



良之隆

Top 1

Top 1 Food Supply Chain Exhibition in China

Liang Zhi Long (LZL)

2025 The 13th

China Food Trade Fair

Pre-cooked Food Processing and Packaging Equipment Exhibition

POST-EXHIBITION SUMMARY REPORT



Brand Overview

Since its establishment in 2008, Liang Zhi Long (LZL) · China Food Trade Fair has been successfully held for 13 sessions. Insisting on the service philosophy of "making it easy to find ingredients in the world", integrating the resources of leading food suppliers from 34 provinces and regions, Liang Zhi Long (LZL) · China Food Trade Fair provides precise matchmaking services for domestic and overseas catering food enterprises, distributors, etc.

As the top brand of B2B exhibitions in the food industry, the China Food Trade Fair is known as the leading role in China's exhibition industry. In 2017, China Food Trade Fair won the annual China Top Ten Brand Exhibition Project Award; in 2018, it became the first exhibition brand in Hubei Province obtaining the membership certification of the Union des Foires Internationales (UFI); in 2019, it officially became the member unit of the International Congress & Convention Association (ICCA). In 2024, it was awarded the professional certification of "Top 1 Food Supply Chain Exhibition in China" by authoritative certification body, opening the door to the market of international catering food supply chain exhibition, with its internationalization process advancing steadily.

Liang Zhi Long (LZL) · 2025 The 13th China Food Trade Fair & Pre-cooked Food Processing and Packaging Equipment Exhibition was successfully held at Wuhan International Expo Center and Wuhan Living Room · China Cultural Expo Center during March 28-31. One city, two exhibitions, effective delivery. As the wind vane of the food supply chain industry, with the total exhibition area of nearly 300,000 m², 2025 The 13th China Food Trade Fair gathered more than 5,500 food enterprises and hundreds of smart food production equipment enterprises from all over the world, attracted more than 400,000 professional visitors, and held over 120 industry events such as industry forums and competitions, with a significant increase compared to 2024, once again confirming the industry influence of "Top 1 Food Supply Chain Exhibition in China".

Gathering more than 5,500 exhibitors from all over the world



· Exhibition area

300,000 m²



· Professional visitors

More than **400,000**



· Orders pre-signed onsite

More than RMB **12** billion



· Exhibits

More than **100,000**

Highlights of the Exhibition

Scale upgrade, ecological expansion

The total exhibition area is nearly 300,000 m², with an increase of 11% year-on-year. More than 5,500 domestic and overseas leading exhibitors and more than 400,000 professional visitors, in addition, the Exhibition introduced hundreds of authoritative industry associations, finance, e-commerce, digital technology platform companies and other cross-border resources to build a complete food supply chain ecosystem. The scale and quality of the Exhibition was further improved.

Diversified events, communication and integration

The period of this Exhibition was extended by one day, and more than 120 industry events were held concurrently, including more than 20 food industry forums and industry summits, 22 category conference activities, more than 40 food festival live broadcasts, more than 30 roadshows of food and machinery exhibitors, 10 cooking competitions, 4 supplier and buyer procurement matchmaking conferences, etc., which built an innovative exchange platform for the industry.

Six values, empowering the industry

With the theme of "New Quality Business", the Exhibition empowered the innovation of the food industry chain with "six values" of corporate strategic focus, brand potential enhancement, ecological expansion, customer link, product iteration and overseas expansion to promote high-quality development of the domestic and foreign food and catering industry.

Innovative sectors, new quality delivery

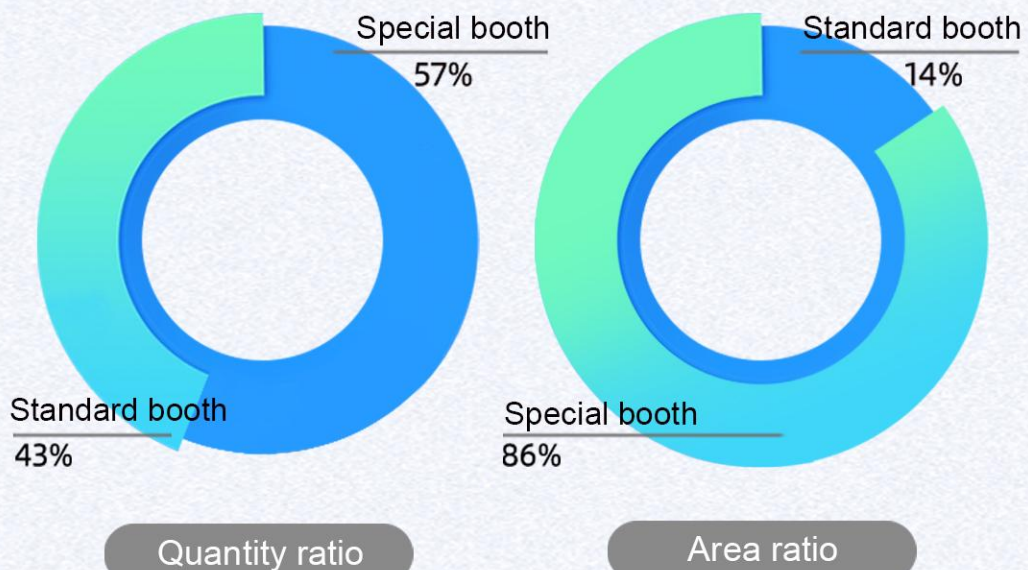
The Exhibition focused on creating innovative sectors such as the International Pavilion, Buyer Pavilion, and Chinese Chef Pavilion etc. Among which, the International Pavilion occupied an area of 10,000 m², attracted nearly 500 enterprises from more than 30 countries and regions; the Buyer Pavilion was the place for diversified participants such as e-commerce platforms, community group buy, chain restaurants, medium and large supermarkets, and live streaming e-commerce to share high-quality supply chain resources; the Chinese Chef Pavilion deeply linked the resources of the top chefs, opened up the value chain and business channels between the food industry, cooking technology resources, restaurants and diners to promote the collaborative development and innovation of the industry.

