

FSHOW²⁰²⁴

第十四届 中国国际新型肥料展览会 14th China International Fertilizer Show

2024.3.13-15 中国·上海 / Shanghai, China



同期展会 / Concurrent Events



展会概况

SHOW PROFILE

第十四届中国国际新型肥料展览会（FSHOW 2024）已于2024年3月15日在国家会展中心（上海）圆满收官！本届展会吸引来自海内外25个国家的640家肥料企业参展，展出面积达45,000平方米，来自124个国家和地区的业内人士到场参观，共计82,000余人次，全球行业精英不远万里汇聚于此，共赴这场世界肥料行业盛会！

14th China International Fertilizer Show (FSHOW 2024) was successfully concluded on March 15, 2024 at the National Exhibition and Convention Center (Shanghai). This year, 640 fertilizer companies from 25 countries participated in the exhibition, with an exhibition area of 45,000 m², professionals from 124 countries and regions with more than 82,000 visits.

2024年展会数据

Show data of 2024

82,000+

参观人次
Visits

22.45%

海外观众占比
Proportion of Overseas Visits

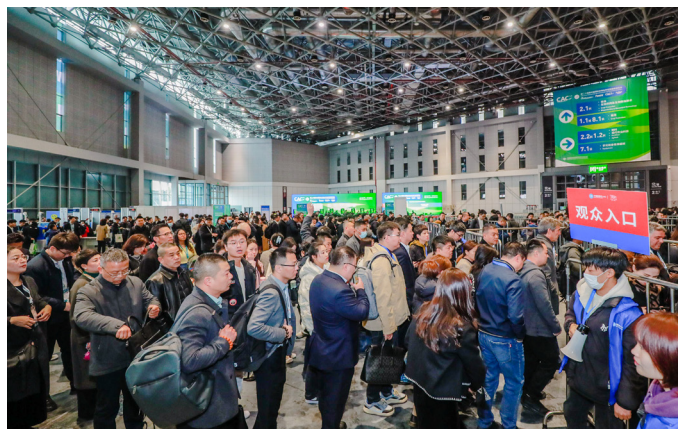
124

参与国家和地区
Countries & Regions45,000 m²展览面积
Exhibition Area

640

肥料参展企业
Exhibitors

60

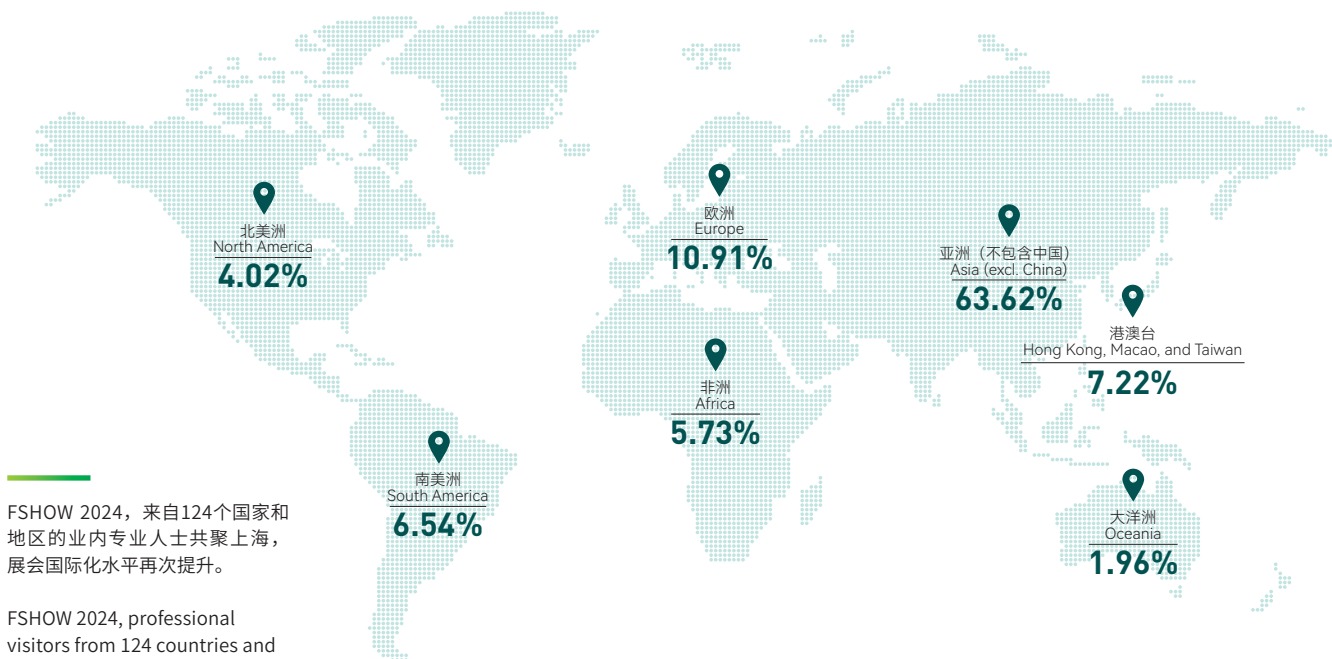
海外参展企业数
Overseas Exhibitors

观众数据分析

VISITORS: FACTS & FIGURES

海外及港澳台地区观众分布

Overseas, Hong Kong, Macao and Taiwan Visitors Profile

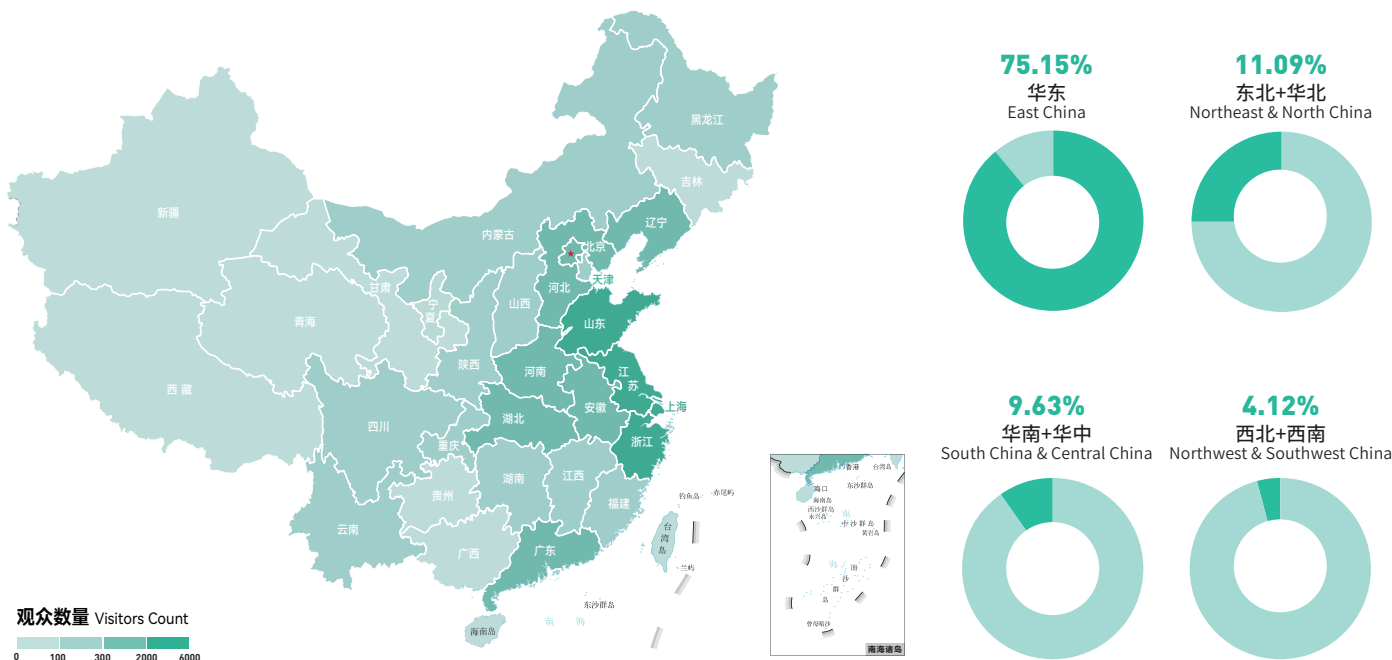


FSHOW 2024, 来自124个国家和地区的专业人士共聚上海，展会国际化水平再次提升。

FSHOW 2024, professional visitors from 124 countries and regions gathered in Shanghai for this international event.

