

FSHOW 2026

展后报告

POST-SHOW REPORT



FSHOW

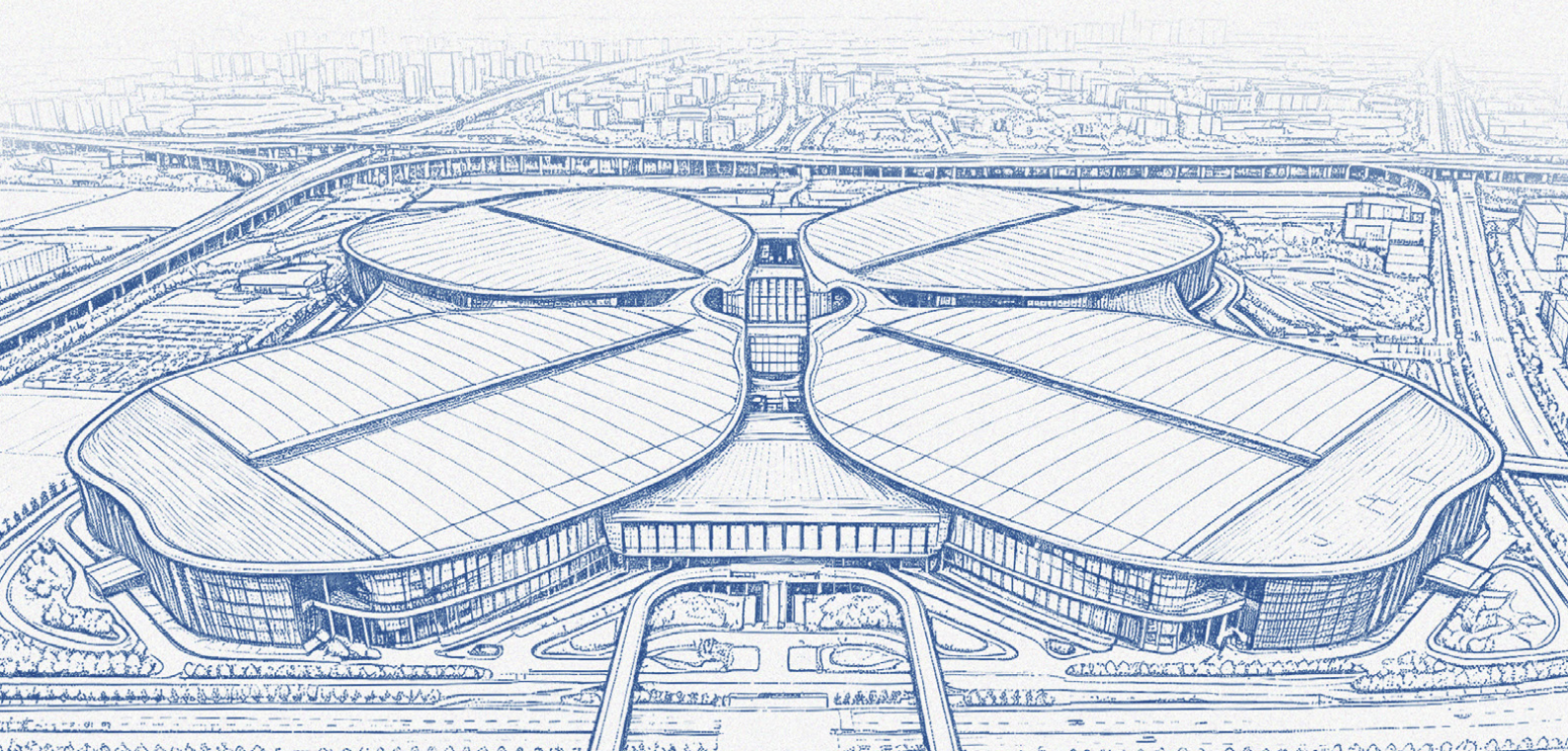


AgTech

2026.3.17-19

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

> 展会概括 Exhibition Overview

第十六届国际肥料展览会（FSHOW 2026）于 2026 年 3 月 17-19 日在国家会展中心（上海）圆满举办。本届展会展览面积 50000 m²，汇集来自 25 个国家和地区的 715 家优质肥料企业，吸引全球 130 余个国家和地区专业客商到场参观洽谈。展会覆盖肥料全产业链产品与技术，搭建起国内外肥料产业双向流通的商贸通道，为肥料行业技术创新、商贸合作与市场拓展搭建了关键平台。