AI navigation, direct link between supplier and buyer

With DEEPSEEK industry big model as the intelligent core, Liang Zhi Long (LZL) deeply integrated the think tank and real-time interactive data stream of exhibitors, built a full-link intelligent ecological closed loop of "AI business opportunity radar + cloud digital store + intelligent booth navigation", developed the product showcases for online corporate stores, and reconstructed traditional business scenarios by integrating digital toolchains such as electronic business card exchange, virtual phone direct connection and hot product promotion; In addition, indoor navigation with an accuracy of 2CM and a minimum coverage of 3M×3M booth was achieved through dual precise matching of LBS positioning and exhibitor portraits, and personalized exhibition routes could be generated in seconds, breaking through the boundaries of time and space for suppliers and buyers, and continuously stimulating new momentum for cooperation in the global food and catering industry.

Exhibitor scale

·Liang Zhi Long (LZL) China Food Trade Fair
(hereinafter referred to as Food Trade Fair)



·Pre-cooked Food Processing and Packaging Equipment Exhibition
(hereinafter referred to as Equipment Exhibition)

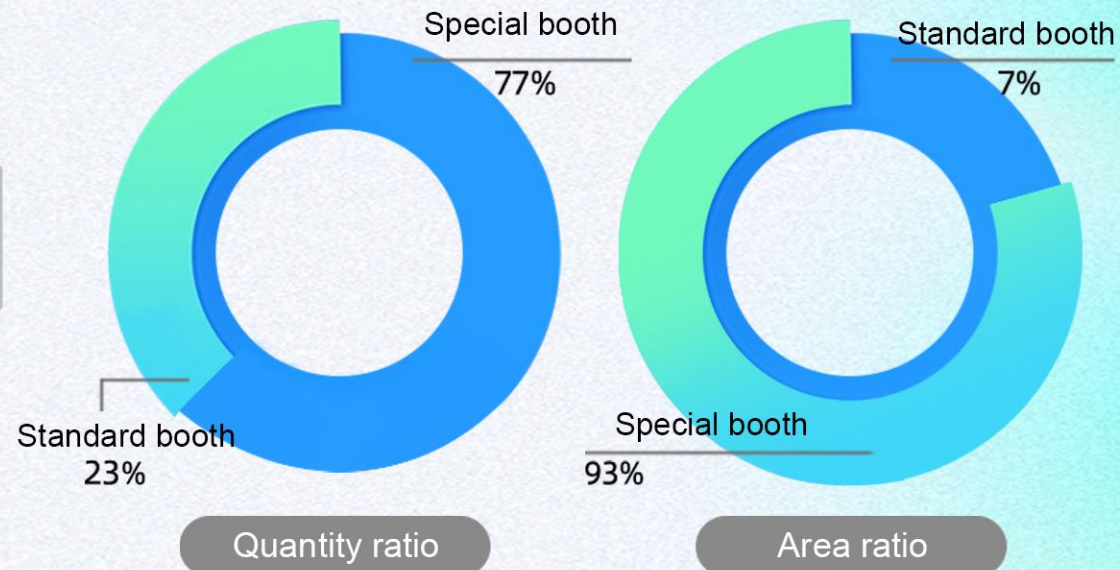
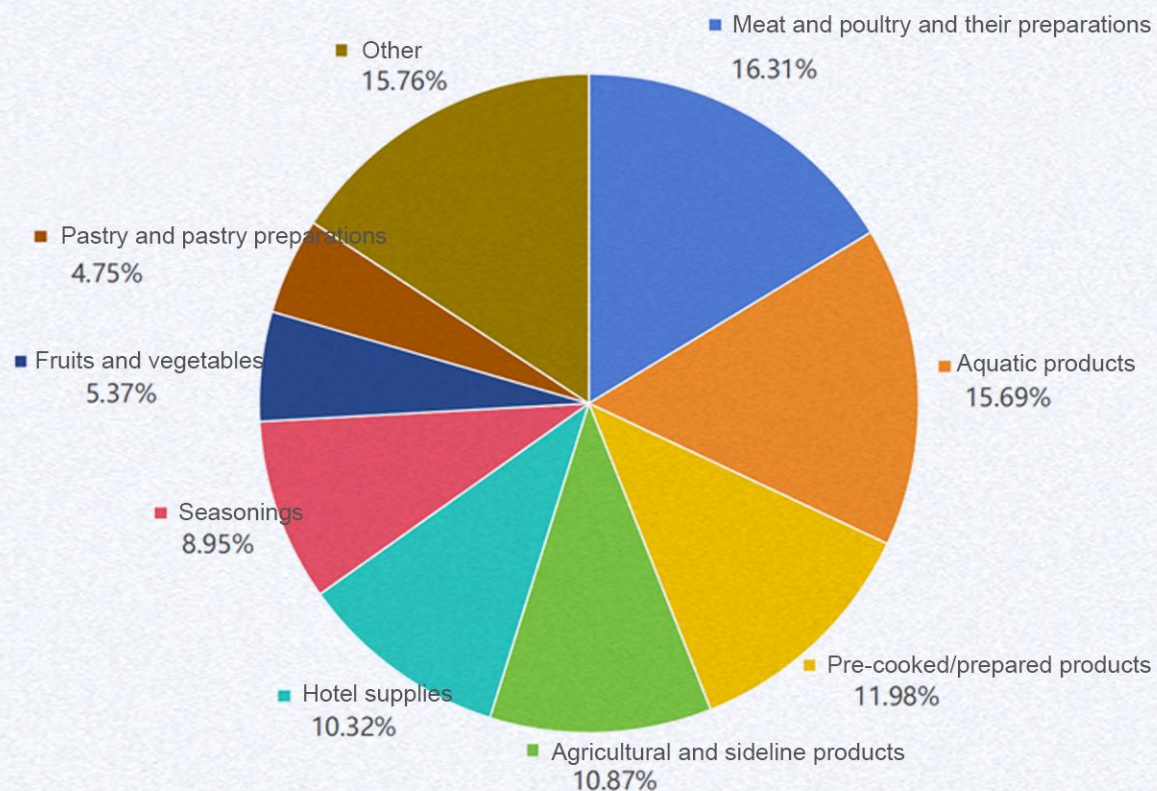
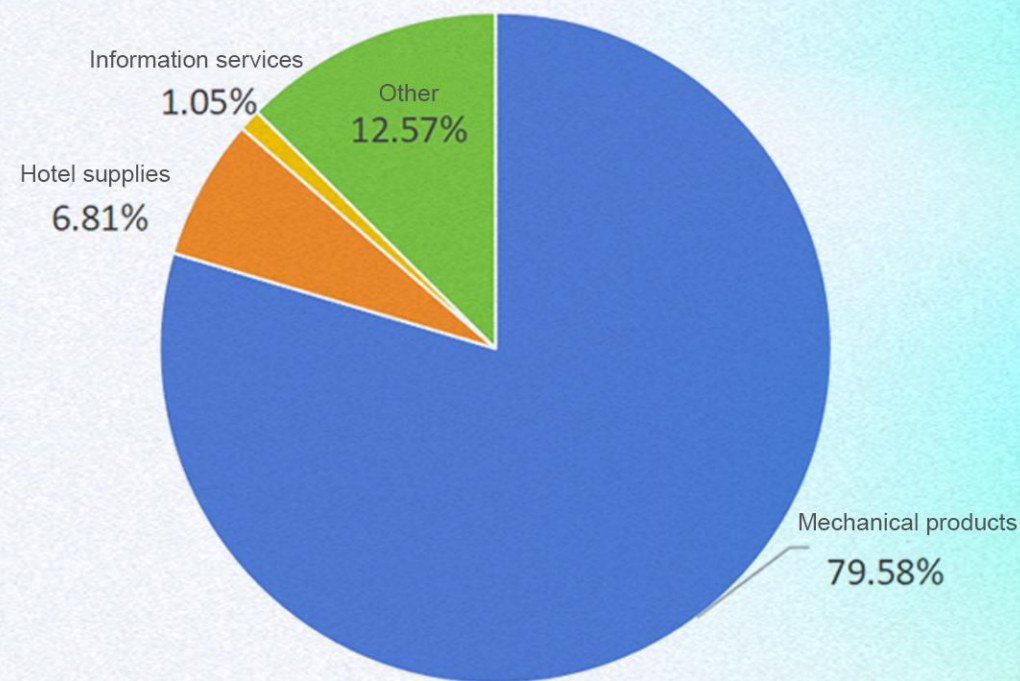


