界果品 相逢社团 小红帽 货王肉肉 有点东西
菁点童学社 新华选品 米合蚁链 环中汇 魔都大小王 中国食品网 包包优选 ATJ全球购

国际采购团

来自东南亚、欧洲、中东的
优质进口商

门店新势力

牛优果、贝贝果业、水果玩
家等新型水果门店boss直采

果切茶饮

切果now、快果、喜茶、霸王茶姬
茶百道、果呀呀等切果茶饮企业

Participation Rights

Booth size	Participation Rights
9sq.m	/
18sq.m	1 full-color page ad in the show catalog; 1 customized promotional poster; 1 promotional article on the iFresh official public account.
Organizer's Recommendation 36sq.m	1 full-color page ad in the show catalog; 1 customized promotional poster; 1 invitation to the premium networking dinner; 1 all-access pass to concurrent forum activities; 1 headline article on the iFresh official public account.
Organizer's Recommendation 54sq.m	2 full-color catalog ad pages; 5 customized promotional posters; 1 connected promotion in the iFresh global livestream studio; 5 invitations to the premium networking dinner; 5 all-access forum passes; 1 banner placement on the iFresh official account (5 days); 3 headline articles on the iFresh official public account; 1 on-site expo interview with video published on iFresh Douyin and WeChat Channels.



Standard Booth

¥9,800/9SQM(Single opening booth)
¥10,800/9SQM(Double opening booth)



Custom-Built Booth

¥1,080/SQM(Min,36SQM)

Registration Fee

concurrent conference ticket

all-access pass **RMB 980.**



Scan to register
(visitor / exhibitor)

Continuous, 360-degree exposure across multiple channels

ONLINE MARKETING

500 million+
TOTAL EXPOSURE

1000000+

REACH TO INDUSTRY AUDIENCES



ByteDance ecosystem: 200 million+ precise exposures, with sustained targeted placements across Toutiao, Xigua Video and Douyin.

Baidu ecosystem: ranked Top 3 among fruit exhibitions; continued exposure on Baidu Search strengthens ranking authority.

Tencent ecosystem: 100 million+ precise exposures, with sustained targeted placements across WeChat and Channels.

Private-domain marketing: 200,000+ channel resources; 50,000+ core members; 2,000+ production areas.

Livestream marketing: 300 million+ exposures across the web; a professional host team showcases the exhibition in an accessible way, highlighting product, brand and resource advantages to boost sales.

Media Partners



OFFLINE PROMOTION

50000000+

TOTAL EXPOSURE

Event marketing: 2,000,000+ industry exposures; organizing and undertaking various industry events to deliver deep promotional impact for the expo.

Wholesale markets: 2,000,000+ exposures; year-round ad placements precisely connect with core resources.

Live on-site broadcasting: 1,000,000+ exposures; more than 100 top fruit-industry influencers broadcast live on site for precise traffic acquisition and combined branding-plus-sales impact.

| About iFresh

Founded in 2012, iFresh is a leading industrial service platform in China's fruit sector, providing comprehensive online and offline supply-demand matchmaking and promotional services.

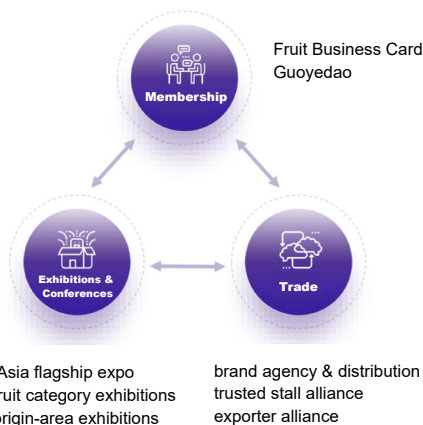
iFresh is highly trusted by fruit brand companies, suppliers, buyers and technical service providers across China. Supported by 30+ industry associations, it has reached 600+ major fruit-producing cities / counties / districts, commands 100,000 channel resources, and connects industrial value exceeding RMB 100 billion. The company is headquartered in Shanghai and Nanjing.

iFresh 2026 Annual Event Plan

Scan to follow for continuous updates



Three Pillars of Core Business in Synergy



NOVEMBER 4-6, 2026 HANGZHOU INTERNATIONAL EXPO CENTER

The Asia Fruit and Vegetable Industry Expo is more than an exhibition; it is your year-round growth partner.

Exhibit once, enjoy resources throughout the year.



Contact the Asia Fruit and Vegetable Industry Expo Organizing Committee

Organizer: iFresh (Shanghai) Enterprise Management Co., Ltd.

Address: 8/F, Building L4A, Hongqiao World Center, Lane 1588 Zhuguang Road, Qingpu District, Shanghai

Tel: 400-800-5752

Website: www.yaguo.cn



iFresh Official
WeChat Account



iFresh WeChat Channels
Video Account