



Australian Government

Australian Trade and Investment Commission

Expression of Interest

Join Australian Pavilion

At China International Fruit Expo 2026 in Shanghai

Shanghai New International Expo Centre (SNIEC)

26-28 August 2026

www.fruitexpo.cn

Join this program to explore the lucrative East China markets and connect with key buyers, distributors and importers in the dynamic horticulture sector.

About this event

Austrade cordially invites Australian horticulture exporters and suppliers to participate in the "2026 China International Fruit Expo (CIFE)" in Shanghai on 26-28 August 2026. Fruit growers, consolidators and exporters for horticulture products with market access to China are encouraged to attend.

China International Fruit Expo started in 2021, has become one of the most visited and professional international fruit events in mainland China. It is expected to attract over 300 exhibitors from fresh fruit producers, packaging facilities, cold chain preservation technology and logistics, fresh e-commerce and retail operations from over 40 countries and regions, anticipating over 31,000 targeted visitors at the 230,000 square metres exhibition halls.

The co-organisers are China chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal by-products (CFNA) and Shanghai EverFlourish Events Co.,Ltd.

China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-products (CFNA)

- located in Beijing and founded in 1988, is the largest industry association in the field of food and agricultural products import and export in China. At present, there are more than 6800 member enterprises in China, focusing on the largest and most representative enterprises in

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the industry and a large number of small and medium-sized enterprises, representing the overall level and strength of China's food industry and agricultural products industry.

Shanghai EverFlourish Events Co. Ltd

- Founded in 2020, it is affiliated to Shanghai Oheng Supply Chain Group Co., Ltd. With a professional service team, EverFlourish not only hosted the China International Fruit Expo, but also hosted many well-known events in the fruit industry, such as International Fruit Conference and Blueberry Conference. In addition, it was invited by the Shanghai Government to organize fruit companies to participate in the Shanghai Shopping Festival Import Shopping Festival to help brands expand their brand influence

Why CIFE

In light of the full resumption of horticulture trade with China, Australia's horticulture exports are forecast to break records in 2025-26 and expanding opportunities are arising in-market. Recent discussions to grant more Australian horticulture products market access by GACC will further enhance the trend. This tradeshow presents a unique opportunity to secure business opportunities in an important consumption region in East China.

China represents a key growth market for Australian horticulture, with a large and growing consumer base and an increasing demand for high-quality fresh produce. In 2025, Australian horticultural exports to China saw a significant surge, with the total value increasing by 58% year-on-year to reach approximately AUD \$600 million¹.

2026 Aisa Fruit Logistica (AFL) will take place on 2nd-4th September in Hong Kong. The CIFE is held a week prior to AFL, in Shanghai, which allows travel time and a connective schedule.

In 2025, Austrade Shanghai debuted an Australian Pavilion at CIFE, partnering with major fruit exporters and key industry bodies, including the Australian Table Grape Association, Apple and Pear Australia Limited, Cherry Growers Australia, Citrus Australia, and Avocado Australia. The showcase was a resounding success, earning positive feedback from exhibitors, visitors, and local industry stakeholders alike.

Who should attend

Australian horticulture associations, produce exporters and suppliers (preferably with existing or future market access to China) and their current distributors in China.

Why you should participate

- Build direct connections with Shanghai and Yangtze River Delta region industry including importers, distributors, retailers and e-Commerce platforms
- Gain insights from potential buyers and industry experts on market dynamics and on commercial strategy and branding in the market
- Receive on-the-ground assistance and advice from Austrade's business development team
- Gaining brand awareness and exposure to Shanghai and Yangtze River Delta region and explore potential beyond Shanghai and other first tier cities

¹ [Hort Innovation | Australia's horticulture exports surge to record-breaking \\$3.5 billion](#)

Event program (to be finalised)

The program will be designed to maximise value for delegates. A final version will be provided closer to the date.

25 August 2026

Arrival in Shanghai and set up at the Australian Pavilion at CIFE tradeshow venue

26-28 August 2026

- 10:00- 18:00 Co-exhibit under Australian Pavilion at CIFE tradeshow for 3 days with on-site support from Austrade Shanghai staff.
- Attend Horticulture Industry Networking Dinner on 27th August (invitation only due to limited seats)

Participation Cost

Option A:

- Best suited to Exporters
- 3-4 sqm space for showcasing
- Access to communal space for networking and meetings
- No direct booth cost
- 3 hours standard service fee at \$300/hour – total cost \$900
- If exhibitor requests extra tailored service during or after the show, please contact Austrade in advance for a service proposal

