

FSHOW 2025

展后报告

POST SHOW REPORT



FSHOW



Aglech

2025.3.17-19

国家会展中心（上海）

National Exhibition and Convention Center (Shanghai)



FSHOW

链接全球肥料贸易

Link the Global Fertilizer Trade

FSHOW 作为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），中国国际农化装备及植保器械展览会（CACE），以及中国国际现代农业科技展（AgTech）同期举办。

FSHOW, as a sub-exhibition of China International Agrochemical & Crop Protection Exhibition (CAC), is held concurrently with China International Crop Protection Exhibition (CropProtection), China International Agrochemical & Crop Protection Equipment Exhibition (CACE), and China International AgTech Exhibition (AgTech).

CAC2025展会数据 Key Numbers of CAC2025

160,000 m²

展览面积
Exhibition Space

2,236

参展企业
Exhibitors

50,177

业内人士
Industry Professionals

133

国家和地区
Countries & Regions

107,145

人次
Attendance

21.80 %

海外观众人次占比
Percentage of Overseas Visits





贸易对接
Trade Matching

产品展示
Product Showcasing

信息共享
Information Sharing

历经十六载行业深耕，FSHOW 已构建起贯通供需、链接中外的全维度商贸平台，成为全球肥料企业市场拓展、提升品牌的首选平台。

With 16 years of dedicated industry expertise, FSHOW has established a full-spectrum trade platform bridging supply-chain demands and global markets, now recognized as the premier platform for fertilizer enterprises worldwide to accelerate market penetration and enhance brand competitiveness.



FSHOW 2025展会数据 Key Numbers of FSHOW 2025

686

参展企业
Exhibitors

50,000 m²

展览面积
Exhibition Space

84

海外展商数量
Overseas Exhibitors

24

展商来源国家和地区
Exhibiting Countries & Regions

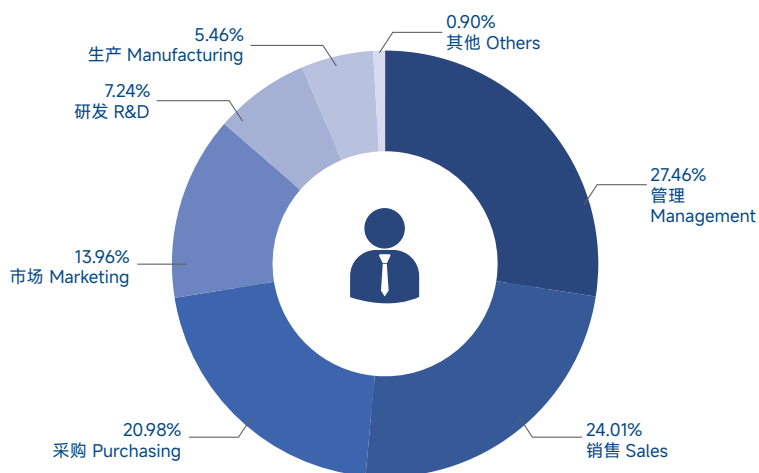
观众分析

VISITORS: FACTS & FIGURES

(*同期展会共享观众数据 Together with concurrent events)



观众构成 Visitor Composition



目标产品 Target Products

- 氮磷钾及复合肥 NPK and Compound Fertilizer **25.09%**
- 新型肥料 Specialty Fertilizer **23.09%**
- 中微量元素 Secondary Macronutrient & Micronutrient **14.70%**
- 生物刺激剂 Biostimulants **14.69%**
- 有机肥及微生物肥料 Organic and Microbial Fertilizers **16.14%**
- 肥料添加剂及增效剂 Fertilizer Additives & Synergists **14.29%**
- 肥料登记、检测、物流等相关服务 Registration, Testing, Logistics and Other Related Services for Fertilizer Industry **9.74%**



> 观众评语 Visitor Testimonials



Jean Pierre
CEO of Dr. Agro S.a.

我来自厄瓜多尔，这是我第四次参加 CAC 展会。这是一个令人惊叹的展会，规模宏大，汇聚了众多来自中国、韩国和欧洲等地的供应商。作为厄瓜多尔企业，我们一直在寻找农业新技术，这里无疑是探索企业创新成果的最佳平台。

I'm from Ecuador. This is my fourth CAC attendance. It's an amazing exhibition with massive scale. You can find various suppliers from China, Korea, and Europe. As an Ecuadorian company seeking agricultural technology, this is absolutely the best platform to explore innovations.



