



MM 智库会展 | HOTPOTEX 11 重庆火锅博览会 | ufi The Global Association of the Exhibition Industry

第11届中国(重庆) 国际火锅产业博览会

THE 11TH CHINA CHONGQING INTERNATIONAL HOT POT INDUSTRY EXPO

招 | 商 | 方 | 案

RECRUITMENT PROGRAM

10/23 - 10/25 重庆国际博览中心

支持单位：中国饭店协会、中国副食流通协会

主办单位：重庆市火锅产业协会 / 承办单位：重庆智库会展有限公司、重庆智诺美会展有限公司

「全球火锅头部展会」

中国（重庆）国际火锅产业博览会是重庆市重点会展项目，也是全球展览业协会（UFI）认证的国际展会，依托中国（重庆）火锅美食文化节17届沉淀，历经十余年火锅产业深耕，累计超百万火锅餐饮连锁、火锅供应链、商超、电商平台等展商和买家，现已成为全球火锅餐饮产业链企业品牌宣传、产销对接、渠道拓展的重要平台和全球火锅餐饮人资讯交流、资源互链的年度盛会。

The China (Chongqing) International Hot Pot Industry Expo is a flagship exhibition and convention project of Chongqing Municipality and a UFI-certified international exhibition. Building on the legacy of 17 editions of the China (Chongqing) Hot Pot Food Culture Festival, and with over a decade of dedicated cultivation in the hot pot industry, the Expo has attracted over one million exhibitors and buyers spanning hot pot restaurant chains, hot pot supply chain enterprises, supermarkets, and e-commerce platforms. It has now become a vital platform for enterprises across the global hot pot catering industry chain to build their brands, connect production with sales, and expand distribution channels, as well as an annual grand gathering for hot pot professionals worldwide to exchange insights and interconnect resources.





火锅餐饮全产业链

The entire industrial chain of hotpot catering

全球展览业协会（UFI）资格认证·全球火锅餐饮人的年度行业盛会

UFI Approved Event · Global Hot Pot Industry Annual Summit

上游

Upstream supply chain

农林牧渔等源头食材、原料...

Source ingredients from agriculture, forestry, animal husbandry, and fishery...

中游

Midstream supply chain

火锅食材、餐饮食材、预制食材、调味品、甜饮品、酒水、食材加工机械设备及配套...

Hot pot ingredients, catering ingredients, prepared ingredients, seasonings, sweet beverages, alcoholic drinks, food processing machinery and equipment, and supporting products/services...

下游

Downstream supply chain

火锅餐饮品牌、衍生新零售、配套服务、文旅体验...

Hot pot catering brands, derivative new retail, supporting services, cultural and tourism experiences...



上届数据

P R E V I O U S D A T A



120000 m² 展出面积
EXHIBITIONNET AREA



2000 + 参展企业
EXHIBITORS



60000 + 展品
EXHIBITS



30 + 专业活动
PROFESSIONAL ACTIVITIES



130000 + 参观人次
PROFESSIONAL VISITORS



3.37亿 + 全网曝光
EXPOSURE

上届盛况

PREVIOUS GRAND OCCASION



HOTI·OTEX II® 重庆火锅博览会 | ufi Approved International Event

2026展会规划

2026 EXHIBITION PLAN

— 展出面积 —
120000m²

EXHIBITION NET AREA

— 展商 —
3000+

EXHIBITORS

— 展品 —
60000+

EXHIBITS

— 专业活动 —
30+

PROFESSIONAL ACTIVITIES





6 大价值

S i x C o r e V a l u e s

01 区位即地位

扎根“中国火锅之都”
抢占产业制高点

依托重庆3400亿火锅产业雄厚底蕴，汇聚全球万亿级产业资源，与行业领袖及创新先锋同台，第一时间洞悉产业趋势风向，参展即代言产业高度，抢占品牌领导地位。

Rooted in the "Capital of Chinese Hot Pot," seizing the commanding heights of the industry.

Leveraging the profound foundation of Chongqing's 340-billion-yuan hot pot industry, this event brings together trillion-level global industrial resources. By sharing the stage with industry leaders and innovation pioneers, you gain immediate insights into the latest trends and directions. Participating as an exhibitor signifies an endorsement of the industry's peak, allowing you to secure a leading position for your brand.

02 头部即首选

15万m² 超大规模与能级
高效锁定全域商机

3000+展商、60000+展品，领先实施火锅全产业链“专馆+专区”布局，采购商提前精准比对，现场快速决策，参展商直面海量优质买家，大幅提升获客效率与成交概率。

A massive 150,000m² scale and capacity, efficiently locking in business opportunities across the region.

With 3,000+ exhibitors and 60,000+ exhibits, we pioneer the "Specialized Hall + Dedicated Zone" layout across the entire hot pot industry chain. Buyers can conduct precise comparisons in advance and make swift decisions on site, while exhibitors engage directly with a vast pool of high-quality buyers—significantly boosting customer acquisition efficiency and closing rates.

03 活动即人脉

“展+会+赛+宴+SHOW+播”**六维互动**
一站式拓展资源

以“展”促交易，以“会”观趋势，以“赛”树标杆，以“宴”增交流，以“SHOW”打爆点，以“播”扩声量，学习、交流、交易...全方位提升品牌曝光与合作机会。

"Exhibition + Conference + Competition + Banquet + SHOW + Live Streaming" six-dimensional interaction, one-stop resource expansion.

Promote deals through Exhibiting, grasp trends through Conferences, set benchmarks through Competitions, foster connections through Banquets, create highlights through Shows, and amplify influence through Livestreaming. Whether for learning, networking, or deal-making, this platform comprehensively enhances brand exposure and collaboration opportunities.



6 大价值

S i x C o r e V a l u e s

04 资源即财源

100万+专业买家与资源
精准抓取产业红利

20年产业深耕，联动全球商协会，连锁餐饮、商超、平台、电商，累计百万专业买家数据，确保现场高效对接、实现交易转化。

1 million+ professional buyers and resources, precisely capturing industrial dividends.

With 20 years of deep involvement in the industry, we connect with global business associations, chain restaurants, supermarkets, platforms, and e-commerce, accumulating millions of professional buyer data to ensure efficient on-site matching and transaction conversion.

05 流量即销量

15亿全网全域流量
赋能品牌长效曝光

“央地媒体+垂直门户+社交平台+户外媒体+KOL矩阵+现场直播”宣传网络，预期超15亿人次的定向触达，为参展商提供长周期、高强度的品牌曝光与流量导入。

1.5 billion total online and offline traffic, empowering long-term brand exposure.

A promotional network of "central and local media + vertical portals + social platforms + outdoor media + KOL matrix + live on-site broadcasts" is expected to reach over 1.5 billion targeted impressions, providing exhibitors with long-term, high-intensity brand exposure and traffic generation.

06 服务即复购

365天采供对接平台
让生意长效发酵

AI+人工双重撮合，精准匹配高契合采购商，线上+线下联动洽谈灵活对接，提供展前预约、展中洽谈，展后持续对接的全周期服务，让优质商机主动找上门。

A 365-day sourcing and supply matching platform, enabling long-term business fermentation.

Leveraging AI-powered and manual matchmaking, we precisely connect you with highly compatible buyers. Through flexible online and offline integrated negotiations, we offer a full-cycle service: pre-exhibition appointment scheduling, in-exhibition business discussions, and sustained post-exhibition engagement. This approach ensures that high-quality business opportunities actively seek you out.



