



China - the largest Import Market for All Products and Service



23rd China International Agricultural Trade Fair (CATF) **2026 第二十三届中国国际农产品交易会**

November 13-16, 2026

Hangzhou International Expo Center, Zhejiang China

Organizer:

- Ministry of Agriculture and Rural Affairs of the People's Republic of China

Sponsors:

- National Development and Reform Commission, P.R. China
- Ministry of Commerce, P.R. China
- General Administration of Quality Supervision, Inspection and Quarantine, P.R. China
- China Council for the Promotion of International Trade (CCPIT)
- Hangzhou Municipal People's Government
- Zhejiang Agricultural Committee

Event Operators:

- Beijing Regalland Convention Exhibition Co., Ltd.
- CCPIT-Specialized Sub-Council of Agriculture
- Agricultural Trade Promotion Center, Ministry of Agriculture

Website: www.chinaagtradefair.com



Brand Advantages:

China International Agricultural Trade Fair, for short “CATF”, a state-level international agriculture trade fair with over 22 years’ experiences and great business platform for you all:

- The leading and professional trade fair that is the only and directly organized by the Ministry of Agriculture
- Providing the direct business platform for suppliers and purchasers
- Meeting with **TOP 500** Chinese corporations and importers of agricultural industry
- Meeting with over 5000 producers, exporters, manufacturers, farmers and importers from all over China
- Offering more business opportunities for you to establish the long-term relation with the officials from the ministries
- Covering all areas of China and strong market influence by increased exhibitors and visitors per year
- To meet to the directors from departments of government, reporters and media
- The platform for meeting potential business partners and attracting investment and cooperation
- It is possible to sell your products and technology directly on the site and Chinese government encourages the import of all products and service

2026 Professional Pavilions:

1. 33 Provincial Products Pavilions including Taiwan & Xinjiang
2. International Show Pavilion
3. Modern Agricultural Equipment & Technology outside Pavilion
4. Tea Section Pavilion
5. Seafood and Aquatic Pavilion
6. Fruits & Vegetable Pavilion
7. Agricultural Geographical Indication show area
8. Agricultural Premium Brand exhibition Pavilion
9. Cross-Strait modern agricultural Exhibition Pavilion
10. Green Pesticides and agrochemicals Pavilion
11. National Modern Agricultural Demonstration Pavilion
12. New creative and snack food exhibition Pavilion





Highlights of CATF 2026

- **Natural and Health food** like fruits, tea, grain, oil and fat, olive oil, honey, wine, nuts, food and so on
- **Seafood and Marine Products**
- **Agricultural Information** focuses on information technology application in agricultural industry and modern agriculture, like Internet use, e-commerce, cloud computing, big data, IT solutions, **AI +** and so on.
- **New Creative Food and snack food**
- **New Pesticides and Fertilizer** like green pesticides, organic fertilizer, natural fertilizer, water soluble fertilizer, high effective fertilizer and so on
- **New technology and equipment and accessories, and testing materials and instruments** for monitoring of crops and animal diseases and epidemics

CATF 2026

CATF is a cannot-be-missed time for marketing and opportunities for all companies in the sector of agriculture industry, food industry, agricultural machinery industry and related industries. **CATF 2026** will provide the most direct and efficient platform for communicating and trading between suppliers and purchasers, and also meeting with the officials, decision makers from the national and local governments, departments & associations.

Trade visitors

Invite target visitors through all kinds of channels according to the exhibitors' conditions. Chinese and neighboring countries' producers & farmers, traders, importers, wholesalers, agents, investors, dealers, service providers and other professional organizations; purchasers from agricultural product wholesale market, chain supermarket, etc.





Exhibitors involve international enterprises and Chinese top 500 domestic enterprises, key leading enterprises of agricultural industrialization, export trade companies of agricultural products, agricultural product importers and exporters, foreign capital and joint ventures enterprises, famous and etc.