Exhibit Categories Ratio of the Food Trade Fair and Equipment Exhibition

Compared with the same period in 2024, the top three items in 2025 were still meat and poultry and their preparations, aquatic products and aquatic preparations, and pre-cooked/prepared products. It was worth mentioning that the ratio of agricultural and sideline products and hotel supplies this year increased by 3% compared with 2024. Meat and poultry and their preparations



Food Trade Fair

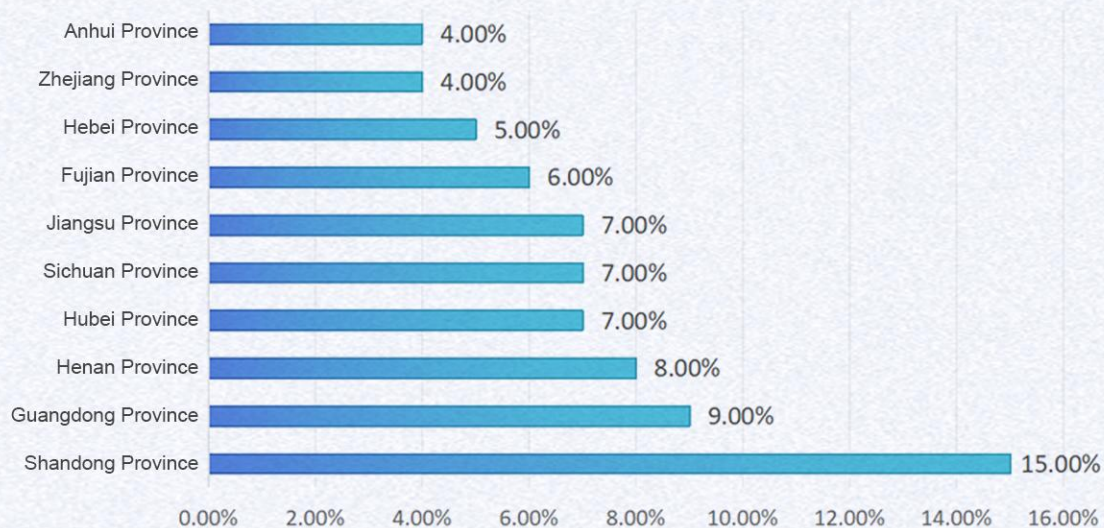


Equipment Exhibition

Exhibitor Region Distribution

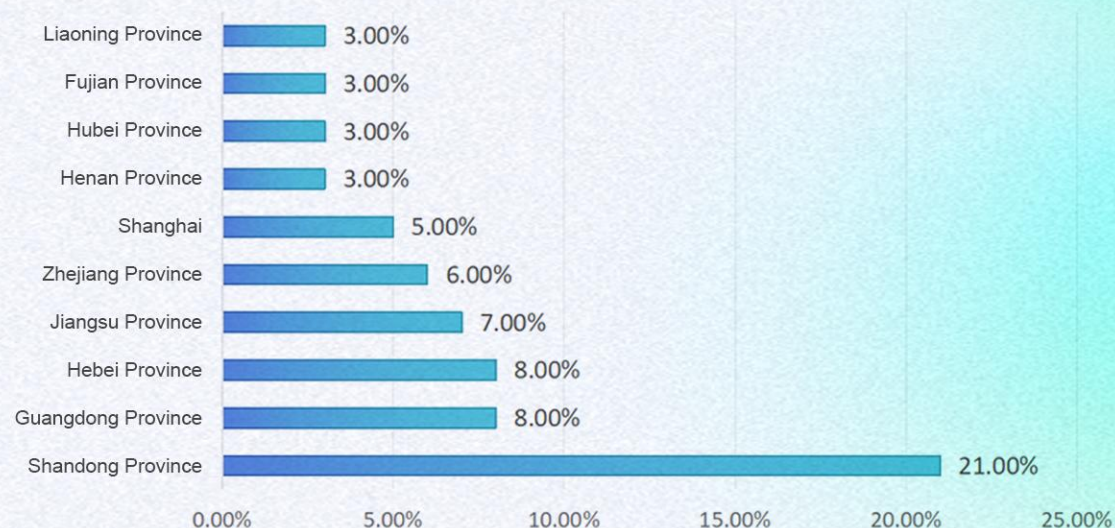
Proportion of Exhibitors from Various Regions of Liang Zhi Long (LZL) · 2025 The 13th China Food Trade Fair

·Shandong and Guangdong continued to rank first and second, and the proportion of Henan enterprises ranked Top 3 for the first time. The proportion of Hubei exhibitors was not much different from that in 2024. Exhibitors from Sichuan, Jiangsu and Fujian still maintained a high enthusiasm for the Exhibition.