8大品类专馆

Eight Thematic Halls



火锅头部品牌馆

Hotpot Top Brand Hall



火锅食材馆

Hotpot Ingredients Hall



餐饮食材馆

Food & Beverage Ingredients Hall



非遗/地标食材馆

Intangible Cultural Heritage
Geographical Indication Ingredients Hall



潮饮食尚馆

Beverage & Dessert Hall



火锅底料及调味品馆

Hotpot Base & Condiments Hall



餐厨配套设备馆

Catering Kitchen Equipment Hall



食品加工与包装机械馆

Food Processing & Packaging Machinery Hall



11大特色专区

Eleven Specialized Zones

鲁渝协作专区

Lu-Yu Cooperation

山野鲜货专区

Mountain wild fresh goods

清真食材专区

Halal ingredients

对味酒局专区

New-generation alcoholic drinks

伴餐小食代专区

Leisure Health Food

食养大健康专区

Nutritional Wellness Zone

漂亮饭秀场专区

Leisure Health Food Area

智造鲜锋专区

Smart Freshness Zone

AI智能专区

Artificial Intelligence

食药同源专区

Homology between medicine and food

天然香辛料专区

natural flavoring agent

火锅餐饮新消费全景展

A Panoramic Exhibition of Hotpot and New Catering Consumption

火锅+串串

Hotpot + Skewers

火锅+粉面

Hotpot + Noodles

火锅宴+SHOW

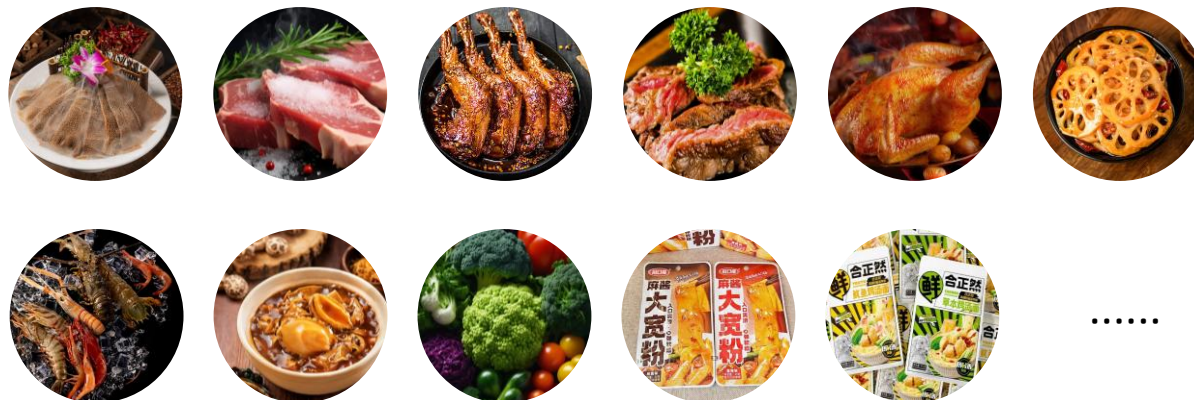
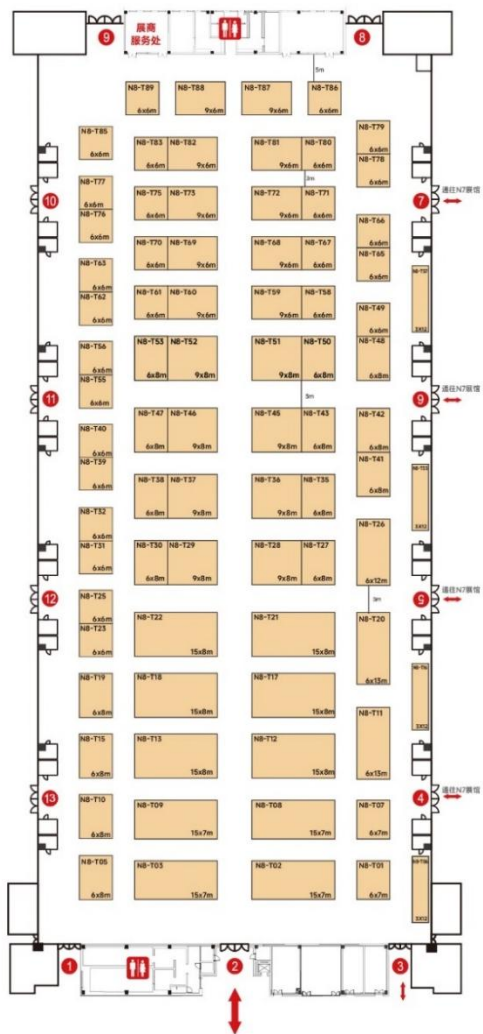
Hotpot Banquet + SHOW

火锅+茶饮/露营/烧烤

Hotpot + Tea Drinks/Camping/Barbecue

火锅+非遗/文创/跨界

Hotpot + Intangible Cultural Heritage/
Cultural Innovation/Crossover



扫码申请入驻
N8头部品牌馆

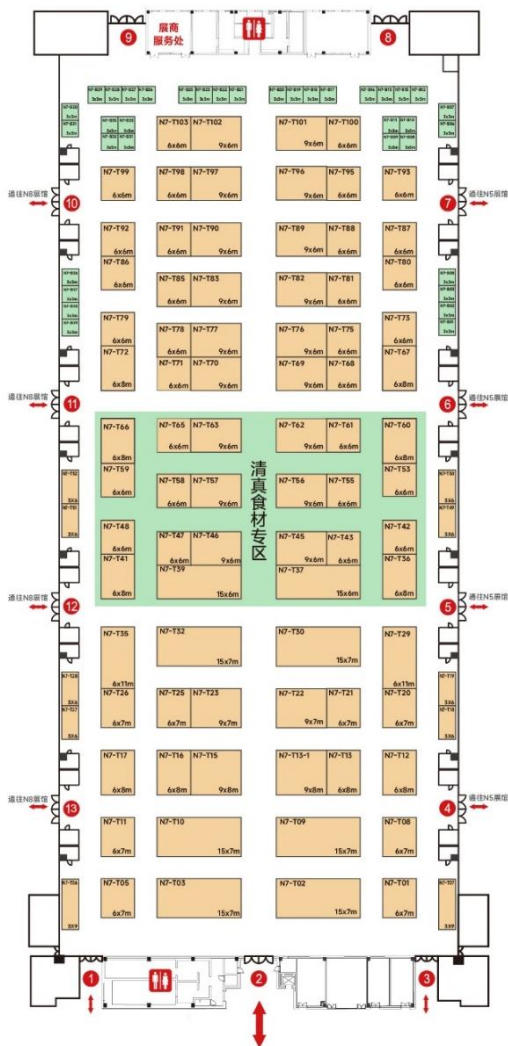
Scan to Apply for
Participation

2026年全球火锅头部展会-重庆火锅博览会，重磅打造“N8头部品牌馆”，集中展示各细分品类的全球/全国头部企业，以“头部展会”之名，展示“头部企业”风采，欢迎全球/全国优秀企业入驻，共造火锅餐饮行业的顶尖盛会！

Chongqing Hotpot Expo 2026, a premier global hotpot exhibition, proudly introduces the exclusive "N8 Leading Brands Hall." This dedicated space brings together global and national industry leaders across all sub-categories. True to its status as a "leading exhibition," it showcases the excellence of "leading enterprises." We welcome outstanding companies from around the world and across the nation to join us in creating a top-tier event for the hotpot and catering industry.

N 8 头部品牌馆

N 8 L e a d i n g B r a n d s H a l l



火锅水产食材 Aquatic Ingredients

海鲜冻品、海带、海菜、干品、活品、水产调理食品、龙虾仔、螺片、蟹脚、生蚝、生海虾、大生鱼片、鲜鱿鱼、鲢鱼腩、大花蟹、鲍鱼、养颜花胶、鲜贝、水发海参等

Frozen Seafood, Seaweed, Marine Vegetables, Dried Products, Live Seafood, Prepared Aquatic Foods, Lobster Tails, Sliced Conch, Crab Claws, Oysters, Raw Shrimp, Sashimi, Fresh Squid, Grass Fish Belly, Flower Crabs, Abalone, Beauty Fish Maw, Fresh Scallops, Rehydrated Sea Cucumber, etc.