16th International Fertilizer Show (FSHOW 2026) took place successfully at the National Exhibition and Convention Center (Shanghai) from 17 to 19 March 2026. With an exhibition space of 50,000 m², FSHOW 2026 gathered 715 leading fertilizer enterprises from 25 countries and regions and welcomed professional buyers from more than 130 global markets. Covering full-industry-chain fertilizer products and innovative technologies, FSHOW established an efficient two-way trade gateway for the international fertilizer industry and served as a core platform for technological advancement, business collaboration and global market expansion.



50,000 m²

展览面积
Exhibition Space

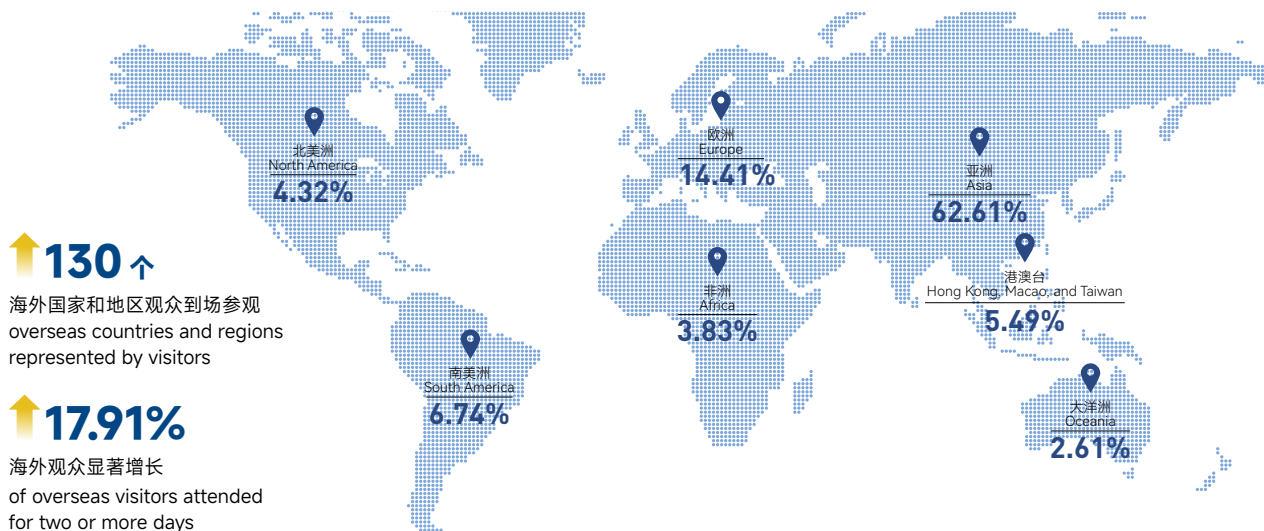


715

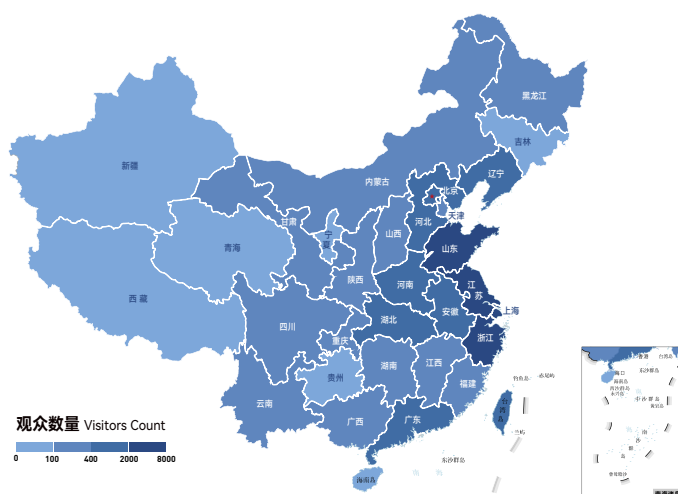
参展企业
Fertilizer Exhibitors

观众数据与分析 VISITORS - FACTS & FIGURES