参观目的 Visiting Target

联络供应商 Searching for Suppliers	46.44%
采购产品 / 设备 Purchasing Products	43.88%
收集市场信息 Collecting Market & Industry Information	25.18%
收集产品及技术信息 For Product Information	25.12%
寻找分销商 / 代理商 Seeking Distributors	19.77%
寻找海外产品 Collecting Overseas Products	14.91%
考察展会 Inspecting Exhibition	9.95%
参加论坛会议 Attending Conference	7.47%
其他 Others	1.15%

所属行业 Nature of Business

生产商 Manufacturer	55.78%
贸易公司 Trading Company	40.46%
分销商 / 代理商 Distributor	17.54%
农资产品终端用户 End-User	5.84%
实验室 Lab	4.95%
商协会 Chamber of Commerce	4.08%
科研院校 Scientific Research Institutions	4.07%
农化顾问公司 Consulting Company	3.96%
其他 Others	3.12%



来自巴西的观众
An audience from Brazil

我来自巴西，这是我第一次参加 CAC，但我的公司已经参加 CAC 五年了。我们是巴西最大的原料经销商，专门从事水溶性肥料——包括 MAP、硝酸钾、硝酸镁、硝酸钙以及各种硫酸盐。目前，我们 80% 的采购来自中国，所以我们在这里会见我们现有的供应商，并寻找新的供应商。巴西和中国之间的市场是巨大的，今年我们期待更强有力的合作。展会规模宏大，商机无限。面对面的交流对我们来说至关重要，因为我们通常在网上进行交易，面对面的谈判更有效，明年我一定再来。

I'm from Brazil. This is my first time attending, but my company has participated in CAC for five years. We are Brazil's largest distributor of raw materials, specializing in water-soluble fertilizers—including technical grade MAP, potassium nitrate, magnesium nitrate, calcium nitrate, and various sulfates. Currently, 80% of our procurement comes from China, so we are here to meet our existing suppliers and find new ones. The market between Brazil and China is significant, and this year we expect even stronger collaboration. The exhibition is impressive in scale and offers excellent business opportunities. Face-to-face meetings are vital for us, as we typically conduct transactions online. In-person negotiations are far more effective. I will certainly return next year.



Francois Devillers
CEO of Molecule Trade

我来自法国，这是我第一次参加 FSHOW，但我已经从中国购买化肥六年了。我为欧洲、拉丁美洲和中东的进口商做贸易代理。我来这里是为了寻找肥料——主要是颗粒肥料，颗粒有机肥，我也在探索水溶性肥料的选择。这个展会很有趣，有很多供应商，这很有价值。明年我一定会回来的。

I'm from France. This is my first time attending, but I have been buying fertilizer from China for six years. I work as a trading agent for importers in Europe, Latin America, and the Middle East. I came here to source fertilizer—primarily granular fertilizer, granular organic fertilizer, though I also explore soluble fertilizer options. The exhibition is very interesting. There are many suppliers, it's highly valuable. I will definitely return next year.