火锅肉类食材 Meat Ingredients

牛羊肉类食材、肉禽蛋类、猪肉类食材、禽类食材等动物肉类食材等

Beef & Lamb Ingredients, Meat, Poultry & Eggs, Pork Ingredients, Poultry Ingredients, and Other Animal-Based Meat Ingredients



火锅特色食材 Specialty Ingredients

毛肚、百叶、黄喉、鸭鹅肠、鸭血鸭掌、粉丝粉条、时令蔬菜、丸子、虾滑鱼滑、火锅面、豆制品、竹笋等

Beef Tripe, Beef Omasum, Beef Aorta, Duck & Goose Intestines, Duck Blood & Duck Feet, Vermicelli & Noodles, Seasonal Vegetables, Meatballs, Shrimp & Fish Paste, Hotpot Noodles, Soy Products, Bamboo Shoots, etc.



火锅丸滑制品 Meatballs & Paste Products

芝士鸡肉丸、鹅肝丸、麻辣鲜牛丸、水晶虾丸、墨鱼滑、虾滑鱼滑、鲮鱼滑、手打鲜鱼丸、手打鲜鸡丸、潮州牛肉丸等

Cheese Chicken Meatballs, Foie Gras Meatballs, Spicy Fresh Beef Meatballs, Crystal Shrimp Meatballs, Cuttlefish Paste, Shrimp Paste & Fish Paste, Dace Fish Paste, Handmade Fresh Fish Balls, Handmade Fresh Chicken Balls, Chaozhou Beef Meatballs, etc.



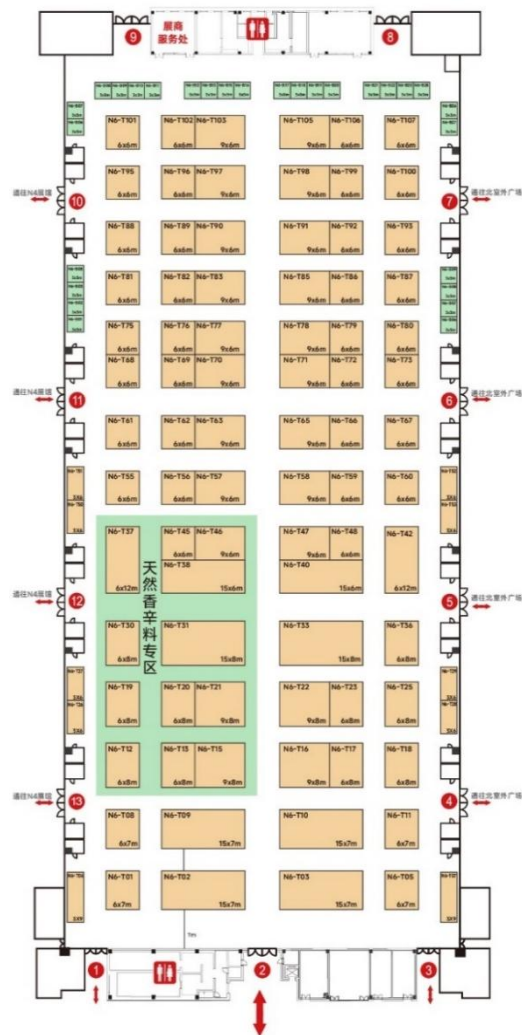
清真食材专区 Halal Ingredients Zone

清真认证牛肉、羊肉、鸡肉(冷鲜/冷冻/预制)鱼、虾、贝类(鲜活/冻品/干货)、橄榄油、菜籽油、黄油、酥油、卤味、肉干、糕点、豆制品等

Halal-Certified Beef, Lamb, Chicken (Chilled / Frozen / Prepared), Fish, Shrimp, Shellfish (Live / Frozen / Dried), Olive Oil, Rapeseed Oil, Butter, Ghee, Braised Delicacies, Meat Jerky, Pastries, Soy Products, etc.

N 7 火锅食材馆

N 7 Hotpot Ingredients Hall
(肉类/水产/丸滑制品/清真食材)



天然香辛料专区 Natural Spices Zone

源头辣椒、花椒、胡椒、八角、桂皮、香叶、孜然、小茴香、丁香罗勒、百里香、草本类香料等

Origin-Sourced Chilies, Sichuan Peppercorns, Black & White Peppercorns, Star Anise, Cinnamon, Bay Leaves, Cumin, Fennel Seeds, Cloves, Basil, Thyme, Herbal Spices, etc.



其他调味品 Other Condiments

豆瓣酱、芝麻酱、火锅调味粉、花椒、辣椒、香辛料、食品配料、添加剂等

Broad Bean Paste, Sesame Paste, Hotpot Seasoning Powder, Sichuan Peppercorns, Chilies, Spices, Food Ingredients, Additives, etc.



火锅底料 Hotpot Soup Base



汤料 Broths



烧烤料 Barbecue Seasonings



复合调味料 Compound Seasonings



鸡油/牛油/猪油 Chicken Fat, Beef Fat, Pork Fat



火锅香油/蘸料 Dipping Sauces



卤料 Braising Sauces



酱料 Sauces

N 6 火锅底料 / 调味品馆

N 6 Hotpot Base & Condiments Hall



火锅菌菇食材
Mushroom Ingredients

金针菇、鲜菇、蟹味/白玉菇、海鲜菇、白灵菇、黑木耳、杏鲍菇、平菇、茶树菇、银耳、玉木耳、双孢蘑菇、牛肝菌舞茸(灰树花)、绣球菌、鹿茸菇、竹荪等

Enoki Mushrooms, Fresh Mushrooms, Crab/White Beech Mushrooms, Seafood Mushrooms, White King Oyster Mushrooms, Black Fungus, King Oyster Mushrooms, Oyster Mushrooms, Tea Tree Mushrooms, Snow Fungus, Jade Fungus, Button Mushrooms, Porcini Mushrooms, Maitake Mushrooms, White Cauliflower Mushrooms, Deer Antler Mushrooms, Bamboo Fungus, etc.



火锅调理食材
Prepared Ingredients

冷冻禽肉类调理制品、速冻米面制品、裹面制品、鱼糜制品、菜肴制品、烧烤制品、果蔬制品等

Frozen Poultry & Meat Prepared Products, Quick-Frozen Rice & Noodle Products, Battered Products, Surimi Products, Prepared Dishes, Barbecue Products, Fruit & Vegetable Products, etc.



火锅休闲小吃
Hotpot Snacks

酥肉、香辣小鱼皮、小麻花、年糕、薯条、红糖糍粑、糯米锅巴、麻辣豆皮等

Crispy Fried Pork, Spicy Small Fish Skin, Mini Fried Dough Twists, Rice Cakes, French Fries, Brown Sugar Glutinous Rice Cake, Crispy Glutinous Rice Crust, Spicy Tofu Skin, etc.



火锅主食食材
Staple Ingredients

手工乌冬面、荞麦面、方便面、米粉、水饺、米饭、各种炒饭等

Handmade Udon Noodles, Soba Noodles, Instant Noodles, Rice Noodles, Dumplings, Rice, Various Fried Rice, etc.

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N 5 火锅食材馆

N 5 Hotpot Ingredients Hall
(菌菇/调理类食材/特色小吃)



对味酒局专区 New-generation alcoholic drinks

新式葡萄酒/红酒、白酒、烈酒、啤酒、精酿、米酒、黄酒等

New-style wines and red wines, Baijiu, spirits, beer and craft brews, rice wine, and Huangjiu (yellow rice wine).etc.



伴餐小食代专区 Leisure Health Food

等位零食、烫涮零食、零食伴手礼等

Waiting snacks, hot pot-ready snacks, and snack souvenirs/gift sets, etc.