The History Data of CATF

Year	City	Space (sqm)	Number of Exhibitors	Number of Visitor/Traders
2025(22 nd)	Tianjin	100,000	3965	300,000/60,000
2024(21 st)	Guangzhou,Guangdong	100,000	3000	100,000/50,000
2023(20 th)	Qingdao, Shandong	150,000	15300	300,000/50,000
2022(19 th)	Chengdu, Sichuan	200,000	21000	350,000/40,000
2020(18 th)	Chongqing	220,000	12000	300,000/35,000
2019(17 th)	Nanchang,Jiangxi	130,000	8000	250,000/23,000
2018(16 th)	Changsha,Hunan	113,000	4000	400,000/50,000
2017(15 th)	Beijing	50,000	2500	200,000/80,000
2016 (14 th)	Kunming, Yunnan	70,000	3100	400,000/100,000
2015 (13 th)	Fuzhou, Fujian	120,000	5000	200,000/30,000
2014(12 th)	Qingdao, Shangdong	60,000	3000	110,000/21,000
2013 (11 st)	Wuhan, Hubei	120,000	4000	100,000/20,000
2012 (10 th)	Beijing	45,000	2500	60,000/30,000
2011 (9 th)	Chengdu, Sichuan	60,000	2700	70,000/20,000
2010 (8 th)	Zhengzhou, Henan	100,300	3000	65,000/25,000
2009 (7 th)	Changchun, Jilin	380,000	5000	40,000/90,000
2008 (6 th)	Beijing	35,000	2000	50,000/30,000
2007 (5 th)	Jinan, Shandong	60,000	1500	30,000/20,000
2006 (4 th)	Beijing	30,000	2000	40,000/30,000
2005 (3 rd)	Beijing	30,000	1700	55,000/33,000
2004 (2 nd)	Beijing	30,000	1500	45,000/28,000
2003 (1 st)	Beijing	30,000	1200	60,000/35,000

The Wonderful Edition of 22nd CATF 2025



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Over 500 VIPs were present at CATF 2025 and they included the deputy Minister of Chinese Government, the Presidents of related ministries, the mayors and other senior officials. Over 3,965 exhibitors from 40 countries covered over 100,000 sqm (Indoor Area: 90,000 sqm and Outdoor Area: 10,000 sqm).



Over 300,000 visitors from 50 countries visited 45 pavilions including 34 Chinese provinces Pavilions, Fruit and Vegetable Pavilion, Green Pesticides and agrochemicals Pavilion, Seafood & fishery Products Show area, Agricultural Products Sale Zone, International Show Zone and other 12 specialized show zones. Over 2000 reporters from 30 countries and 200 media have attended over 100 events, i.e. Buyer's Trade Day, Country Leader's Special Visit and Signing Ceremony of Concluding Transactions. Exhibitors are key leading enterprises in the process of agricultural industrialization in all provinces of China, enterprises with products have certification of contamination - free farming produce, green food and organic food; large or medium-sized export trade companies of agriculture products, foreign capital and joint ventures enterprises, famous overseas enterprises, etc. Exhibiting products include various agricultural products in planting, animal husbandry and aquatic industries, etc. along with agricultural science and technology projects, agricultural machinery, commerce and communication and other agriculture relevant service items.





Over 60,000 purchasing managers from Russia, Chile, Kazakhstan, India, USA, India, Turkey, Australia, Indonesia and China, especially group purchasing corporations, chain supermarkets, agricultural product wholesale marketers and import & export groups came to the exhibition. Over 0.1 billion RMB and 8500 cooperative intentions have been transacted during CATF 2025, and those transactions have been involved in agricultural materials, agricultural machineries, and agricultural products. Over 25,000 exhibit varieties have been shown and included Agro-products, Food & Beverage, Animal husbandry & Aquatic products, Agro-Technology, Agro-Equipment and Agro-input.

Chinese Market

Over 1.3 billion Chinese consumers are more and more aware of the health and nutrition. They require the food is safety with good quality and rich nutrition. The demanding for the high quality food is very high, especially from overseas. Since 2005 the import of foreign food keeps the proportion of 15%, and in 2008 the figure has reach 20.8% from the data of Chinese Custom. It is forecasted that in 2025 China will become the world's largest country of import food consumption. Therefore, there are lots of opportunities in china's agriculture market. In 2025 China's economy will be still the region of the fastest growing economies in the world, with 5% gross domestic product growth. After the entry into WTO, the government has reduced more the agriculture tariffs. It means Chinese consumer could enjoy cheaper oversea agriculture products while the average income level keeps increase.



China's Agricultural Industry



Chinese government is actively putting more funds to strongly develop the following aspects:

- Farm and cropland construction with high standard
- Farm irrigation construction, Green house
- Agricultural circulation basic establishment
- Bio-environment construction
- **AI+ agricultural Technology and services**
- The allowance for purchasing premium seeds, agricultural instruments and machineries and other materials
Mechanization of farming

China has about 0.9 billion farmers, so it is very important for Chinese government keeping the stable economic development, and there will be wide business opportunities in the sector of Chinese agricultural industry. The latest system of land innovation that promulgated by Chinese government will permit those farmers to sell the privileges of land managements, which will help to establish much more modern farms of intensive cultivation and mechanization. In this case, China will need more agricultural instruments and machineries relating with cultivation, irrigation, maintain and so on.