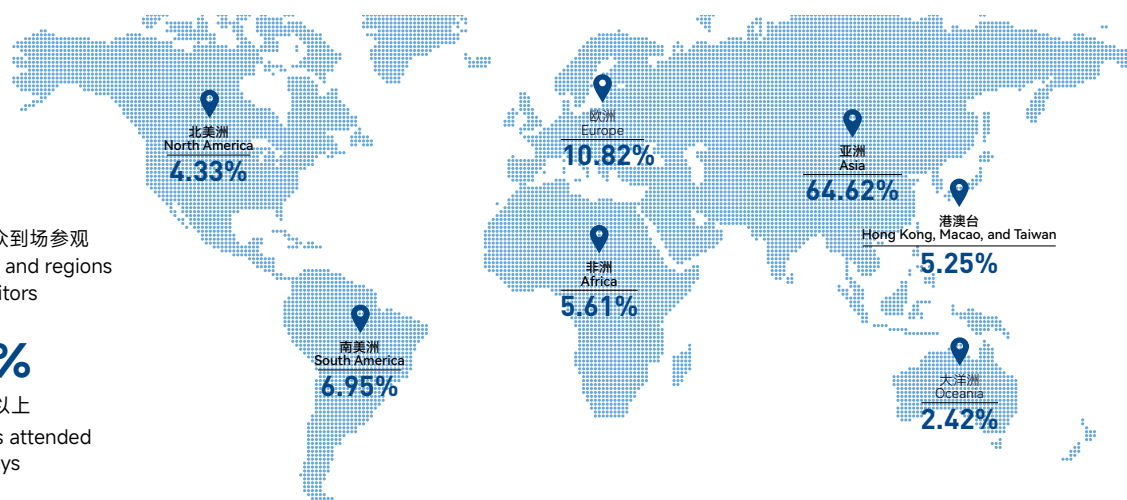
海外及港澳台地区观众分布 Visitor Distribution from Overseas Countries and Hong Kong, Macao and Taiwan

↑ **132** ↑

海外国家和地区观众到场参观
overseas countries and regions
represented by visitors

↑ **75.02%**

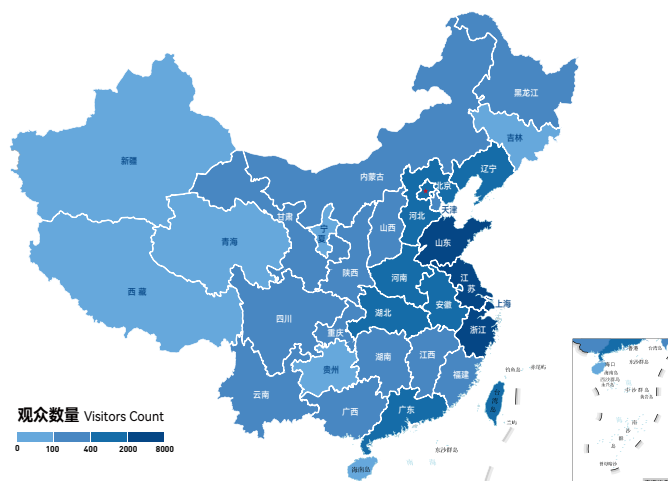
海外观众参观 2 天以上
of overseas visitors attended
for two or more days



国际观众来源前20国 Top 20 Visiting Countries



国内观众区域分布 Domestic Visitor Breakdown



TOP 10

Shanghai 上海市	27.68%
Jiangsu 江苏省	18.09%
Shandong 山东省	13.88%
Zhejiang 浙江省	9.57%
Henan 河南省	3.56%
Anhui 安徽省	3.32%
Beijing 北京市	3.05%
Hebei 河北省	2.88%
Guangdong 广东省	2.74%
Hubei 湖北省	1.93%