Food Trade Fair

·Proportion of Shandong Province in the Equipment Exhibition dropped from 32.5% in 2024 to 21% this year. The proportion of exhibitors from Guangdong, Hebei, Jiangsu etc. was not much different from that in 2024. The enthusiasm of northern provinces to participate in the Equipment Exhibition increased significantly this year.



Equipment Exhibition

More than 400,000 professional visitors during the entire exhibition period
The maximum number of visitors per day is over 140,000 people times

March 28 Wuhan International Expo Center : 137638 Wuhan Living Room: 14462

March 29 Wuhan International Expo Center : 129169 Wuhan Living Room: 17944

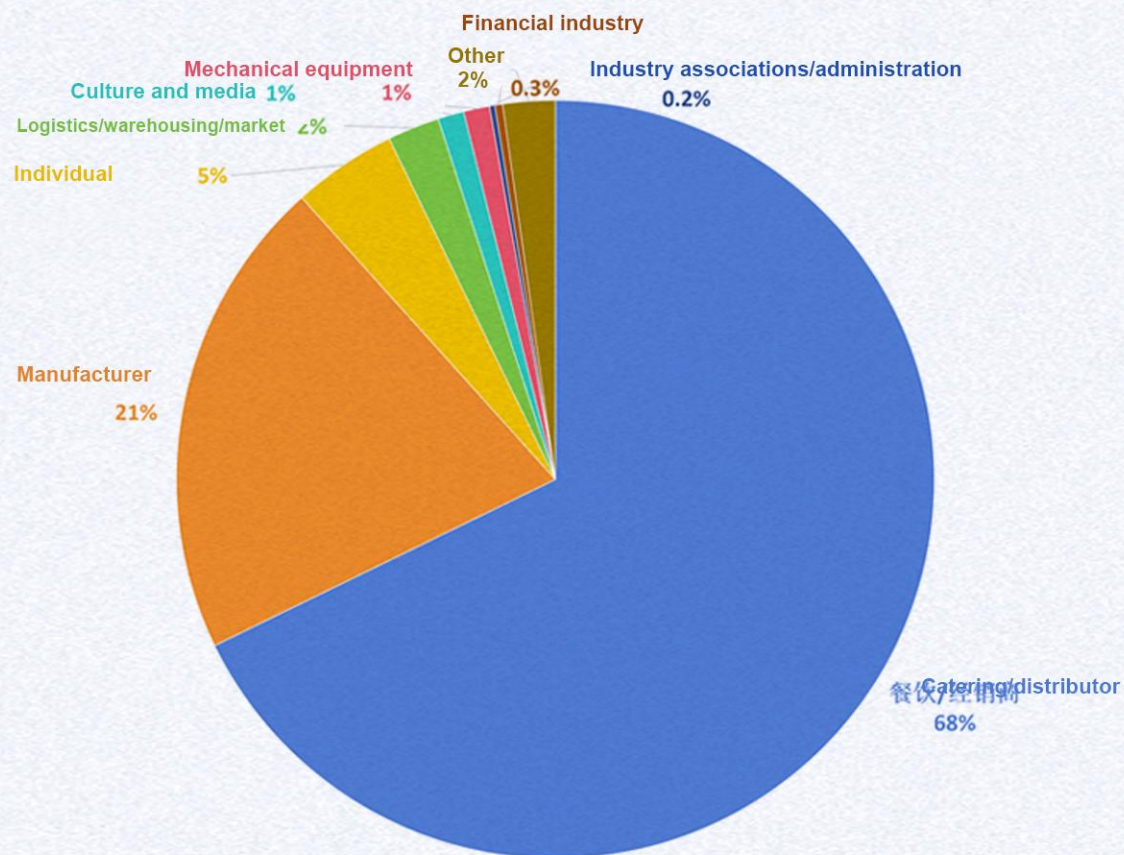
March 30 Wuhan International Expo Center : 73751 Wuhan Living Room: 11538