The Agriculture of Zhejiang

Zhejiang Province has been built into a strong province of efficient ecological agriculture, with a total output value of 418.11 billion RMB yuan (an increase of 3.7%) in 2024, achieving a "nine consecutive increases" in grain production (6.502 million tons), a contribution rate of 69.15% in agricultural scientific and technological progress, and a comprehensive mechanization rate of 83.09%, accelerating the transformation towards new quality productivity.



Core data and scale

-Total output value: The total output value of agriculture, forestry, animal husbandry and fishery in 2024 is 418.11 billion RMB yuan, of which the fishery industry has grown significantly (with a cumulative increase of over 100%), and the animal husbandry industry has stopped falling and rebounded.



-Food security: The sowing area is 15.705 million mu, with a total output of 6.502 million tons, and a continuous increase in production for nine years; There are 6.243 million live pigs in stock.

-Business efficiency: The per capita disposable income of rural residents is 42786 RMB yuan (growth rate 6.1%), and the urban-rural income ratio has been reduced to 1.83; The total income of village collective economy is 84.5 billion RMB yuan.

-Industrial chain: 126 complete industrial chains with an output value exceeding 1 billion RMB yuan (total output of 321.6 billion RMB yuan) have been established, and 693 leading enterprises at or above the provincial level have been cultivated.

Technology and mechanization level

-Double Strong Drive: Implement the "Science and Technology Strong Agriculture, Machinery Strong Agriculture" action, build 205 modern agricultural service centers, and provide services covering the entire chain of grain and oil crops.

-Revitalization of Seed Industry: Over 85% of broccoli varieties are domestically produced, breaking the monopoly of imports; Platforms such as "AI Breeders" have reduced the breeding cycle by half.

-Equipment upgrade: suitable for the cluster development of agricultural machinery in hilly and mountainous areas, with 8173 unmanned aerial vehicles for plant protection; The mechanization of rice production ranks among the top in the south, and the key links in tea gardens have basically been mechanized.

-Smart Agriculture: The first smart agriculture leading area in China, with 33 recognized "Future Farms" and 417 digital agriculture factories, resulting in a 3-5 fold increase in per mu efficiency.



Industrial structure and characteristic layout

-Leading industries: Vegetable production ranks first (about 19.92 million tons), annual output of aquatic products is about 6 million tons (seawater products account for more than 76%), and distinctive advantages such as fruits, tea, and silkworm cocoons are obvious.

-Regional distribution: The total output value of Ningbo, Taizhou, and Hangzhou exceeds 50 billion RMB yuan; Jiaxing and Shaoxing mainly produce grain, Hangzhou and Ningbo mainly produce vegetables, Taizhou and



Ningbo mainly produce fruits, and Zhoushan and Taizhou mainly produce aquatic products.

-Brand empowerment: Promote the full chain development of "local specialty richness", such as Xianju Yangmei's full industry chain output value exceeding 4.8 billion yuan, forming a processing cultural tourism integration model from "fresh in one season" to "sweet in all seasons".

Service system and green transformation

-Social services: Build a "5-kilometer agricultural service circle" and provide "field nanny" full custody services from seedling cultivation to sales, reducing comprehensive costs by about 15%.

-Green development: The comprehensive utilization rate of straw has reached 97.8%, the use of fertilizers and pesticides continues to decrease, ecological models such as rice duck symbiosis are promoted, and soil organic matter has significantly improved.

-Digital empowerment: The "Zhejiang Agricultural Code" has been assigned 690 million times, and the Internet of Things and big data are widely used for pest monitoring, precision irrigation, and traceability management.



Challenges and Trends

-Resource constraints: Fragmentation of arable land and aging of labor force still exist, and mechanization in hilly and mountainous areas still requires breakthroughs in specialized equipment.

-Future goal: By 2027, the contribution rate of agricultural scientific and technological progress is planned to reach 72%, and the mechanization rate is 84%, with a focus on developing low altitude economic scenarios and deep AI applications.

-Reform direction: Deepen the "Ten Million Project", promote the revitalization of rural housing and the reform of separation of powers, cultivate over 100000 rural entrepreneurs, and strengthen the support of county-level industries for enriching the people.