展商分析

EXHIBITORS: FACTS & FIGURES

686

参展企业
Exhibitors

7.19%

较上年增长
Year-on-Year Increase

24

展商来源国家和地区
Exhibiting Countries & Regions



参展商业概况 Exhibitor's Business Overview



产品性质 Nature of Exhibits

25.91%

以成品销售为主
Mainly finished products

35.52%

以原料贸易为主
Mainly raw materials

38.57%

原料成品兼顾
Both raw materials and finished products



业务范围 Business Scope

16.02%

仅做国内市场
Only engaged in domestic business

12.91%

仅做海外市场
Only engaged in international business

71.07%

国内国外兼顾
In both foreign trade and domestic market

展商构成 Exhibitors Composition

170

中微量元素
Secondary Macronutrients & Micronutrients

98

复合肥
Compound Fertilizer

93

氨基酸
Amino Acid Fertilizer

84

腐植酸
Humic Acid Fertilizer

83

肥料添加剂及增效剂
Fertilizer Additive and Synergist

77

磷肥
Phosphate Fertilizer

59

海藻肥
Seaweed Fertilizer

35

缓控释肥
Slow/ Controlled Release Fertilizer

139

水溶肥
Water-Soluble Fertilizer

96

有机肥及微生物肥料
Organic Fertilizer & Microbial Fertilizer

87

氮肥
Nitrogen Fertilizer

60

钾肥
Potash Fertilizer

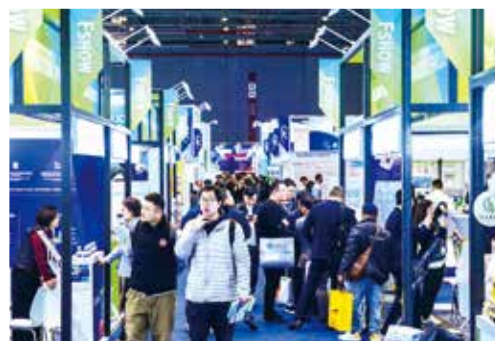
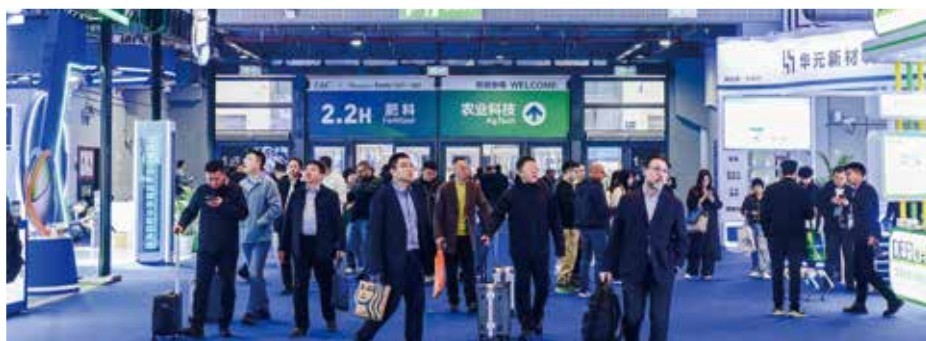
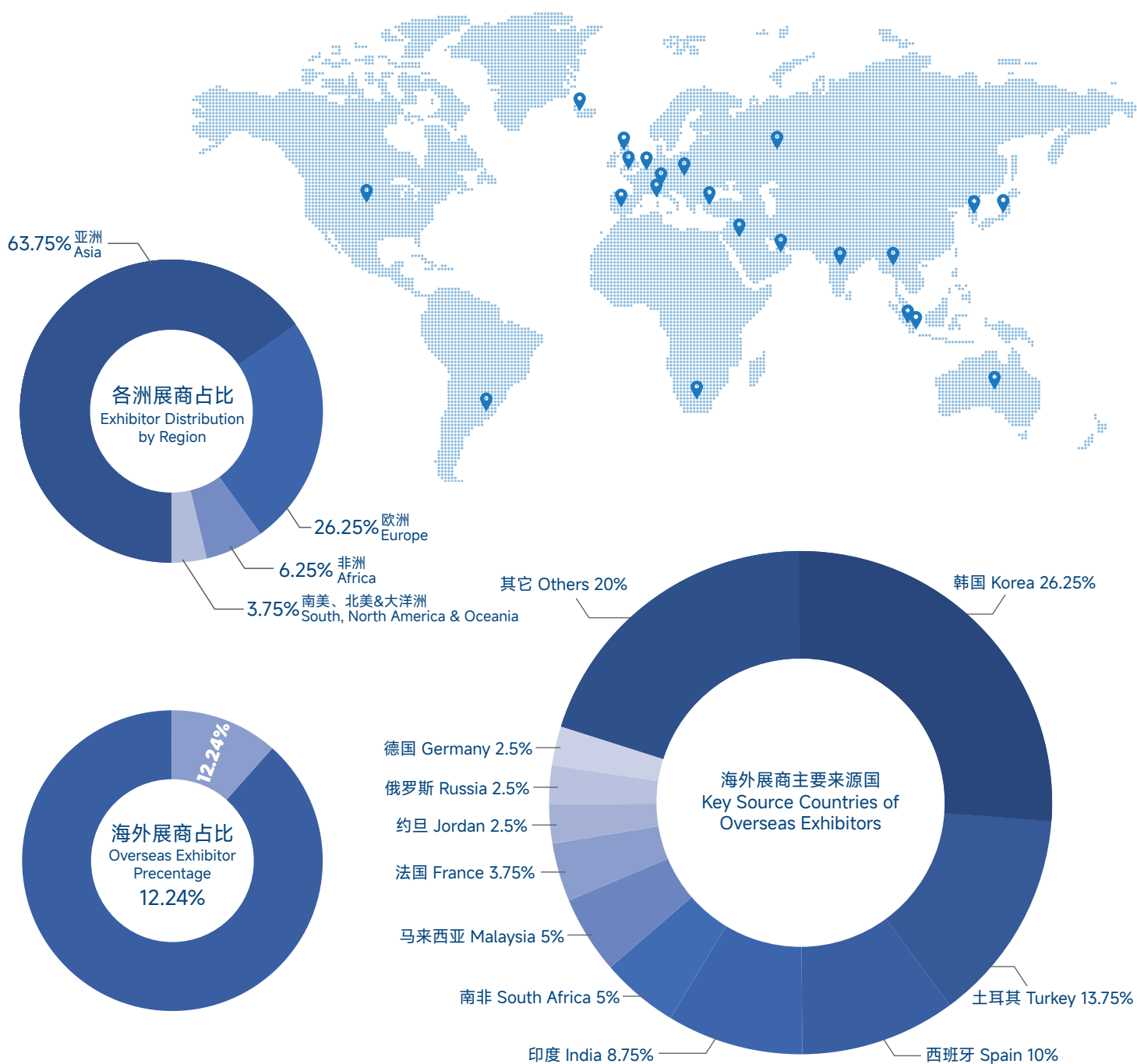
40