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



> 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%



54,382*

业内人士
Industry Professionals



130 ↑*

国家和地区
Countries & Regions



114,301*

人次
Attendance

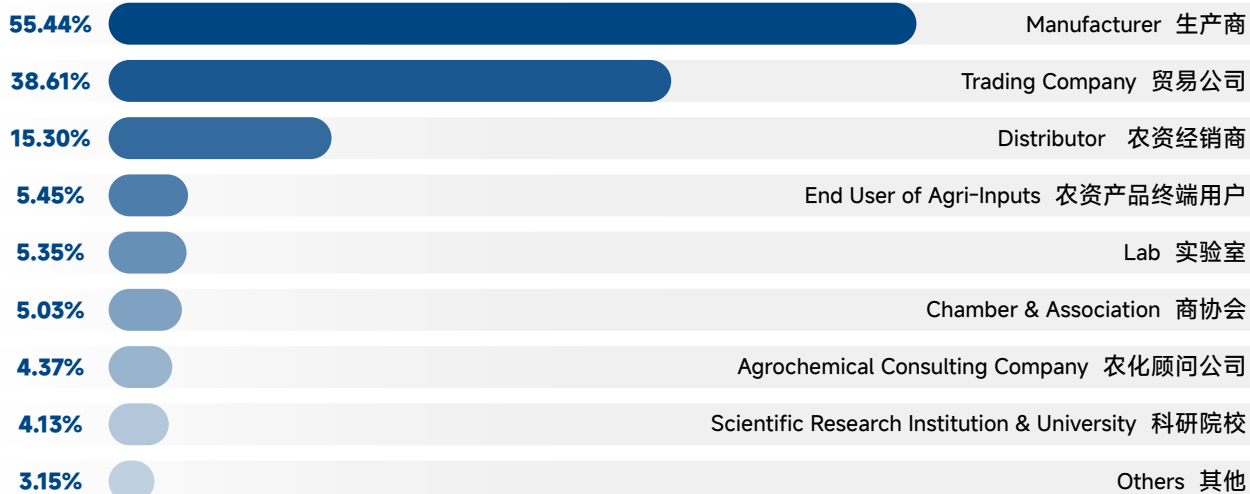


22.29%*

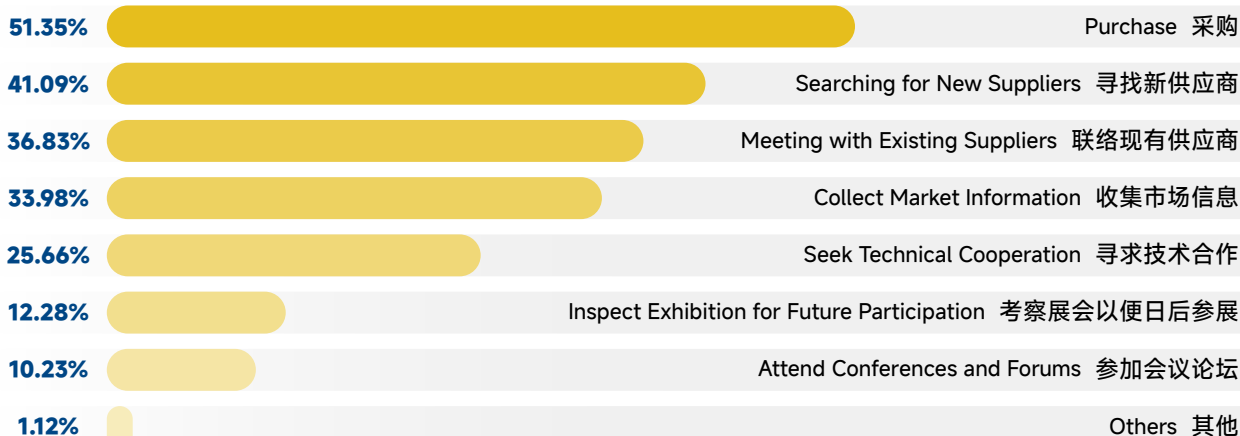
海外观众人次占比
Percentage of Overseas Visits

*同期展会共享观众数据 *Shared Visitor Flow with Concurrent Exhibitions