食养大健康专区 Nutritional Wellness Zone

食药同源、有机/绿色食品、源头供应链等

Food-medicine homology, organic & green food, and direct source supply chain, etc.



漂亮饭秀场专区 Leisure Health Food

餐饮品牌+出品美学服务、影像与内容服务、门店美学服务等

F&B Brand & Culinary Aesthetics Services, Visual Media & Content Services, and Store Design & Aesthetics Services, etc.

N4 潮饮食尚馆

N4 Trendy Dining & Lifestyle Hall
(餐酒CP/食养大健康/伴餐食品/餐饮美学服务)



山野鲜货专区

特色品种菌菇、竹笋、木耳、瓜果、鲜蔬、野菜、食用中药材等

Specialty Varieties of Mushrooms, Bamboo Shoots, Wood Ear Fungus, Melons & Fruits, Fresh Vegetables, Wild Herbs, Edible Medicinal Herbs, etc.



中西餐食材

原切牛羊肉、羊排、牛排、特色牛羊肉深加工产品等

Original Cut Beef & Lamb, Lamb Chops, Beef Steaks, Specialty Deep-Processed Beef & Lamb Products, etc.



肉禽食材

冷冻/冰鲜牛羊肉类、肉卷、肉丸、火腿、禽类产品（如家禽、蛋品）及其调理食品、食产品等

Frozen/Chilled Beef & Lamb, Meat Rolls, Meatballs, Ham, Poultry Products (e.g., Poultry, Eggs) and Their Prepared Foods, Food Products, etc.



糕点主食

各类面条、饼类、包子、饺子、饭团、炸鸡、油条、炸串、蒸饺、汤包、粽子、年糕、糯米糍等

Various Noodles, Pancakes & Flatbreads, Steamed Buns, Dumplings, Rice Balls, Fried Chicken, Fried Dough Sticks, Deep-Fried Skewers, Steamed Dumplings, Soup Dumplings, Zongzi (Sticky Rice Dumplings), Rice Cakes, Glutinous Rice Balls, etc.



烧烤食材

调理牛羊肉串、肥牛卷、虾、贝类(生蚝、扇贝)、鱼(秋刀鱼、鱿鱼)、海鲜调理串、冷冻海鲜、鸡翅、鸡腿、鸡胸肉、掌中宝、鸡心等禽类部件及各类腌制禽肉串等

Prepared Lamb & Beef Skewers, Fatty Beef Rolls, Shrimp, Shellfish (Oysters, Scallops), Fish (Pacific Saury, Squid), Prepared Seafood Skewers, Frozen Seafood, Chicken Wings, Drumsticks, Chicken Breast, Chicken Cartilage, Chicken Hearts, and Other Poultry Parts & Various Marinated Poultry Skewers, etc.



蔬菜食材

新鲜蔬菜、冷冻/速冻蔬菜、菌菇类、豆制品、预包装蔬菜及蔬菜调理食材等

Fresh Vegetables, Frozen/Quick-Frozen Vegetables, Mushrooms & Fungi, Soy Products, Pre-Packaged Vegetables & Prepared Vegetable Ingredients, etc.



潮饮甜品

新式茶饮、传统茶饮/中式茶饮、鲜榨果汁、思慕雪/果昔、冰沙、功能与植物饮料、风味奶制品、冰淇淋、其他甜饮及周边等

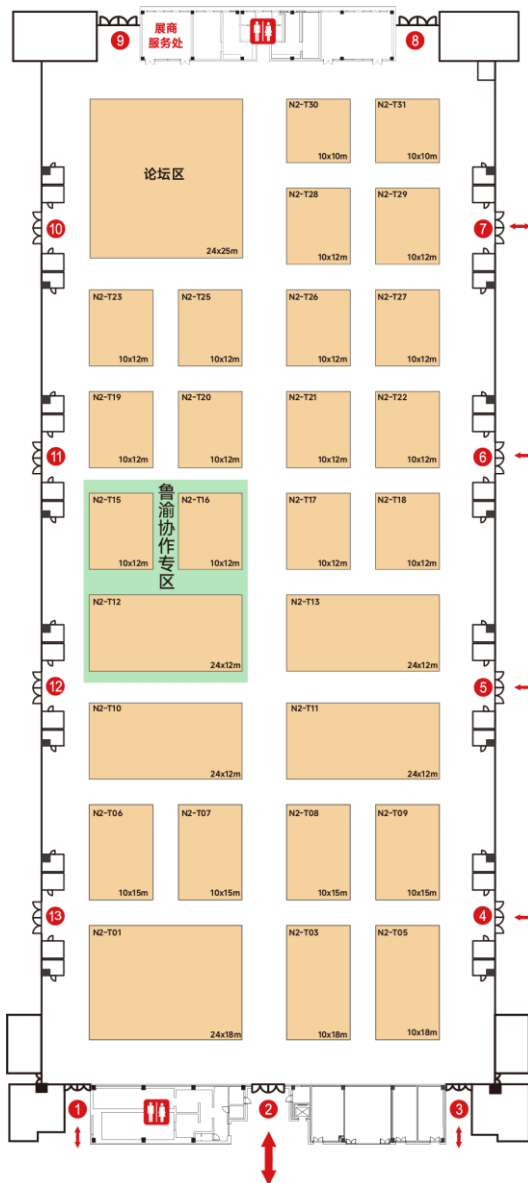
New-style Tea Beverages, Traditional/Chinese Tea Beverages, Freshly Squeezed Juices, Smoothies, Slushies, Functional & Plant-based Drinks, Flavored Dairy Products, Ice Cream, Other Sweet Drinks & Related Products, etc.

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N3 餐饮食材/供应链综合馆

N 3 Beverage & Dessert Hall

(中西餐食材/烧烤食材/糕点主食/甜饮品)



鲁渝协作专区
Regional Specialties

鲁渝特色食材、食品、农产品、海鲜水产、食品加工及包装机械等

Shandong & Chongqing Specialty Ingredients, Food Products, Agricultural & Aquatic Products, Food Processing & Packaging Machinery, etc.



区域特产
Regional Specialties



加工食品
Processed Foods



名产优品
Famous & Quality Products



地理标志产品
Geographical Indication
Products



老字号产品
Time-honored products



非遗产品
ICH Products

.....

N2 (一县一品)地标食材馆

N2 Intangible Cultural Heritage Geographical Indication Ingredients Hall



智造鲜锋专区

冷链车、液氮锁鲜设备、气调锁鲜 (MAP)、螺旋速冻机移动冷库、快速冷冻设备、冷藏保险设备、冷冻仓储与运输设备、真空保鲜包装等

Refrigerated truck, Liquid nitrogen freshness locking equipment, Modified Atmosphere Packaging (MAP), Spiral freezer, Mobile cold storage, Quick freezing equipment, Cold storage and insulation equipment, Frozen warehousing and transportation equipment, Vacuum fresh-keeping packaging, etc.



食品加工设备

炒料/切丁/切片/压片机、智能炸鸡、智能烤箱、面条/饺子/揉面机、肉丸机、油炸机、滚动式脱壳机、气泡清洗机、粉碎机、卧/立式搅拌机、蒸饭车、旋转小火锅设备、饮料生产线等

Frying ingredient machine/Dicing machine/Slicing machine/Flaking machine, Intelligent frying machine, Intelligent oven, Noodle/Dumpling/Dough kneading machine, Meatball machine, Frying machine, Rotary sheller, Bubble washing machine, Pulverizer, Horizontal/Vertical mixer, Rice steamer, Rotary hot pot equipment, Beverage production line, etc.



食品分选称重设备

码垛机器人、智能分选机、AI分拣机器人、AI视觉称重、称重式分选设备、尺寸分选设备、综合分选设备等

Palletizing robot, Intelligent sorter, AI sorting robot, AI vision weighing, Weighing sorter, Size sorter, Comprehensive sorting equipment, etc.



