



成都市人民政府外事办公室

FOREIGN AFFAIRS OFFICE OF CHENGDU MUNICIPAL PEOPLE'S GOVERNMENT

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第 114 届全国糖酒商品交易会 邀请函

尊敬的国际友城伙伴、朋友：

成都向您致以温暖、诚挚的问候！

第 114 届全国糖酒商品交易会将于 2026 年 3 月 26 日至 28 日在成都市举办，展览规模超 32.5 万平方米，预计将有 6600 余家展商、近 50 万观众共襄盛会。该活动是由中粮糖业酒类集团有限公司主办的酒类食品行业综合型展览会，汇聚了中国市场核心分销渠道、新零售渠道资源，拥有海量的参展观众流量和庞大的媒体宣传矩阵，是国际酒类食品企业进入中国市场的首站选择。

成都诚挚邀请各友城经贸机构或企业来蓉参展、观展，进行商品供需洽谈，进一步深化两地商贸合作和友好交流。如贵市有意参加，请于 2026 年 1 月 31 日前将报名表反馈至全国糖酒会组委会，组委会对参展面积达 36 m² 的展位给予费用 6 折优惠，同时对参加相关活动提供便利服务。

期待您的回复！

成都市人民政府外事办公室

2026 年 1 月 6 日

附件 1

第 114 届全国糖酒商品交易会参展简介

一、参展报价

展位类别	价格	优惠	免费服务
净地	2000 元/m ² /3 天	订购不低于 36m ² 享 6 折	官方微信公众号推文 1 篇 全国糖酒会会刊 1 页 全国糖酒会云平台线上展示及供需对接

二、活动概览

类别	主题
供需对接	供采对接会、私域新渠道选品会
主论坛	食饮产业发展大会
平行论坛	酒知己、食天下、创造赢、智能造
赛事	糖酒会大师赛、IDEAS 创新产品大赛
狂欢	春糖季点亮活动、家年华品牌主题活动、精酿啤酒节、锦江夜游

附件 2

参展报名表

一、需求

参展 参观

二、展位需求

1、展区、专区选择（可多选）

中国名酒 国际葡萄酒及烈酒 进口啤酒
 饮品及乳制品 茶饮及咖啡体验区 饮品原配料供应链专区
 乳制品及冰激凌专区 食品机械 国际机械
 绿色农业 休闲食品 国际食品 调味品及配料
 食品包装及供应链

其他：_____

2、展位形式（单选） 净地展位_____平米（请注明最小需求面积）

三、贵单位业务类型

单位类型： 生产厂家 经销商/代理商
 协会组织 政府机构 外事机构 渠道经销
 零售终端 进出口及出海业务
 电商及 MCN 特渠（例：企事业单位、大客户团购等）
 餐饮业 食品制造/加工 媒体

其他：_____

全国糖酒会组委会联系人：

颜妍 电话：13521684842 邮箱：yanyan@cofco.com

114th China Food & Drinks Fair Invitation Letter

January 6, 2026

Distinguished international friendship cities:

Warm and sincerely regards from Chengdu!

The 114th China Food & Drinks Fair (hereinafter referred to as “CFDF”) will be held in Chengdu, from Mar. 26th to 28th, 2026. With an exhibition area of 325,000 square meters, the grand event is expected to attract over 6,600 exhibitors and more than 500,000 visitors. CFDF is a comprehensive fair specialized in food and liquor industry, hosted by COFCO Sugar and Alcohol Group. It aggregates China's core distribution channels, new retail resources, massive visitor, and extensive media promotion network which ensuring CFDF can be the ‘first port of call’ for international companies enter the domestic market of China.

Chengdu sincerely invites our friendship cities to actively participate by organizing economic and trade institutions or enterprises to attend or visit the 114th CFDF, further strengthening commercial cooperation and friendly exchanges between both sides. Please send the application form to the email attached if you are interested in participating the fair **before January 31**. The organizing committee offers a 40% discount on the fees for booths with an exhibition area of 36 square meters or more, while also providing convenient services for participation in related activities.

Looking forward to your reply!

Chengdu Municipal Foreign Affairs Office

Attachment 1

The 114th CFDF Participation Prospectus

1. Quotation

Booth type	Price	Preferential policy	Free promotion
Raw space	2000¥/m ² /3 days	40% discount on the fees for booths with an raw space of 36m ² or more	1 product promotion article on CFDF WeChat account 1 page of CFDF Journal 1 online booth on the CFDF cloud platform for buyers browse and contact

2. Event Overview

Type	Topic
Matchmakings	A supply and purchase, private channels
Main forums	Food and drinks development
Parallel forums	Alcohol, food, creation, intelligence, manufacture
Comptitions	CFDF Speciality Drinks Masters Tournament, Ideas Innovative Products
Carnivals	lighting up landmark building, Outdoor bazaar, craft beer, river's night cruise