International Buyer Program (IBP)

IBP is designed to help international buyer groups make purchases at the fair. As a member of international buyer group, you will receive many valuable benefits free of charge:

- Free purchase news release at major medias
- Meet with qualified Chinese sellers, representatives and distributors selected by Chinese agricultural trade specialists.
- Travel subsidy to big buyers or buyer-group organizers, including free hotel accommodation and local transportation (*temporary term*)
- Free entry of buyer's products information on the fair's official website for one year.

2026 Exhibition Information

>> Date & Venue:

- Date: November 13-16, 2026
- Venue: Hangzhou International Expo Center, Zhejiang China
- Address: 353 Benjing Ave, Qianjiang Century City, Xiaoshan District, Hangzhou, 311215 Zhejiang, China
- Bing Map: please click "[Hangzhou Expo Center](#)" to have the detailed position



>> Exhibits Profile

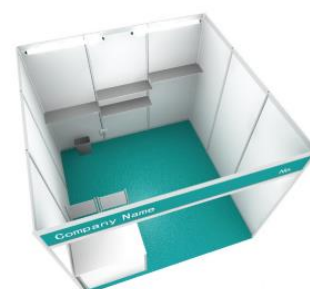
- **Agro-products:** Grains, Cash crops, Fruits & vegetables, Seeds, Edible oil, Edible fungus, Dried fruits & nuts
- **Food & Beverage:** Conventional foods, Instant foods, Snacks, Healthy foods, Frozen foods, sea foods, Canned foods, Baby foods, Candy, Condiment, Fruit juices, Wines
- **Animal Husbandry & Aquatic Products:** Embryo, Breeder, Feeds, Meat products, Poultry products, Dairy products, Fishery products, Seafood and so on
- **Agro-input:** green pesticides, Agrochemical, Fertilizer, Seed, breeding and so on
- **Agro-Technology and Agro- Machinery**
- **Agricultural Information,** automatic control software, internet of things, e-commerce, cloud computing, big data, IT solutions, *AI + technology and service* and so on

>> Space Rental:

1. Space Rental (include 2 steps as follows)

(A) 1st Step: Raw space rental (minimum 9 square meters)

- 1 side open (min 9 sqm) USD 300 per sqm
- 2 sides open (min 18 sqm) USD 350 per sqm.
- 3 sides open (18 sqm ~ 72 sqm) USD 400 per sqm
- 4 sides open (36 sqm ~72 sqm) USD 450 per sqm



Basic Standard Package

- 3 or 4 sides open (72 sqm more) USD 420 per sqm

(B) 2nd Step: Stand equipment (not inclusive of raw space rental)

- Basic Standard Package (min.: 9 sqm): USD 60 per sqm
- Senior Standard Package (min.: 9 sqm): USD 90 per sqm
- Luxury Standard Package (min.:12 sqm): USD 120 per sqm

Remarks:

- 1) If you book less than 36 sqm raw space, you must additionally rent the stand equipment, so the total cost is **A+B**.
- 2) Before **September 01, 2026** booking your space, you will have the following favorable treatment:
 - A 10% discount for the raw space rental



Senior Standard Package

>> Advertisement Opportunity

1) Official Catalogue (the size of 210mm x 140mm)

- Full 4C page (210mm x 140mm) USD 1500
- Inside front cover (210mm x 140mm) USD 2000
- 1st right hand page (210mm x 140mm) USD 2500
- Inside Double 4C pages (280mm x 210mm) USD 2800
- Inside back cover (210mm x 140mm) USD 1900
- Outside back cover (210mm x 140mm) USD 3000

2) Ticket and Hand Bag

- Back Cover of Ticket (210mm x 95mm, 100000p) USD 2500 per 20000p
- Back Cover of Bag (297mm x 350mm, 6000 bags) USD 2500 per 2000 bags

3) Advertisement on the official website-www.chinaagtradefair.com

One AD banner (216pix x 60pix) on the official website for 1 year USD 1000

4) The advertisement on the exhibition hall will be found on the Exhibitor Service Manual.



Luxury Standard Package

>> Product Promotion Opportunity

We offer special meeting rooms for the exhibitors who wants holding own display activities. USD 3000 will be charged for the meeting room rate which has enough space for 50-100 people and the rate also including: one projector, one or two microphone, one set of speaker and 50-100 potential customers. Rental rate is for one hour, and it could be adjusted when you have other requirement. Before **September 01**, your booking will be accepted.

>>Enquiry, please contact:

Regalland 金万洲

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