March 31 Wuhan International Expo Center : 19866 Wuhan Living Room: 5720

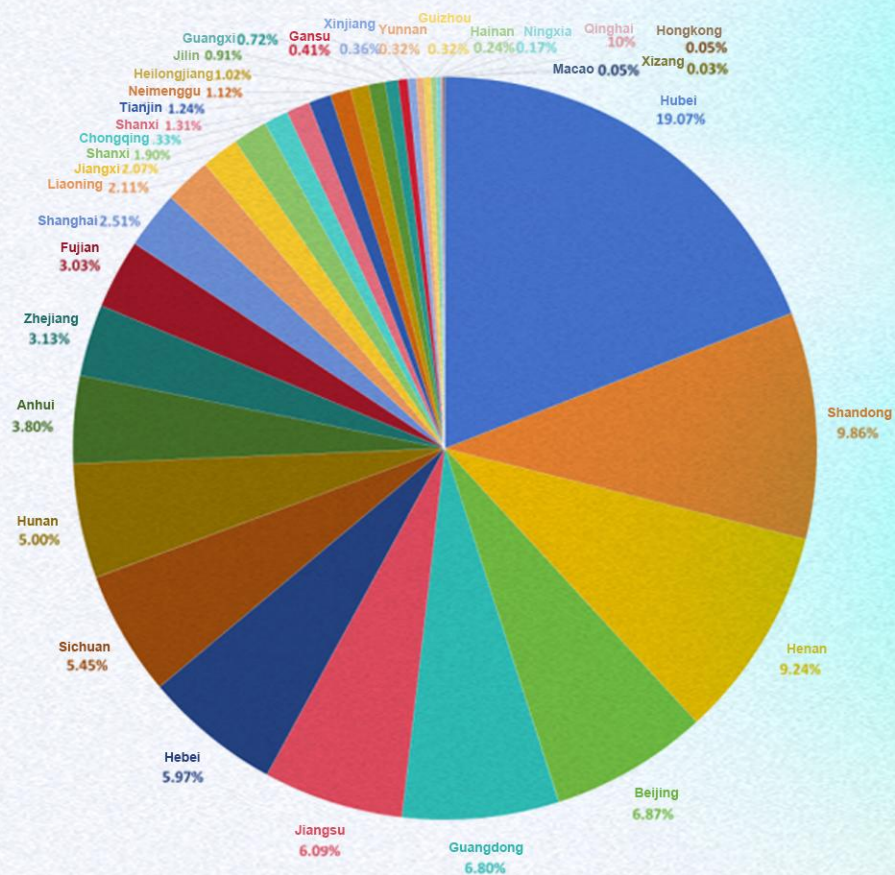


Classification of Professional Visitors

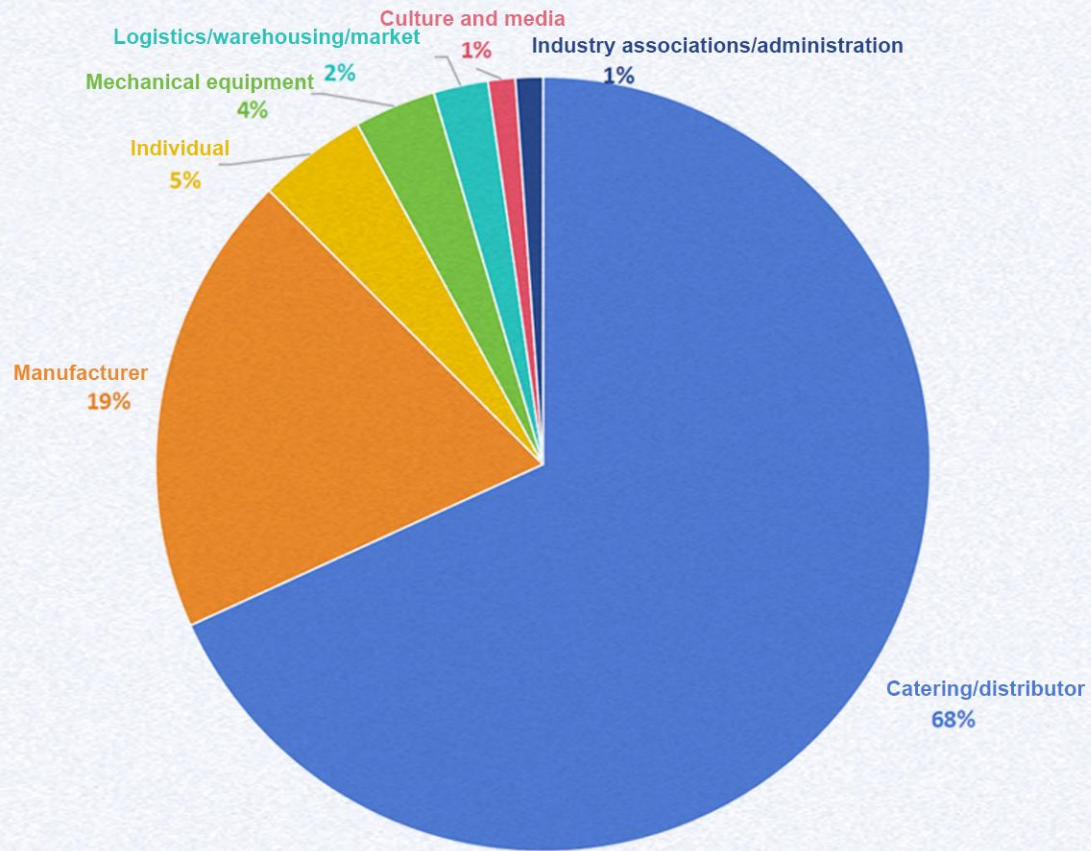
Industry Classification of Visitors to Food Trade Fair