土壤调理剂
Soil Amendments

18

肥料登记、检测及物流服务等
Fertilizer Registration, Testing, Logistics Services etc.

海外展商来源国 Key Source Countries of Overseas Exhibitors



> 展商评语 Exhibitor Testimonials



Riccardo Vanelli
ROVENSA NEXT首席商务官
Chief Commercial Officer of ROVENSA NEXT

CAC 不仅是一场中国的展览会，更是一场国际的展览会，在这里我看到了很多不同公司的变化，既有来自中国的也有来自国际的。借助这个平台我们为市场带来新的生物解决方案，不断建立重要的合作伙伴关系，开拓重要的国际市场。

CAC is not only an exhibition in China, but also an international event, where we observed dynamic innovations across industries. Leveraging this platform, we introduced cutting-edge bio-solutions, forged strategic partnerships, and expanded global market reach.



郑楠 / Zheng Nan
心连心化学工业集团国际贸易公司总经理
General Manager of International Trading Company, Xinxilianxin Chemical Group

我们看到 CAC 展会规模逐年扩大，全球影响力不断提升。许多海外客户会主动提出要在 CAC 展会上与我们见面。通过这个展会平台，我们不仅与现有客户会面，更重要的是可以与同行进行深入交流，了解新的技术和产业发展趋势，这对促进行业健康有序发展具有积极作用。同时，展会也为我们提供了开拓新客户的重要机会，越来越多的国际客户参展，为我们的业务拓展创造了更多营销机遇。

CAC has solidified its position as a premier global exhibition with expanding international reach. Overseas clients increasingly prioritize meetings at this platform. Beyond maintaining existing partnerships, we leverage CAC to engage industry counterparts in substantive dialogues tracking emerging technological paradigms and sector evolution - creating synergistic value chain effects. Concurrently, the exhibition also serves as a key opportunity to acquire new customers, with more international attendees creating expanded marketing opportunities.



翟巫龚 / Zhai Wugong
张家港市华昌进出口贸易有限公司总经理
General Manager of Zhangjiagang Huachang Import and Export Trade Co., LTD.

我们大概从十几年前起第一次参加 FSHOW 展会，之后一直参加。很多客户把上海 FSHOW 作为了一次肥料行业的聚会，各个国家的客户基本上都能借着 FSHOW 这个机会云集到这里，很多客户反馈说在中国要想找好的肥料、找好的企业，来 FSHOW 就可以了，这是这么多年展会给我留下的最直观的感受。

We first participated in the FSHOW exhibition about a dozen years ago and have been doing so ever since. Many customers regard Shanghai FSHOW as a gathering of the fertilizer industry. Customers from various countries can basically gather here through this opportunity. Market feedback consistently positions FSHOW as the go-to platform for sourcing premium fertilizers and reputable suppliers in China. This is the most direct impression that the exhibition has left on me over the years.