国内观众分布

Domestic Visitors Profile



观众工作性质 Visitors' Department



33.34%

管理
Management

24.98%

销售
Sales

19.48%

采购
Purchasing

11.68%

市场
Marketing

5.56%

研发
R&D

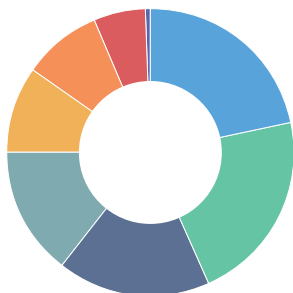
3.63%

生产
Manufacturing

1.33%

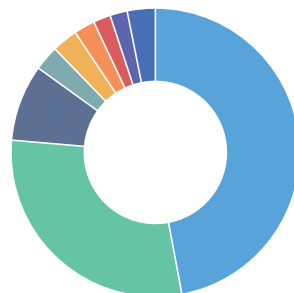
其他
Others

参会目的 Purpose of Visit



- 21.82% 采购产品/设备 Purchasing Products
- 21.57% 联络供应商 Searching for Suppliers
- 17.16% 收集产品信息 For Product Information
- 14.51% 收集市场信息和了解行业动态 For Market Information and the Trend of the Industry
- 9.75% 寻找分销商/代理商 Seeking Distributors
- 8.95% 寻找海外产品 Collecting Overseas Products
- 5.88% 考察展会以便日后参展 Inspecting Exhibition for Future Participation
- 0.35% 其他 Others

所属行业 Visitors' Nature of Business



- 47.05% 生产商 Manufacturer
- 29.31% 贸易公司 Trading Company
- 8.58% 分销商/代理商 Distributor
- 2.80% 终端用户 End-User
- 2.88% 商会 Chamber of Commerce
- 2.36% 科研院校 Scientific Research Institutions
- 1.94% 咨询公司 Consulting Company
- 1.94% 实验室 Lab
- 3.14% 其他 Others

观众评语

Visitor Comments



维森特·比索尼, 巴西 Botuverá 集团行政和财务总监

Vicente Bissoni

Administrative and Financial Director of Botuverá Group, Brazil

我是一名来自巴西的农场主，是这里展示的大多数产品的最终用户。我们正在寻找新的合作伙伴，为我们提供最好的产品，同时看看技术方面有什么新进展。展会规模很大，有很多机会，还有很多我在巴西从没见过产品，这将是我们将开展新业务的绝佳机会。

I'm a farmer from Brazil, so I'm the final consumer of most of the products that are showing here. We're looking for new partners and see what's new in terms of technology. A lot of different products that I haven't seen yet in Brazil, so I think it's gonna be a great opportunity for our new business.



坎贝尔·斯塔克, 英国 Waypoint 运营主管

Campbell Stark

Head of Operations, Waypoint

我来自新西兰，为一家英国的贸易公司工作。我们在这里会见不同的肥料生产商和供应商。这个展会非常棒，比我预期的要大得多，我看到了很多以前合作过的供应商，也找到了一些新的供应商，这里商机无限。

I'm from New Zealand and I work for a trading company based in the UK. We're here to meet different manufacturers and supplies for fertilizers. The show is fantastic so far, it's much bigger than I expected, I've seen many suppliers that we used to work with them, also I find some new suppliers.



乌迪德·夏尔马, 印度 Hindchem 公司董事

Udit Sharma

Director of Hindchem India

我从2013年开始参加CAC & FSHOW展览会，到现在已经有10多年了。我是一名进口商，我从中国进口所有的产品，所以这是一个很好的平台，让我认识我的供应商。除此之外，我也很高兴看到它将许多供应商与客户联系起来，这是一个全球性的活动。

I've been CAC & FSHOW since 2013, more than 10 years now. I'm an importer basically, I import all agriculture products from China, so this is a good platform for me to meet my suppliers. So apart from that, I'm glad it's connecting many suppliers to its customers, and this is a global event.

展商数据分析

EXHIBITORS: FACTS & FIGURES

海外展商来源

Source countries of overseas exhibitors



本届展会肥料海外品牌展区再次扩大，共有来自24个国家的60家海外企业参展，海外展商占比9.4%。

This year, overseas pavilion was expanded again, with a total of 60 overseas exhibitors from 25 countries, accounting for 9.4%.