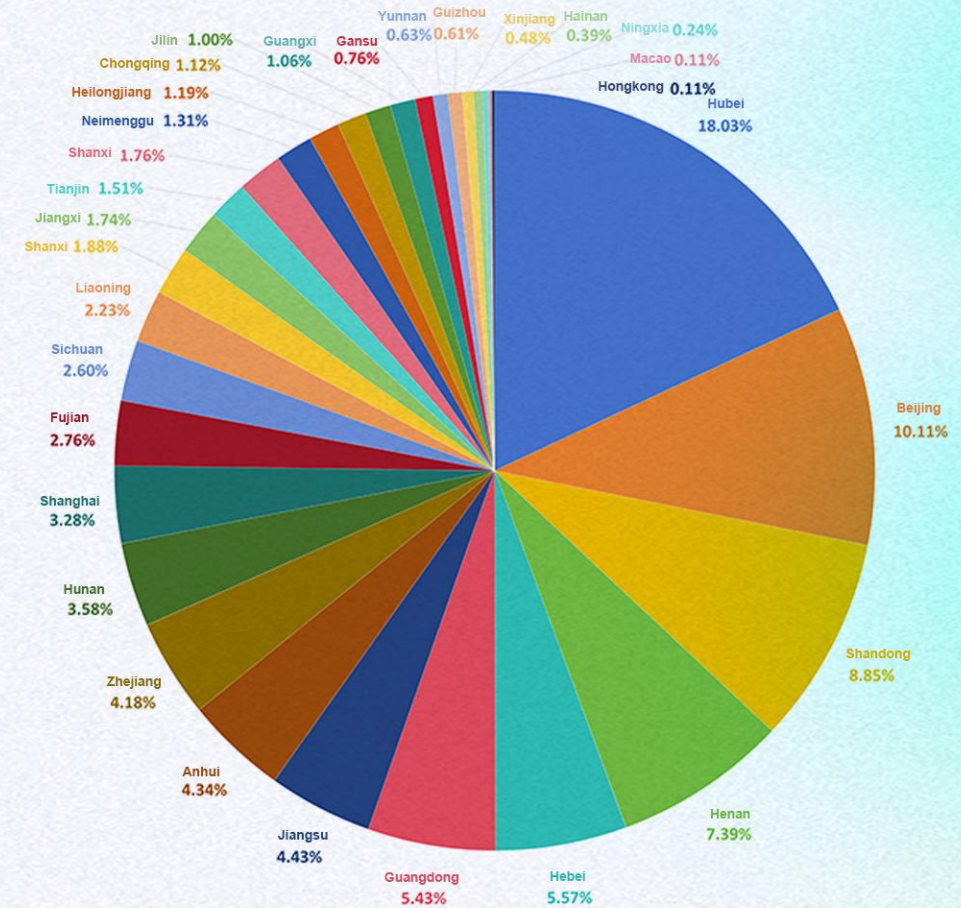
Region Classification of Visitors to Food Trade Fair



Industry Classification of Visitors to Equipment Exhibition



Region Classification of Visitors to Equipment Exhibition





Yizhao Shicai Mini Program

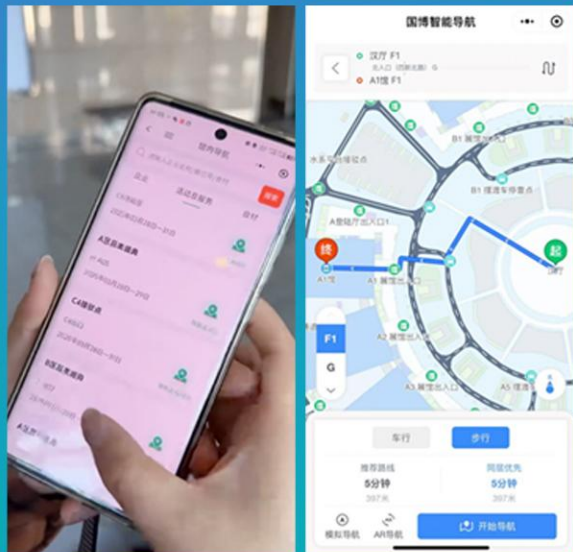
Traffic during the exhibition period 3.2 million

UV 59万+

New registered users 190000+

« Intelligent Navigation »

During the exhibition, the intelligent navigation service helped professional visitors plan the routes to the booths for more than 80,000 people times. Through intelligent navigation, visitors can conveniently find their targeted booths and products, saving time and energy, and providing exhibitors and visitors with comprehensive and personalized services.



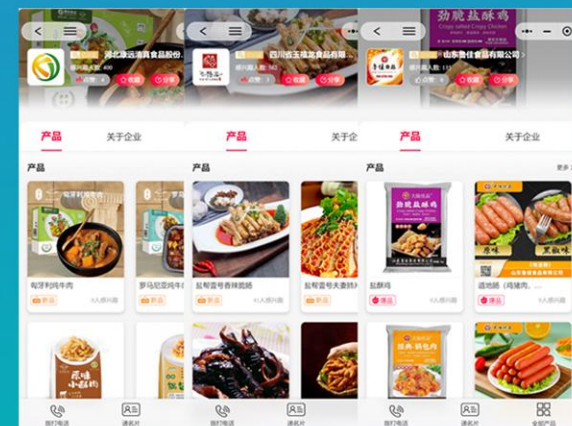
« Liangshi AI Agent »

Powered by DeepSeek: China's first open-source large language model, the newly upgraded Liangshi AI Agent has been officially launched and put into use. During the exhibition, it helped more than 80,000 visitors solve the problem of finding ingredients and exhibitors, with a problem solving rate reaching 99.6%.



« B2B Product Showcase »

More than 5,500 high-quality exhibitors to enable the "B2B Product Showcase" in this Exhibition, integrated digital tools such as one-click virtual outbound call, online appointments and negotiation, and electronic business card exchange, it can fully display the products and service capabilities of the exhibitors. During the exhibition period, it helped exhibitors gain more than 180,000 times of exposures and publicity, and achieved a closed-loop service of pre-matchmaking one month before the Exhibition, real-time transaction matchmaking during the Exhibition, and continuous follow-up after the Exhibition, helping enterprises break through the temporal and spatial constraints and achieve efficient cooperation.