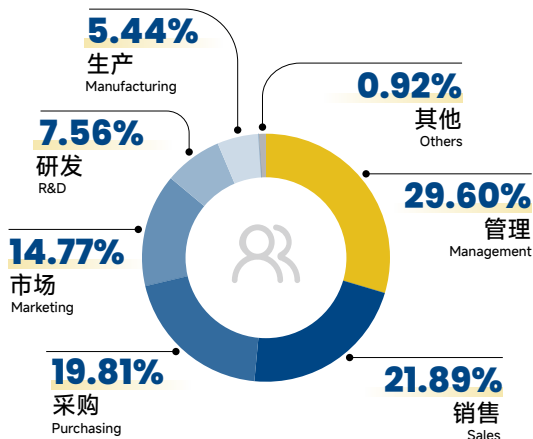
> 业务类型 Nature of Business



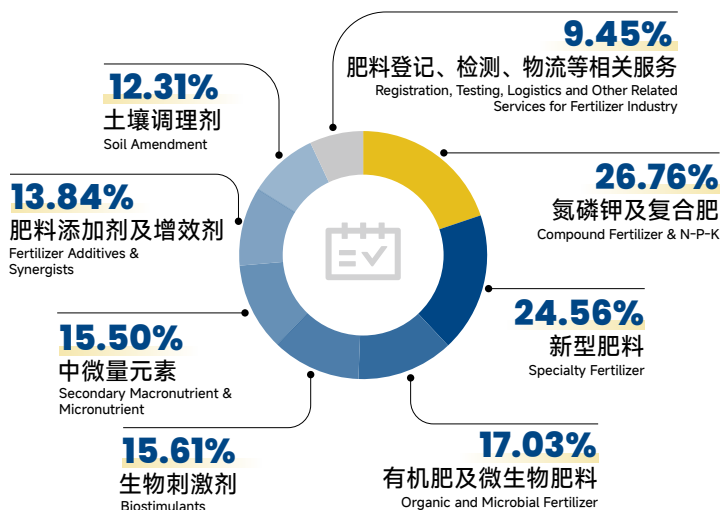
> 参观目的 Visiting Target



> 观众构成 Visitor Composition

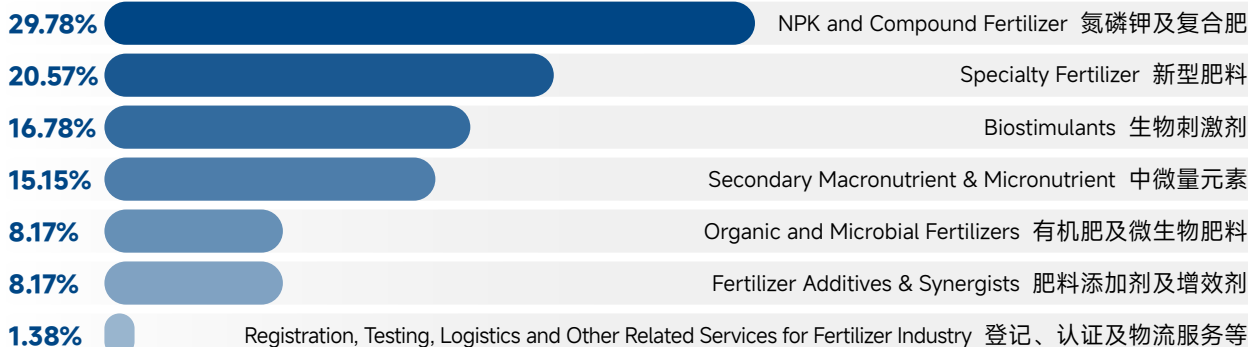


> 目标产品 Target Products

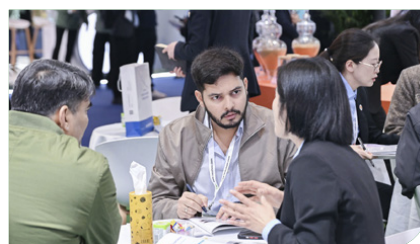
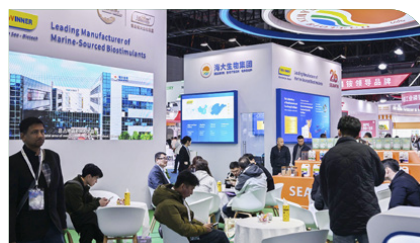
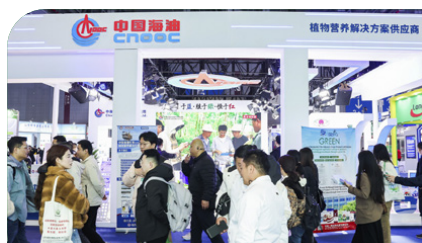
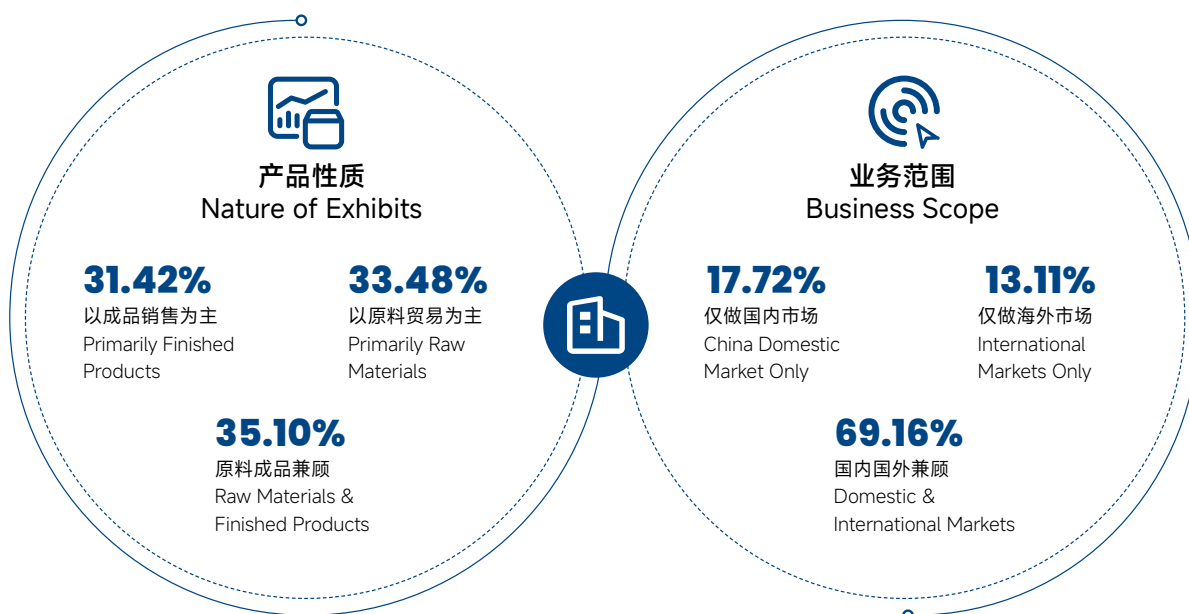