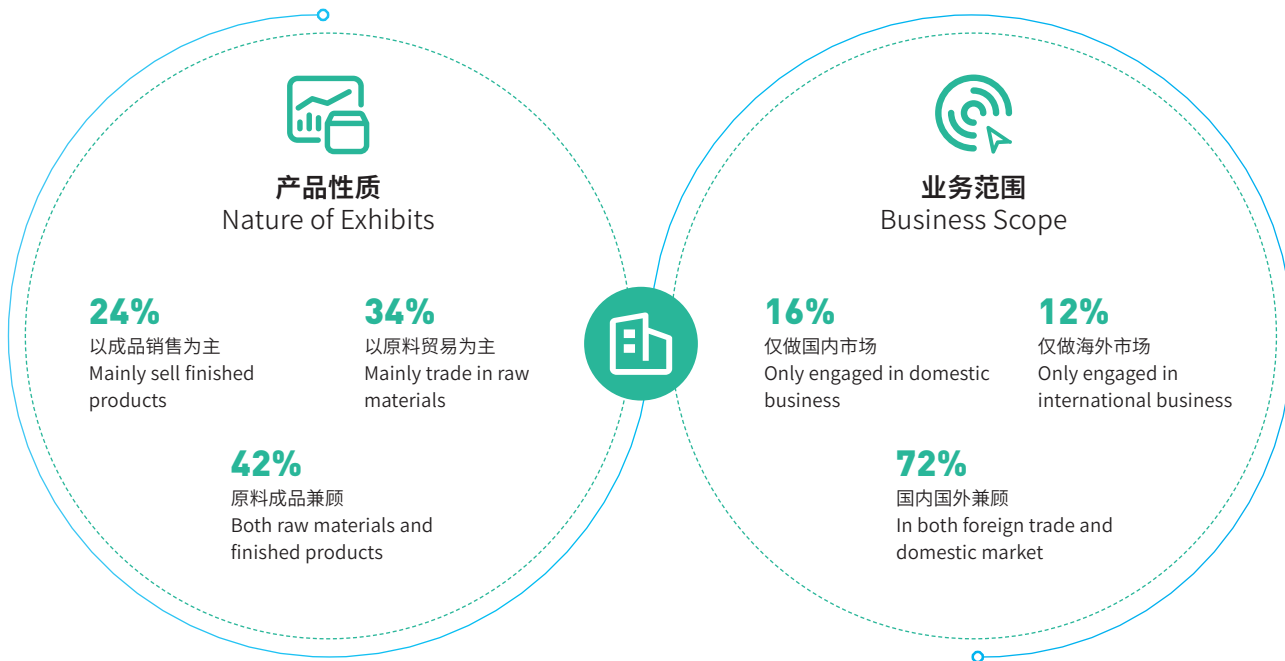
产品类别对应的企业数量

Number of Companies Corresponding to Product Categories



参展商业务概况

Exhibitor's Business overview



展商评语

Exhibitor Comments



单俊伟
青岛海大生物集团董事长
Shan Junwei,
Chairman of Qingdao Seawin Biotech Group

今年是青岛海大生物集团连续第20年参加上海CAC农化展，CAC成就了海大生物的海外市场，也为行业提供了国际交流和展示的舞台。我看到越来越多优秀企业参展，海外客户非常多，三天的展会我们和许多客户都展开了非常深入的交流，收获很大。

This year is the 20th year that Seawin Biotech has participated in CAC Show, CAC has led us into overseas market and provided a platform for international exchange and display for fertilizer Industry. In these During the show, we had a very in-depth communication with many customers and gained a lot.



杰里米·道钦
诺稳萨集团 亚洲区主管
Jérémy Dauchin
Head of Asia, ROVENSA NEXT

我们很荣幸能够参加本届上海CAC和FSHOW展览会，展会非常精彩。中国市场非常活跃，对新产品的需求很大，ROVENSA NEXT的目标是抓住这个不断增长的市场的机会。这对我们来说是一个很好的机会。

We are very proud to be present at CAC&FSHOW in Shanghai, the show is very wonderful. China market is very active, and have large demand of novelty, The objective of ROVENSA NEXT is to take opportunity of this growing market. It's a great opportunity for us.