食品包装设备

给袋式包装机、枕式包装、真空包装封口设备、裹包与缠绕设备、贴标与喷码设备等

Premade Pouch Packaging Machines, Flow Pack Wrapping Machines, Vacuum Packaging and Sealing Equipment, Wrapping and Stretch Winding Equipment, Labeling and Coding Equipment, etc.



食品检测设备

理化指标检测设备、生产过程检测设备(金属检测机、异物检测机、重量分选机、真检测仪)、快速检测设备、异物检测器、包装检测设备(密封测试仪、抗压强度测试仪)等

Physical and Chemical Property Testing Equipment, In-Process Inspection Equipment (Metal Detectors, Foreign Object Detectors, Checkweighers, Vacuum Testers), Rapid Testing Equipment, Foreign Object Detectors, Packaging Testing Equipment (Seal Testers, Compression Strength Testers), etc.



食品杀菌灭菌设备

灭菌柜、杀菌釜、热力杀菌设备、冷杀菌设备、化学杀菌配套设备等

Sterilization Cabinets, Retorts, Thermal Sterilization Equipment, Cold Sterilization Equipment, Chemical Sterilization Auxiliary Equipment, etc.



AI智能专区

AI炒菜/煮面/烹饪机器人

AI Stir-Frying / Noodle Cooking / Cooking Robot, etc.

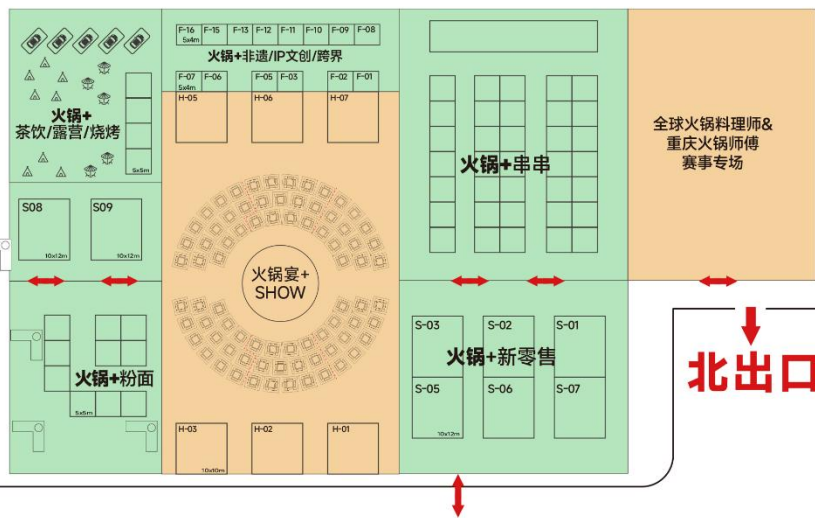
N1 食品加工与包装机械馆

N1 Food Processing & Packaging Machinery Hall
(包装设备/加工设备/冷冻设备/检测设备)



北室外

火锅餐饮新消费全景展



川渝麻辣火锅品牌；北京涮羊肉、羊蝎子火锅...北派火锅品牌；潮汕牛肉火锅、猪肚鸡火锅、粥底火锅、椰子鸡...粤式火锅品牌；酸汤火锅、野生菌火锅、腊排骨火锅...云贵火锅品牌；鲜切牛肉火锅、自助小火锅...特色火锅品牌；泰式火锅、日本寿喜锅、韩式部队锅...国际火锅品牌



火锅品牌
Hotpot Brands

Sichuan-Chongqing Spicy Hotpot Brands; Beijing Lamb Hotpot, Lamb Spine Hotpot... Northern-style Hotpot Brands; Chaoshan Beef Hotpot, Pork Tripe Chicken Hotpot, Congee Base Hotpot, Coconut Chicken Hotpot... Cantonese-style Hotpot Brands; Sour Soup Hotpot, Wild Mushroom Hotpot, Cured Rib Hotpot... Yunnan-Guizhou Hotpot Brands; Freshly Sliced Beef Hotpot, Individual Mini Hotpot... Specialty Hotpot Brands; Thai Hotpot, Japanese Sukiyaki, Korean Army Stew... International Hotpot Brands



粉面品牌
Noodle & Rice Noodle Brands

重庆小面、兰州牛肉面、武汉热干面...小面品牌；广西螺蛳粉、贵州羊肉粉、重庆酸辣粉...米粉品牌

Chongqing Xiaomian, Lanzhou Beef Noodles, Wuhan Hot Dry Noodles... Noodle Brands; Guangxi Luosifen, Guizhou Yangroufen, Chongqing Suanlaifen... Rice Noodle Brands



火锅串串品牌
Hotpot Skewer Brands



烧烤品牌
Barbecue Brands



新零售品牌
New Retail Brands



快餐小吃品牌
Fast Food & Snack Brands



新茶饮品牌
New Tea Beverage Brands



新能源车
New Energy Vehicles (NEVs)



户外/露营品牌
Outdoor and Camping Brands



非遗/IP文创/跨界
Intangible Cultural Heritage / IP Cultural & Creative / Crossover Brands

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北室外 火锅餐饮新消费全景展

North Outdoor Square

A Panoramic Exhibition of Hotpot and New Catering Consumption



会

- 2026火锅产业创新大会 2026 HOT POT INDUSTRY INNOVATION CONFERENCE
- 第六届国际火锅采购大会暨第九届爆品食材优选会 THE 6TH INTERNATIONAL HOTPOT SOURCING CONFERENCE&THE 9TH EXPLOSIVE INGREDIENTS SELECTION MEETING
- 2026中国食品供应链大会 2026 CHINA FOOD SUPPLY CHAIN CONFERENCE
- 2026休闲食品创新论坛 2026 LEISURE FOOD INNOVATION FORUM
- 2026团餐供应链创新论坛 2026 GROUP CATERING SUPPLY CHAIN INNOVATION FORUM
- 2026重庆市食品及农产品成果展示大会 2026 CHONGQING FOOD AND AGRICULTURAL PRODUCTS ACHIEVEMENT EXHIBITION
- 专场推介会/对接会(N场) SPECIAL PROMOTION & MATCHING SESSIONS (N SESSIONS)

赛

- 第四届全国火锅料理职业技能大赛 THE 4TH NATIONAL HOTPOT PROFESSIONAL SKILLS COMPETITION
- 第四届火锅潮饮甜品大赛 2026 4TH HOT POT DESSERT TIDE DRINK CONTEST
- 2026火锅文创宴大赛 2026 HOTPOT CULTURAL & CREATIVE BANQUET COMPETITION
- 第二届川渝江湖菜争霸赛 THE 2ND SICHUAN-CHONGQING JIANGHU CUISINE COMPETITION

2026 活动规划

2026 EVENT PLAN



开幕式&重庆火锅传承仪式



2025火锅TALKSHOW



重庆火锅文品鉴宴



2025百万红人嗨购直播

仪式

开幕式 OPENING CEREMONY

重庆火锅传承仪式 CHONGQING HOTPOT HERITAGE RITUAL

宴

重庆火锅品鉴宴 CHONGQING HOT POT TASTING

千人火锅宴 THOUSAND-PERSON HOTPOT FEAST

秀

2026火锅TALK SHOW 2026 HOT POT TALK SHOW

2026超级新品食装SHOW 2026 SUPER FOOD FASHION SHOW

2026川渝名厨“新品新SHOW” 2026 SICHUAN-CHONGQING MASTER CHEFS "NEW DISH NEW SHOW"

“未来星厨”AI机器人烹饪SHOW "FUTURE STAR CHEF" INTELLIGENT ROBOT COOKING SHOW

168道秋冬时令创新菜SHOW 168 AUTUMN & WINTER SEASONAL INNOVATIVE DISHES SHOW

播

百万红人嗨购直播 MILLION-INFLUENCER LIVE SHOPPING EXTRAVAGANZA

2026 活动规划

2 0 2 6 E V E N T P L A N



1

全球范围曝光

GLOBAL EXPOSURE

* 100+ 主流媒体报道

新华网、人民网、央视新闻、国际在线、环球网、腾讯、搜狐...