Liang Zhi Long (LZL) · 2025 The 13th China Food Trade Fair
Total online exposure exceeded 81.3 million times

Linked with 70+ industry KOLs, 60+ official media, portals, and industry media

New Arrival · Official Live Streaming Room of China Food Trade Fair

March 28-30

Liang Zhi Long (LZL) · 2025 The 13th China Food Trade Fair
Official live streaming column "New Arrival · China Food Trade Fair"

959,000 audiences
during the 3-day live streaming

2358.4 million
exposures

1716.74 million
total exposures in Baijiahao

Content · Innovative Power

A total of 16 leading food enterprises including Shantou Dioteng and Dynacal Technology were invited to the live streaming room



23 exhibitors including Hao Pin Shan Dong, Springsnow, and Wow conducted booth interactive interviews and live streaming of the Exhibition



Market Reach Expansion · Offline Interaction

Event period (3.28-3.30)

Set up 7 check-in spots at
Wuhan International Expo Center /Wuhan Living Room

Actively interact with offline audiences,
guide traffic to online live streaming room,
and accumulate private domain data assets



Linkage · Extraordinary Impact

Link with four catering enterprises:

Big Crawfish House,
Chaoniu Yihao,
Black Fans, and Laohan Bianji

Support Liang Zhi Long (LZL)
2025 The 13th China Food Trade Fair



Precipitation · Content Ecology

Live broadcast simultaneously on multiple platforms
such as Baijiahao, Shipinghao, and Douyin,
expand brand influence

Baidu Huati

#Liang Zhi Long (LZL) · 2025 The 13th China Food Trade Fair#

Continuously accumulate event contents online



KOL Exhibition Visisting Video/Exhibition Exploring Live Broadcast

- **103** rounds of live broadcasts
- More than **2.1** million online audiences
- **112** short videos
- More than **5.35** million exposures in short video



40 万餐饮人
月底都来武汉
良之隆食材展会!

Mr. Chai Talks about Brands



Lao Zhen Talks about Catering



Catering Matters-Ailin



Wang Sanyi Talks about Catering



Xiao Luo Talks about Entrepreneurship



Xiangdong Explores Projects

Official Media Reports

Linking up with 22 official media including Xinhuanet, CCTV International Online, Consumption Daily, Yangshipin, China.com, etc., the opening ceremony and exhibition site of Liang Zhi Long (LZL) · 2025 The 13th China Food Trade Fair were reported in real time, with a total of nearly 10 million exposures.



Xinhuanet Client



CCTV International Online



Consumption Daily



Yangshipin



China.com



Hubei Daily



hb.xinhuanet.com



Toutiao

China Food Trade Fair launched a full-scale campaign and reached over 10 million people

During the exhibition period, advertising at the main lanes for visitors to arrive, such as subways and airports, help exhibitors achieve frequent, dense and precise exposure



Precise ground promotion at 146 professional markets all around China

Covering 26 provincial capitals/34 cities/1 million+ dealers

In order to accurately reach the professional market, food and catering industry groups, Liang Zhi Long (LZL) launched ground promotion all around China, covering all provincial capitals and third- and fourth-tier cities. Expand the coverage of the Exhibition and build a communication bridge between suppliers and buyers.