单俊伟 / Shan Junwei
青岛海大生物集团股份有限公司董事长
Chairman of Qingdao Seawin Biotech Group Co., Ltd.

我们已经连续参加 CAC 展二十多年，那时候海大生物还是一家非常小的初创公司，肥料企业在 CAC 展上的占比也还很小。二十多年来，越来越多的新型肥料企业通过这个平台走向国际舞台，可以说 CAC 展览会引领了中国农化行业的快速发展，提升了其国际化水平。

We have been participating in CAC exhibition continuously for more than 20 years. At that time, Seawin Biotech was still a very small start-up company, and the proportion of fertilizer companies at CAC exhibitions was also very small. For more than 20 years, more and more new fertilizer companies have entered the international stage through this platform. It can be said that the CAC exhibition has led the rapid development of China's agricultural chemical industry and improved its internationalization level.

论坛及活动

CONFERENCES & ACTIVITIES



5

主题论坛
Thematic Forums



46

嘉宾报告
Guest Reports



1,100

参会代表
Total Delegates

第十五届中国国际肥料发展与贸易论坛

15TH CHINA INTERNATIONAL FERTILIZER
DEVELOPMENT AND TRADE CONFERENCE



FSHOW 肥料添加剂及增效剂论坛

FSHOW FERTILIZER ADDITIVES &
SYNERGISTS FORUM



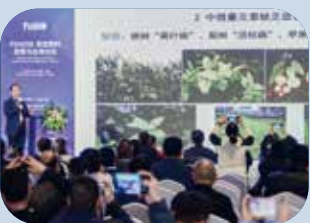
FSHOW 新型肥料发展与应论坛

FSHOW SPECIALTY FEITILIZERS
DEVELOPMENT & APPLICATION FORUM



FSHOW 生物刺激剂创新发展论坛

FSHOW BIOSTIMULANTS
INNOVATION & DEVELOPMENT FORUM



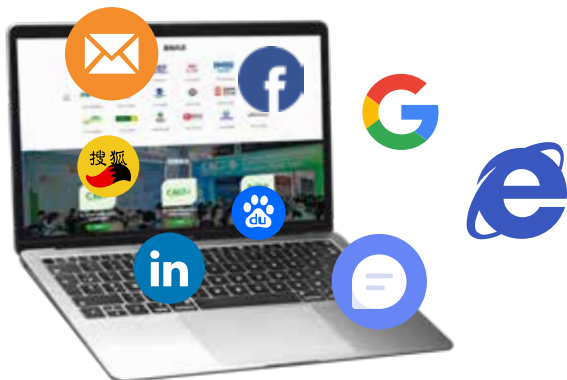
FSHOW 海外肥料品牌专场对接会

FSHOW OVERSEAS FERTILIZER
BRAND MATCHMAKING



DIGITAL ACHIEVEMENTS

线上曝光 Online Impressions



442.5万+

广告曝光量
Total Ad Impressions and Views

5.1万+

点击量
Clicks



展会官方自媒体 Official Self-Media



微信
WeChat



视频号
Channels



脸书
Facebook



领英
LinkedIn

239 Number of Posts
发布数量

33.9万+ Views
阅读次数

2.5万+ Share Count
分享次数

42 Number of Posts
发布数量

7.5万+ Views
播放次数

3,090+ Share Count
分享次数

4.2万+ Followers
粉丝数量

203.7万+ Views
浏览量

6万+ Interaction Count
互动次数

1.2万+ Followers
粉丝数量

20.8万+ Views
浏览量

2,099+ Interaction Count
互动次数

合作媒体 Media Partners

媒体报道 MEDIA COVERAGE

100+ Media Exposure
新闻报道

30万+ Pageviews
阅读量

35+ Interviews
展商采访

FSHOW²⁰²⁶

SEE YOU NEXT YEAR

2026.3.17-19

国家会展中心（上海）

National Exhibition and Convention Center (Shanghai)



FSHOW 官方微信



CAC 展览会小程序



2025精彩回顾

联系方式

Contact us

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CCPIT Sub-Council of Chemical Industry

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