Xinhua News Agency, People's Daily Online, CCTV News, CRI Online, Global Times, Tencent, Sohu... covered by 100+ mainstream media outlets.

2

全行业深度推广

INDUSTRY-WIDE DEEP PROMOTION

* 500+ 展会餐饮行业网站推广

Promotion across 500+ exhibition and foodservice industry websites.

中国会展网、第一会展网、世界会展网.....

* 100万+ 专业观众数据一对一邀约

One-on-one invitations targeting a professional audience database of over 1 million.

短信、彩信、电推.....

* 200+ 全国专业市场地推

On-ground promotions in 200+ national professional markets.

冻品、餐饮、食品、调味品批发/商业市场.....

* 官方媒体矩阵长线推广

Long-term promotion through official media matrix channels.

网站、小程序、微信公众号、视频号.....长线推广



2026 宣传体系

2026 PROMOTION SYSTEM



3

全域营销造势

OMNI-CHANNEL MARKETING CAMPAIGN

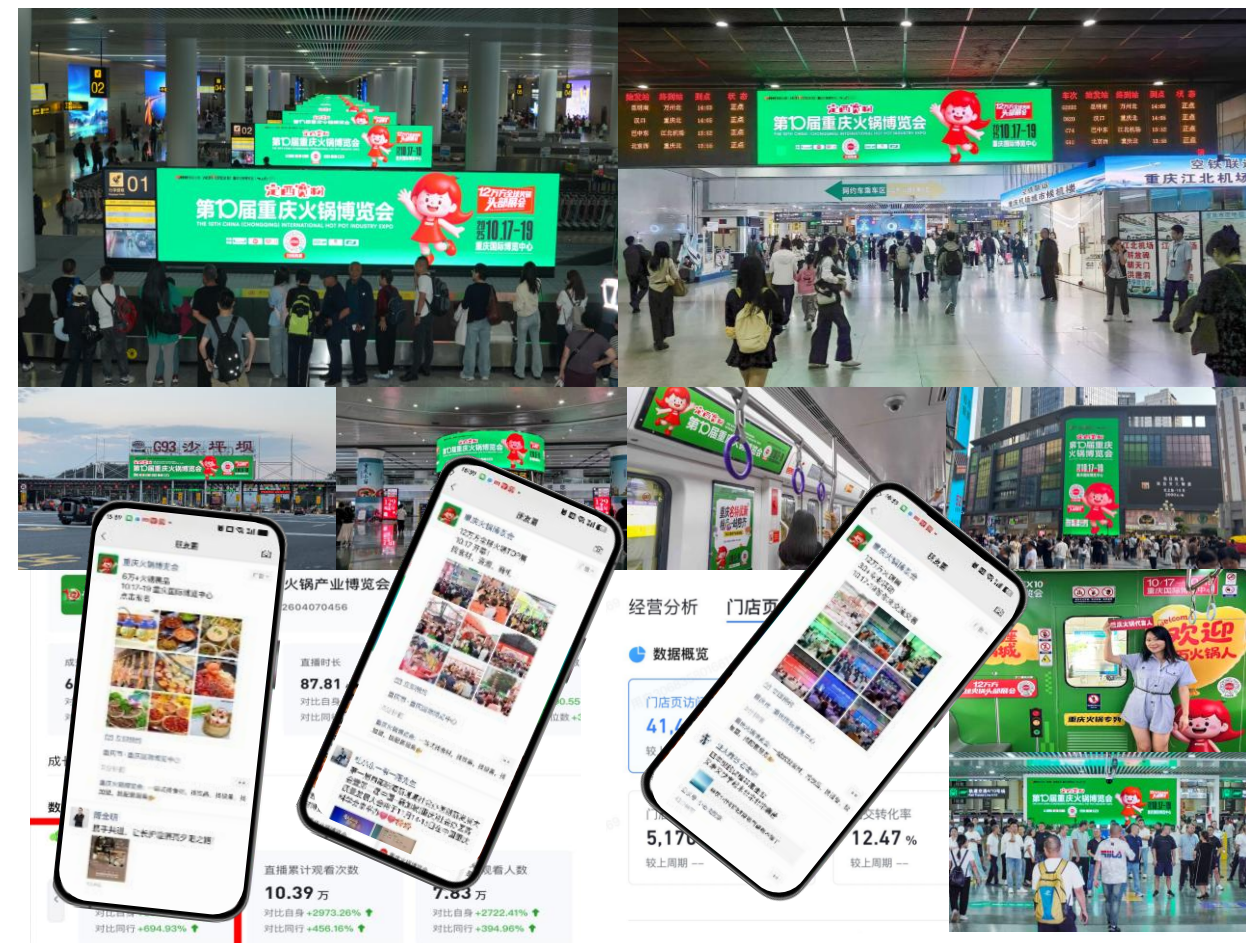
- * 户外媒体全面铺设 Comprehensive Deployment of Outdoor Media
机场、高铁站、商圈、高速路收费站、干道灯杆.....
- * 轨道交通黄金资源投放 Premium Advertising Placement in Rail Transit Systems
10万+/日承载量轨道交通广告投放
- * 50+线上渠道精准投放 Targeted Advertising Across 50+ Online Channels.
抖音、百度、腾讯、快手、搜狐、网易、今日头条、小红书.....
- * 大众媒体强势曝光 Strong Exposure through Mass Media.
电视、电台、报媒、网站.....
- * 300+全球商协会定向传播 Targeted Outreach to 300+ Global Business Associations.
- * 社交媒体圈层裂变 Social Media Community Fission.
微博话题、微信朋友圈、抖音话题、小红书话题、照片/视频直播.....