张斌
麦克斯集团董事长
Zhang Bin
Chairman of CityMax Group

此次是麦克斯集团连续第12年参加FSHOW肥料展，来自海内外的客户对公司产品表现出了浓厚的兴趣，为后续合作打下了良好根基，同时对集团市场业务拓展和品牌宣传起到了积极影响，祝愿FSHOW越办越好！

This is the 12th year that CityMax has participated in FSHOW Exhibition, customers from all over the world have shown strong interest in our products, which has laid a good foundation for subsequent cooperation, and also played a positive impact on the Group's business expansion. I wish FSHOW a better and better future!



本杰明·克鲁格博士
德国阿鲁肯(Aglukon)董事总经理
Dr. Benjamin Klug
CTO of Aglukon Spezialdünger GmbH & Co. KG

这是我们第一次参加CAC和FSHOW，超过六万人的观众规模是我们参展的决定性因素。我们认为这是我们在中国乃至亚洲市场取得良好商业地位的基础。展会非常成功！展会期间我们的展位观众络绎不绝，这是相当密集的讨论和愉快的会见！

This is our first time at CAC and FSHOW exhibition, visitors in a magnitude of 60,000 peoples are the decisive parameter for us to participate. We see it as the basis for a good position in the Chinese but also in the Asian market. The show is very successful! I didn't stop talking during the Exhibition!

现场会议及活动

CONFERENCES AND ACTIVITIES

为丰富展会内涵，助力行业发展，展会同期还举办了第十四届中国国际肥料发展与贸易论坛（FSHOW Conference 2024）。30余位专家学者、企业代表就当前肥料行业的发展趋势、技术创新、市场变化等方面进行了深入剖析。他们不仅分享了自己的研究成果和实践经验，还针对当前行业面临的挑战和机遇，提出了许多富有前瞻性的建议和解决方案。

In order to enrich the concurrent activities of the exhibition and promote the development of the fertilizer industry, 14th China International Fertilizer Development and Trade Conference (FSHOW Conference 2024) was held during the exhibition. More than 30 speakers discussed the innovation and market trends of fertilizer industry. The speakers not only shared their ideas and experiences, but also put forward-looking suggestions and solutions.



第十四届中国国际肥料发展与贸易论坛

14th China International Fertilizer Development and Trade Conference

FSHOW生物刺激剂创新发展论坛

FSHOW Biostimulants Innovation & Development Forum

FSHOW海外肥料品牌专场对接会

FSHOW Overseas Fertilizer Brand Matchmaking

FSHOW肥料添加剂及增效剂论坛

FSHOW Fertilizer Additives & Synergists Forum

FSHOW新型肥料发展与应用论坛

FSHOW Specialty Fertilizers Development & Application Forum

FSHOW²⁰²⁵

第十五届中国国际新型肥料展览会 15th China International Fertilizer Show

See you next year!

相约2025!

中国国际新型肥料展览会(FSHOW)是中国国际农用化学品及植保展览会(CAC)的分题展, 与中国国际植保展览会(CropProtection)、中国国际农用化学品装备及植保器械展览会(CACE)、中国国际现代农业科技展览会(AgTech)同期同地举办, 共同打造农业领域全产业链商贸交流平台!

下届展会将于2025年3月17-19日继续在国家会展中心(上海)举办, 以更大规模、更高规格为全球肥料行业商贸往来搭建国际化桥梁, 助力行业高质量发展, 期待明年再相聚!

China International Fertilizer Show (FSHOW) is a sub-exhibition of the China International Agrochemical & Crop Protection Exhibition (CAC). China International Crop Protection Exhibition (CropProtection), China International Agrochemical & Crop Protection Equipment Exhibition (CACE), China International AgTech Exhibition (AgTech) were held in the same place at the same time, and jointly create a B2B platform for the whole industrial chain in the agricultural field!

Next year's exhibition will continue to be held at National Exhibition and Convention Center (Shanghai) from March 17 to 19, 2025, to build an international bridge for the global fertilizer industry and even the agrochemical industry with a larger scale and higher specifications. Looking forward to meeting you again next year!

2025.3.17-19

国家会展中心(上海)

NATIONAL EXHIBITION AND CONVENTION CENTER (SHANGHAI)

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CCPIT Sub-Council of Chemical Industry