More than **120** industry events

7 cooking competitions

8 high-end industry conferences

2 food research activities

More than **30** roadshows
by food and machinery manufacturers

More than **40** live streaming
by China Food Trade Fair

22 category festival events

More than **20** food industry forums
and summits

4 matchmaking conferences for
supplier and buyer



 <p>惠州顺兴食品有限公司 展位号:A1-K35</p>	 <p>济南高贝食品有限公司 展位号:A2-A19</p>	 <p>天津市宽达水产食品有限公司 展位号:B1-K09</p>	 <p>五原县大丰粮油食品有限责任公司 展位号:A2-F35</p>	 <p>青岛国信发达(集团)有限责任公司 展位号:A4-G19</p>	 <p>广州食在鲜食品有限公司 展位号:A5A6-H01</p>	 <p>唐山广野食品集团有限公司 展位号:B2B3-K05</p>	 <p>山东正兴国际贸易有限公司 展位号:A6-G23</p>	 <p>莆田市易太食品贸易有限公司 展位号:B3-A19</p>
 <p>福建惠南阳光食品有限公司 展位号:B3-J09</p>	 <p>北京兴业隆达食品有限公司 展位号:B4B5-E01</p>	 <p>沈阳韩调王餐饮管理有限公司 展位号:B4-D19</p>	 <p>河南福香居食品有限公司 展位号:B5-C35</p>	 <p>上海味好美食品有限公司 展位号:B5-E17</p>	 <p>山东鲁拓畜产品有限公司 展位号:B6-E01</p>	 <p>温岭京辉食品有限公司 展位号:A1A2-K132</p>	 <p>福建北记食品有限公司 展位号:A1-B17</p>	 <p>四川六月天食品有限公司 展位号:A2A3-H09</p>
 <p>河南胖嘟嘟食品有限公司 展位号:B1-G09</p>	 <p>灯塔市晟隆食品有限公司 展位号:B2-H17</p>	 <p>四川味上臣食品有限公司 展位号:B3-G01</p>	 <p>湖南沈食味农业开发有限公司 展位号:B5-L27</p>	 <p>辽宁省庄庆源食品有限公司 展位号:B6-G09</p>	 <p>武汉良之隆食材股份有限公司 展位号:A1-E17</p>	 <p>广州市仟壹生物技术有限公司 展位号:A1-E19</p>	 <p>山东汇祥食品科技有限公司 展位号:C3-M21</p>	 <p>江苏百斯特食品科技有限公司 展位号:A2-L19</p>
 <p>新乡富元食品有限公司 展位号:A3-J17</p>	 <p>上海初道食品有限公司 展位号:B2-E27</p>	 <p>新乡富元食品有限公司 展位号:A3-J17</p>	<h1>Some Outstanding Exhibitors</h1>			 <p>湖北玉如意食品有限公司 展位号:A4A5-H09</p>	 <p>四川木兰传祺食品有限公司 展位号:B2-J27</p>	 <p>新乡三为食品科技有限公司 展位号:A2-H09</p>
 <p>苏州华承食品有限公司 展位号:B2-F27</p>	 <p>湖南何氏兄弟食品科技有限公司 展位号:B1-M01</p>	 <p>山东中新食品集团有限公司 展位号:A1A2-J09</p>				 <p>河南省怀药堂食品有限公司 展位号:B2-K19</p>	 <p>沈阳鑫钰隆供应链有限公司 展位号:A4-C09</p>	 <p>成都希望食品有限公司 展位号:A1-A17</p>
 <p>广东金奕兴食品科技有限公司 展位号:B2B3-H09</p>	 <p>浏阳市菜帮主食品有限公司 展位号:A1-A19</p>	 <p>浙江信知鲜食品有限公司 展位号:B2-C09</p>				 <p>湛江国联水产开发股份有限公司 展位号:A1-C19</p>	 <p>临朐裕兴源食品有限公司 展位号:B3-D35</p>	 <p>广东何氏水产有限公司 展位号:A1-G17</p>
 <p>濮阳市慎达食品有限公司 展位号:A3A4-E01</p>	 <p>沈阳市宏润子豪食品有限公司 展位号:B5-H19</p>	 <p>三全食品股份有限公司 展位号:B3-F19</p>				 <p>沈阳味来央厨食品有限公司 展位号:B4B5-H01</p>	 <p>湖北博奥食品股份有限公司 展位号:A3-J01</p>	 <p>山东佳士博食品有限公司 展位号:B3-G17</p>
 <p>武汉粮群食品有限公司 展位号:B7-F08、B7-F09</p>	 <p>安井食品集团股份有限公司 展位号:B1-A19、B1-C19</p>	 <p>山西寻鲜饮品餐饮管理有限公司 展位号:C1-J23</p>	 <p>武汉海珍坊食品有限公司 展位号:B1B2-K13</p>	 <p>重庆味滋香食品科技有限公司 展位号:C1-K21</p>	 <p>重庆味滋香食品科技有限公司 展位号:C1-K21</p>	 <p>阜阳市博洋食品有限公司 展位号:C3-A05</p>	 <p>湖南新聪厨食品有限公司 展位号:B1-F19</p>	 <p>湖南四季油脂有限公司 展位号:C3-B03</p>
 <p>福建水手食品有限公司 展位号:B1-J17</p>	 <p>湖北小龙虾产业控股集团有限公司 展位号:A4-F27</p>	 <p>福建升隆食品有限公司 展位号:B1-J19</p>	 <p>佛山市顺德区顺泰创亿食品有限公司 展位号:A2-K17</p>	 <p>广州市华琪生物科技有限公司 展位号:B2-A09</p>	 <p>莘县新立信食品有限公司 展位号:B2-B19</p>	 <p>澳必福(洪湖)食品有限公司 展位号:B2-C19</p>	 <p>蚌埠大成食品股份有限公司 展位号:B2-D09</p>	 <p>佛山市海天调味食品股份有限公司 展位号:B3-A17</p>
 <p>福建水手食品有限公司 展位号:B1-J17</p>	 <p>上海元舜食品有限公司 展位号:B3B4-K09</p>	 <p>山东于晟记食品有限公司 展位号:B3-F19</p>	 <p>新乡市雨轩清真食品股份有限公司 展位号:B3-G35</p>	 <p>河南一品筷厨食品有限公司 展位号:B3-J35</p>	 <p>瑞发德食品股份有限公司 展位号:B4-A19</p>	 <p>北京糖小丫餐饮管理有限公司 展位号:B4B5-F09</p>	 <p>青岛康大控股集团有限公司 展位号:B4-L19</p>	 <p>长沙贺福记食品有限公司 展位号:B5B6-H01</p>
 <p>抚顺独风轩骨神生物技术股份有限公司 展位号:B5-K19</p>	 <p>武汉良之隆食材股份有限公司 展位号:A1-E17</p>	 <p>武汉市万松老街食品有限公司 展位号:W8-B09</p>	 <p>辽宁柏慧燕都食品有限公司 展位号:B6-B17</p>	 <p>海南惠施食品有限公司 展位号:C3-J05</p>	 <p>陕西省预制菜产业协会 展位号:C3-M02</p>	 <p>武汉何小敏品牌管理有限公司 展位号:C3-P10、C3-P11</p>	 <p>福建海魂水产有限公司 展位号:A1-E27</p>	 <p>珠海壹条鱼食品科技有限公司 展位号:A4-D35</p>
 <p>珠海市中亿渔港水产有限公司 展位号:A5-C01</p>	 <p>上海瑞轩食品有限公司 展位号:B2B3-D01</p>	 <p>河南永盟食品有限公司 展位号:B3-D17</p>	 <p>四川麻辣红包食品有限公司 展位号:B5-J17</p>	 <p>上海长念餐饮管理有限公司 展位号:A4-C19</p>	 <p>湖南省旺谐食品有限公司 展位号:B1-K17</p>	 <p>浙江焦氏食品开发有限公司 展位号:B3-H19</p>	 <p>四川鑫新食品有限公司 展位号:B4-E09</p>	 <p>辽宁壹厨食品加工有限公司 展位号:B6-F09</p>

Some Cooperative Restaurants





The Same Time · The Same Place
Talk about "new quality" business with new and old friends

Liang Zhi Long (LZL)

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Pre-cooked Food Processing and Packaging Equipment Exhibition

THANKS.