4

全网话题热度

FULL-NETWORK TOPIC HEAT

城市营销、话题事件、品牌联动、现场直播、红人带货.....打造多元场景、造热点话题、全网热度





2026招商全面启动



展位招商
EXHIBITORS



活动招商
PRESENTATION



广告招商
ADVERTISING SALES



活动冠名
ACTIVITY NAMED



总平面图

Master Plan



展位招商

EXHIBITORS

空地展位

Raw Space

800元/m²

36平米以上起租，由参展企业自行设计搭建并报组委会审核批准，空地展位主办方仅提供展示空地，无其他展览配套设施。





活动招商 PRESENTATION

参与形式：专场推介会

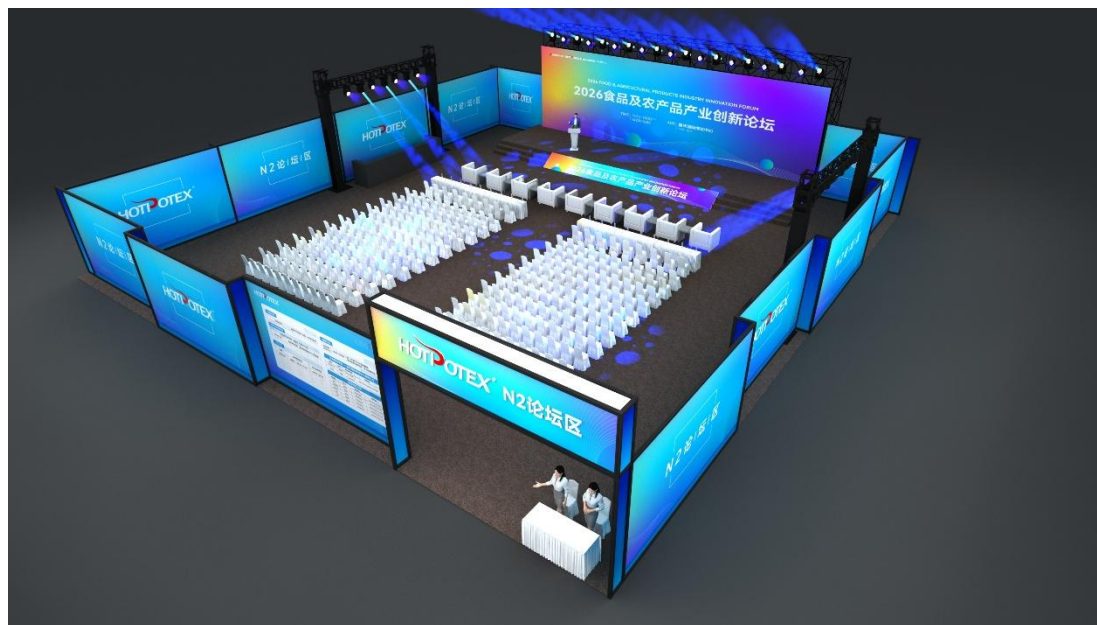
时间：2026年10月23-25日

地点：重庆国际博览中心

时长：1个小时

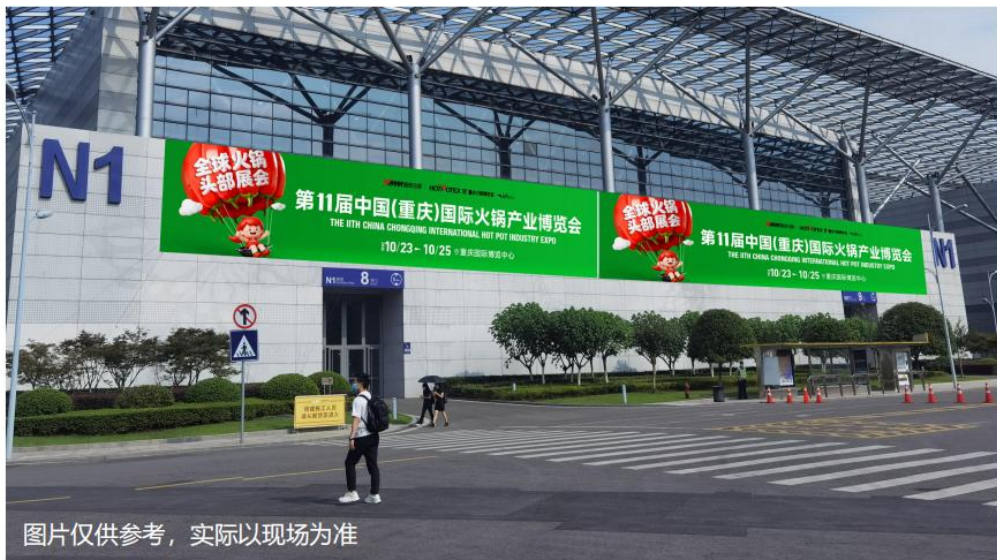
费用：30000元

备注：组委会提供场地、舞台、灯光音响、桌椅等硬件设施，主办方自行组织实施



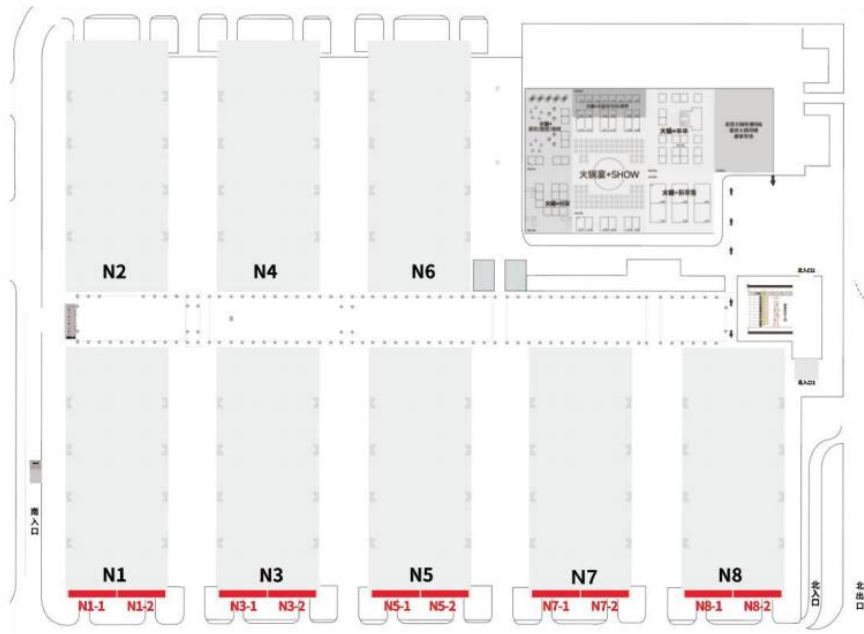


□ 馆外喷绘广告



图片仅供参考，实际以现场为准

展馆端头墙面广告(N1-N8)



位置	编号	画面尺寸 (单面横版)	材质	数量	价格
N1N3N5N7N8 展馆端头	N1-1 N1-2 N3-1 N3-2 N5-1 N5-2 N7-1 N7-2 N8-1 N8-2	32*6米 (拼接)	喷绘布	10幅	55800元/幅

广告招商
ADVERTISING SALES



馆内喷绘广告

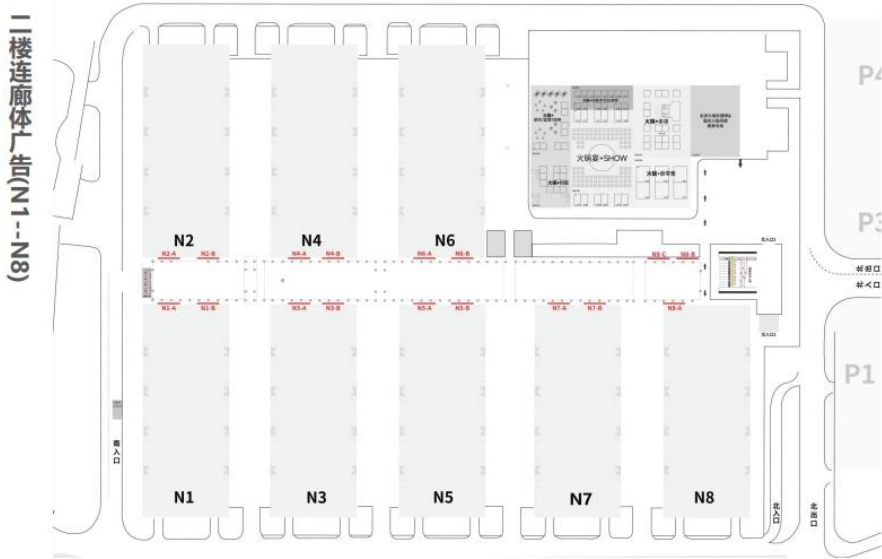


ADVERTISING SALES

广告招商



图片仅供参考，实际以现场为准



位置	编号	画面尺寸 (单面横版)	材质	数量	价格
连廊二楼墙面	N1-A N1-B N2-A N2-B N3-A N3-B N4-A N4-B N5-A N5-B N6-A N6-B N7-A N7-B N8-A N8-B N8-C	20*3.6米	喷绘布	17幅	26800元/幅