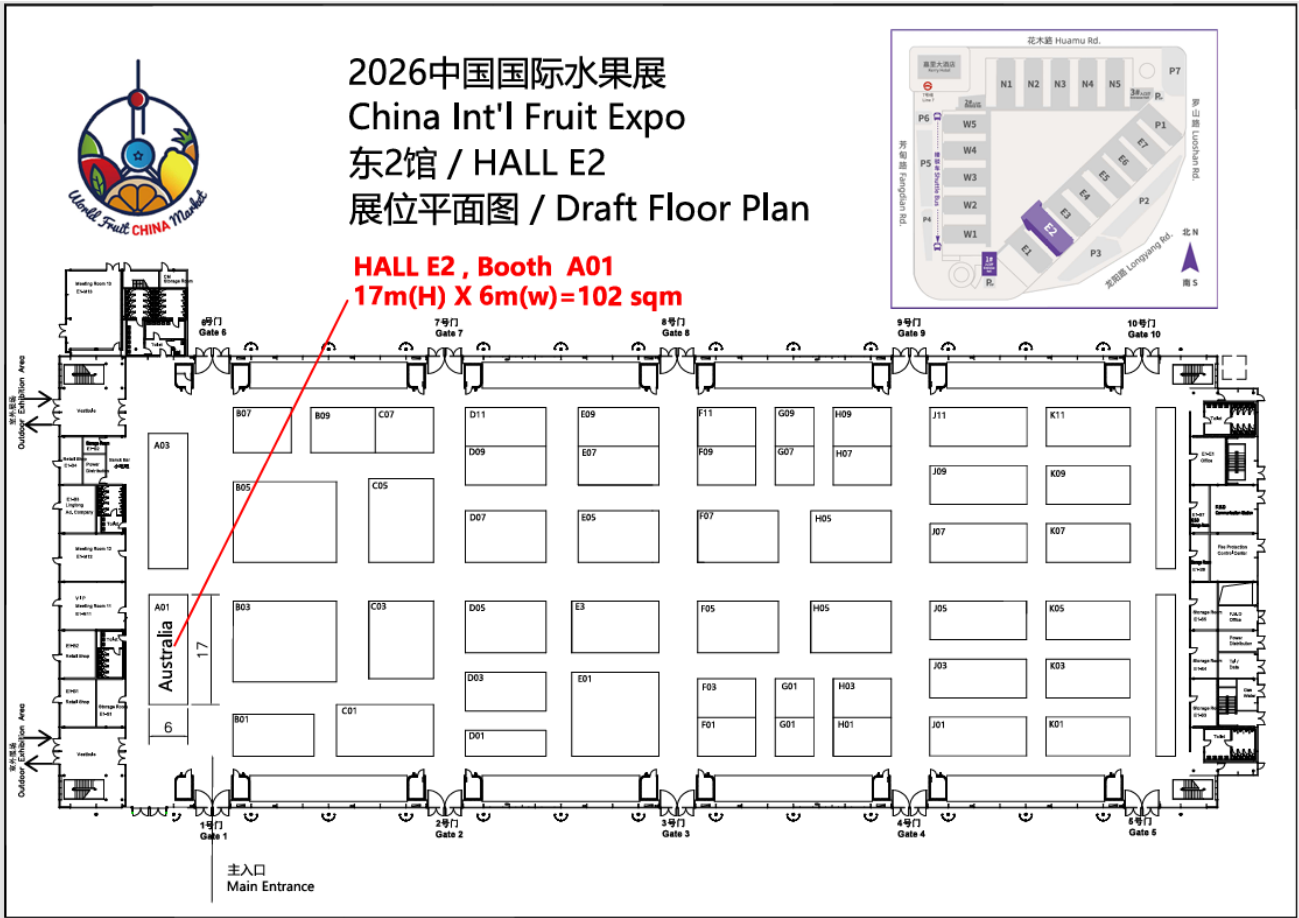
Option B:

- Best suited to Peak Industry Bodies
- 2-3 sqm space for showcasing
- Access to communal space for networking and meetings
- No direct booth cost
- No standard service fee (waived due to ANMI agreement)
- If exhibitor requests extra tailored service during or after the show, please contact Austrade in advance for a service proposal

Option C:

- Best suited to Independent Exhibitors
- Standard booth cost of 9 sqm space for AUD \$7800 subject to availability
- Payment directly made to Organiser
- If exhibitor requests extra tailored service during or after the show, please contact Austrade in advance for a service proposal

Australian Pavilion Design and Floor Plan (Draft)



Express your interest

To register your interest in this event, please send an email to Jessie.Gong@austrade.gov.au by COB 15th June 2026.

Please note you are responsible for your own flights, transport, accommodation and meals for this event unless specified.

Due to space constraints of the venue, there is a cap of 12 exhibitors under Austrade booth. Registration for the event is based on first come, first served principle.

Please note that Austrade has the right to cancel this program if the recruitment status cannot meet our expectations by 1 July 2026.

All registrations will be reviewed by Austrade for suitability. You will be notified if you are accepted. Once confirmation of your approval is received, Austrade will work with you to ensure you are prepared to make the most of this opportunity.

Important Information

If you are considering this event, Austrade recommends that you consult the Australian Government's travel advisory service, 'Smartraveller', available at www.smartraveller.gov.au.

Please note that Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australian and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>