展商分析 EXHIBITORS - FACTS & FIGURES

> 展商类别 Main Products



> 参展商业务概况 Exhibitor's Business Overview



> 海外展商来源国 Key Source Countries of International Exhibitors



王涤非 / Wang Difei

贵州磷化集团瓮福国际贸易股份有限公司总经理
General Manager, WENGFU INTERTRADE LIMITED,
GUIZHOU PHOSPHATE CHEMICAL GROUP

CAC 展会的国际影响力，是我们倾听全球需求、精准匹配不同区域市场的绝佳窗口。我们将以此为契机，推动产品、技术和服与国全面接轨，让我们的产品不仅能“走出去”，更能“站得住、打得响”。

The CAC Exhibition, with strong global influence, serves as an ideal platform for us to learn about worldwide demands and precisely cater to regional markets. We will take this opportunity to align our products, technologies and services with international standards. Our products will not only go global, but also gain solid footing and build a renowned brand worldwide.



张斌 / Zhang Bin

西安麦克斯生物科技集团有限公司董事长
Chairman, XI'AN CITYMAX BIOTECH GROUP
CO., LTD.

本次展会，麦克斯集团接待了来自欧洲、东南亚、美洲等 70 多个国家和地区的 400 余位国际客户，同时与 60 余位国内经销商深入洽谈，集团现场成功达成多笔现货订单。

At FSHOW 2026, Citymax Group welcomed more than 400 international clients from over 70 countries and regions across Europe, Southeast Asia, the Americas and other areas. The Group also conducted in-depth negotiations with more than 60 domestic distributors, and secured multiple spot orders on-site during the show.



Lyndon Smith

美国优马CEO
CEO, HUMA, INC.

我参加过世界上很多展会，不得不说 CAC 真的很棒，不仅仅是它的规模，还有参会人员的质量。

现场参与人数众多，且来自众多国家，其中不乏我们的客户和潜在客户。我们很多经销商都会来参加这场展会，这给了我们一个和他们接触的机会。

I have attended numerous exhibitions worldwide, and CAC truly stands out for both its scale and high-calibre attendees. The show attracts a large, multinational attendees including our existing and prospective clients. Many of our distributors also participate, offering us a valuable chance to engage with them face to face.

不止展会，价值加码

> 同期活动 Concurrent Activities

报告方向 Report Focus

肥料发展与贸易

Fertilizer Development & Global Trade

生物刺激剂

Biostimulants Innovation & Development

新型肥料应用

Specialty Fertilizers Development & Application

肥料添加及增效技术

Fertilizer Additives & Synergists

海外肥料品牌对接

Overseas Fertilizer Brand Matchmaking

1000+
参会代表
Delegates

40+
演讲嘉宾
Speakers

5
主题活动
Core Themes

> 社媒数据 Social Media Data

展会官方海内外自媒体粉丝 **10万+**

Official Social Media Follower Count 100K+



...

展会全年线上曝光量 **400万+**

Annual Exposure Volume 4M+

10+ 行业合作媒体，发文条数 **100+**，浏览量 **100万+**

10+ Industry Media Partners, 100+ Editorial Features and Media Exposures, 1M+ Pageviews

FSHOW²⁰²⁷

SEE YOU NEXT YEAR

2027.3.24-26

国家会展中心（上海）

National Exhibition and Convention Center (Shanghai)



FSHOW 官方微信

> 联系方式 Contact us



中国国际贸易促进委员会化工行业分会
CCPIT Sub-Council of Chemical Industry



北京时代化工展览服务公司
Beijing EraChem Exhibition Service Company



郑莹莹 Julie Zheng



+86 10 8425 5960



zhengyingying@ccpitchem.org.cn



www.fshow.org