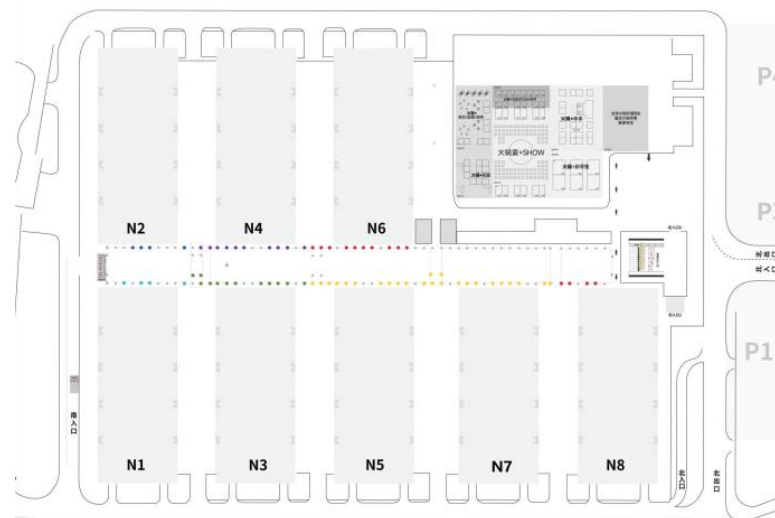


馆内喷绘广告



图片仅供参考，实际以现场为准

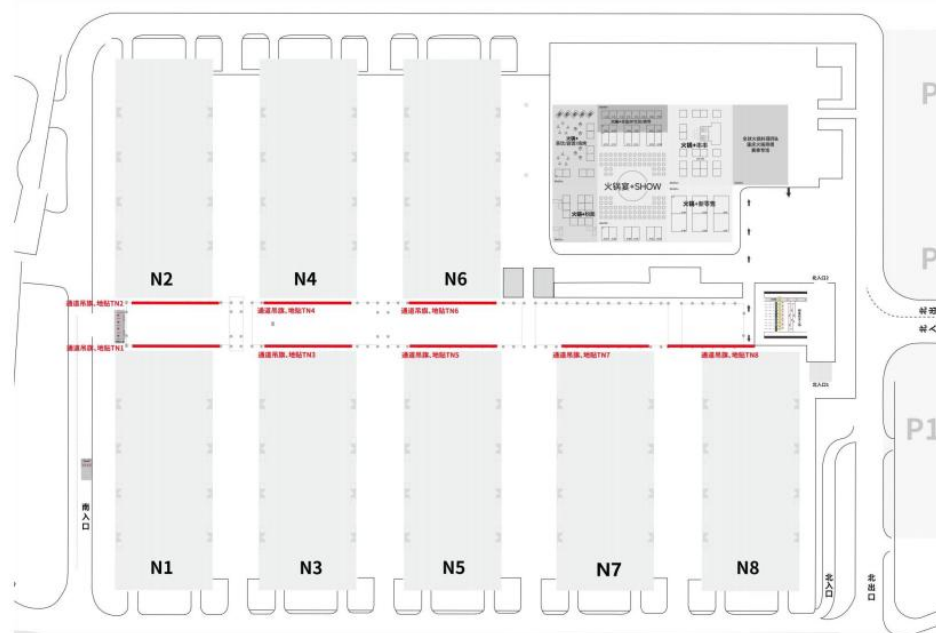
一楼连廊圆柱广告



位置	编号	画面尺寸(竖版)	材质	数量	价格
一楼连廊圆柱	 N1馆  N2馆  N8馆	3.8*3.7米	喷绘布	4个/1组	15000元/组
	 N3馆  N5馆  N7馆	3.8*3.7米	喷绘布	12个/组	33000元/组
	 N4馆  N6馆	3.8*3.7米	喷绘布	10个/组	30000元/组

广告招商
ADVERTISING SALES

馆内吊旗和地贴广告



位置	编号	画面尺寸 (双面横版)	材质	数量	价格
展馆连廊 通道吊旗和 地贴	TN1 TN2 TN3 TN4 TN5 TN6 TN7 TN8	吊旗：2.4*1米 地贴：1.8Φ	吊旗：KT板 地贴：车贴	8组 (每组含5吊幅， 6地贴)	22800元/组

广告招商
ADVERTISING SALES



馆内喷绘广告



图片仅供参考，实际以现场为准

馆内吊旗站 (DN1-DN8)



位置	编号	画面尺寸 (双面竖版)	材质	数量	价格
N1-N8馆内吊旗	DN1 DN2 DN3 DN4 DN5 DN6 DN7 DN8	5*3米	喷绘布	8组 (每组/3幅)	18000元/组



ADVERTISING SALES

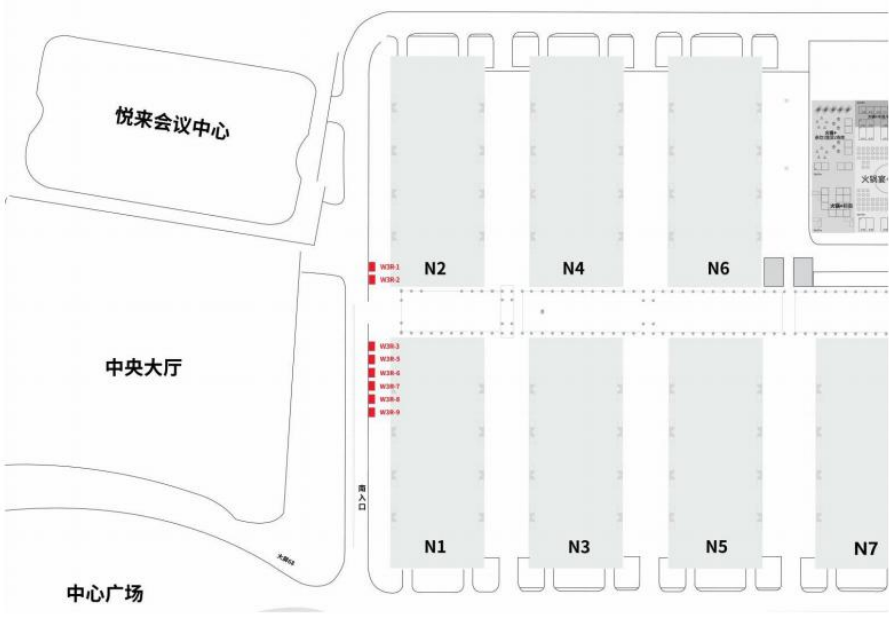
广告招商



馆外四面桁架广告



图片仅供参考，实际以现场为准



位置	编号	画面尺寸 (双面横版)	材质	数量	价格
三号通道	W3R-1-3 W3R-5-9	4*3米	桁架加喷绘布	8个	12000元/个



广告招商
ADVERTISING SALES



活动冠名

ACTIVITY NAMED

重点活动冠名

KEY ACTIVITY NAMING

2026火锅产业创新大会

2026 HOT POT INDUSTRY INNOVATION CONFERENCE

第六届国际火锅采购大会暨第九届爆品食材优选会

THE 6TH INTERNATIONAL HOT POT SOURCING CONFERENCE & THE 9TH HOT POT PREMIUM INGREDIENTS SELECTION FAIR

2026中国食品供应链大会

2026 CHINA FOOD SUPPLY CHAIN CONFERENCE

2026休闲食品创新论坛

2026 LEISURE FOOD INNOVATION FORUM

2026团餐供应链创新论坛

2026 GROUP CATERING SUPPLY CHAIN INNOVATION FORUM

第四届全国火锅料理职业技能大赛

THE 4TH NATIONAL HOTPOT PROFESSIONAL SKILLS COMPETITION

2026第四届火锅潮饮甜品大赛

2026 4TH HOT POT DESSERT TIDE DRINK CONTEST

“未来星厨” AI机器人烹饪SHOW

"Future Star Chef" Intelligent Robot Cooking Show

重庆火锅品鉴宴暨2026超级新品食装SHOW

CHONGQING HOTPOT TASTING & 2026 SUPER FOOD FASHION SHOW

2026火锅TALK SHOW

2026 HOT POT TALK SHOW

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备注：冠名方案另附