

# 2024中国国际咖啡展览会

## 展会报告

Cafe show China 2024 - Post Show Report



# 2024中国国际咖啡展览会-展会综述

Cafe Show China 2024 - Show Summary



**举办时间：**2024年8月30日-9月1日

**举办地点：**中国国际展览中心（朝阳馆）  
2、3、4号馆

**展览数据：**24000平方米，62304人次，  
250余家企业

**展览频率：**一年一届

**Period:** Aug.30-Sep.1, 2024

**Venue:** China International Exhibition  
Center, Hall 2,3,4

**Data:** 24000sqm, 62304visitors,  
250+companies

**Frequency:** Annually



# 2024中国国际咖啡展览会-丰富展品

Cafe Show China 2024 - Exhibits



酒店用品及零售餐饮综合

Hospitality, Retail&Catering

特许加盟与连锁经营

Franchising and chain operation

食品与饮料综合

Food & Beverage

咖啡、茶、烘焙、冰淇淋、巧克力、甜点、原辅料、休闲食品等

Coffee & Tea, Bakery & Ice-cream, Chocolate & Dessert, Cooking Ingredients, Leisure Food, etc

其他周边相关产品、出版物、教育、培训、咨询、服务、活动等

Other related products, publications, education training, consulting, service and events etc.

CAFE SHOW  
CHINA



## 2024中国国际咖啡展览会-丰富展品

## Cafe Show China 2024 - Exhibits



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Cafe Show China 2024 - Participating Brands



## 咖啡豆

洪都拉斯、哥伦比亚、巴拿马等10余个咖啡豆原产国、云南国际交易中心展团、来回、LAVAZZA、豆叔、山雀、咖海、拉菲咖、致璞、云典……

## 咖啡机、磨豆机等

Brewista、本真、Hero、铂澜、金米兰、轰炸机、音季、咖威、Starocean、TIMEMORE、赛品、啡常牛、星啡、万福科技、Dr. coffee……

## 咖啡器具配件

咖爆、励品、酷迪亚、鸿鲲、星啡、熊与杨、天兆恒润、浓速梵、瑗德蒙森、泰焕贸易、山西锦祺、唐山睿多、啡匠……

## 相关产品

味全、菲诺、谷果、椰盛、普利欧、司康与你、壹米汀蛋糕、稷恩、昭美、微拉美、鼎昉、昂塔为甜……

## 100+精品咖啡馆

S.O.E、Still Coffee、之间咖啡、器场、SHAFU、Quinncoffee、捌比特、无忧解药、UNIQUE、ONEBOX、达文西、GEZ、SOAP、巡游、1/4……

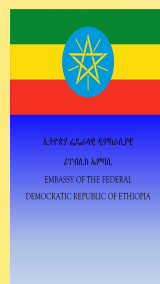
# 2024中国国际咖啡展览会-国际展团

Cafe Show China 2024 - International Pavilions



2024咖啡展携手洪都拉斯、哥伦比亚、墨西哥、巴拿马、乌干达、尼加拉瓜、缅甸、卢旺达、玻利维亚、斯里兰卡、牙买加、古巴、埃塞俄比亚、塞尔维亚十四个咖啡原产国驻华大使馆、贸易局，观众实现全球咖啡风味的一站式体验。

The 2024 Cafe Show partners with embassies and trade bureaus from 14 coffee-producing countries: Honduras, Colombia, Mexico, Panama, Uganda, Nicaragua, Myanmar, Rwanda, Bolivia, Sri Lanka, Jamaica, Cuba, Ethiopia, and Serbia, to offer visitors a one-stop experience of global coffee flavors.



# 2024中国国际咖啡展览会-国际展团

Cafe Show China 2024 - International Pavilions



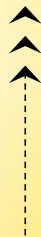
# 2024中国国际咖啡展览会-国际展团

Cafe Show China 2024 - International Pavilions



# 2024中国国际咖啡展览会-北京咖啡酷饮嘉年华

Cafe Show China 2024 - Beijing Coffee & Beverage Carnival



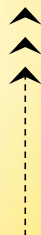
# 2024中国国际咖啡展览会-咖啡杯测

Cafe Show China 2024 - Coffee Cupping



在咖啡产业链中，杯测是确定一支咖啡豆特质，并进而影响其是否能流向市场的重要环节。闻干香、注水、闻湿香、破渣、捞渣、品鉴，随着这些过程的推进与完成，咖啡师能够准确地评估出咖啡豆的风味、香气、酸度、甜度、口感和平衡度等关键特征，找出其呈现最佳风味的方式。

In the coffee supply chain, cupping is a crucial step to determine the characteristics of a coffee bean and subsequently influence whether it can reach the market. Through processes such as smelling the dry aroma, adding water, smelling the wet aroma, breaking the crust, skimming the grounds, and tasting, the barista can accurately assess key features of the coffee bean, including flavor, aroma, acidity, sweetness, body, and balance, to identify the best way to present its optimal flavor.



# 2024中国国际咖啡展览会-全国咖啡品鉴师大赛

Cafe Show China 2024 - China Coffee Taster Championship



**CHINA COFFEE TASTER**



**CCT全国咖啡品鉴师大赛（China Coffee Taster Championship）**是由数以万计中国咖啡从业者，尤其是活跃在咖啡全产业链上的广大咖啡品鉴师们共同发起并主办的全国大型创新性咖啡锦标赛，以咖啡品质为主题，以定义一杯好咖啡为诉求，以呈杯风味带来的消费体验和情绪价值为关注点。

The China Coffee Taster Championship (CCT) is a major nationwide coffee competition initiated and hosted by tens of thousands of coffee professionals in China, particularly coffee tasters active throughout the entire coffee industry chain. This innovative event focuses on coffee quality, aims to define what makes a great cup of coffee, and emphasizes the consumer experience and emotional value derived from the flavors presented in the cup.



# 2024中国国际咖啡展览会-世界咖啡烘焙团队赛

Cafe Show China 2024 - World Roasting Team Championship



## WRTC 2024

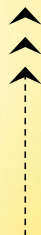
• 世界咖啡烘焙团队赛 •

World Roasting Team Championship

### 58.8万

世界咖啡烘焙团队赛，英文全称为World Roasting Team Championship（WRTC），赛事为提升中国咖啡产业烘焙记忆，促进国际交流。本届大赛在赛事规格、选手及评审阵容、专业水准、奖品设置四个维度都开创国内赛事先河。

The World Roasting Team Championship (WRTC) is an event designed to enhance the coffee roasting expertise within China's coffee industry and promote international communication. This edition of the competition sets new standards for domestic events in four key areas: event specifications, participant and judge line-ups, professional standards, and prize offerings.



# 2024中国国际咖啡展览会-媒体高度关注

## Cafe Show China - News Media Coverage



北京电视台、中国网、中国国际电视台、中央广播电视总台日语频道、视讯中国、百度、腾讯、爱奇艺、搜狐等十余家知名媒体机构亲临现场进行深度采访，同时吸引了近百家媒体进行广泛报道，总曝光量突破2500万次，有效提升了活动的行业影响力和公众关注度。

The event secured in-depth interviews from over a dozen prestigious media outlets, including Beijing TV, CGTN, China Media Group's Japanese Channel, and others, while garnering widespread coverage from nearly 100 media sources, achieving over 25 million exposures.



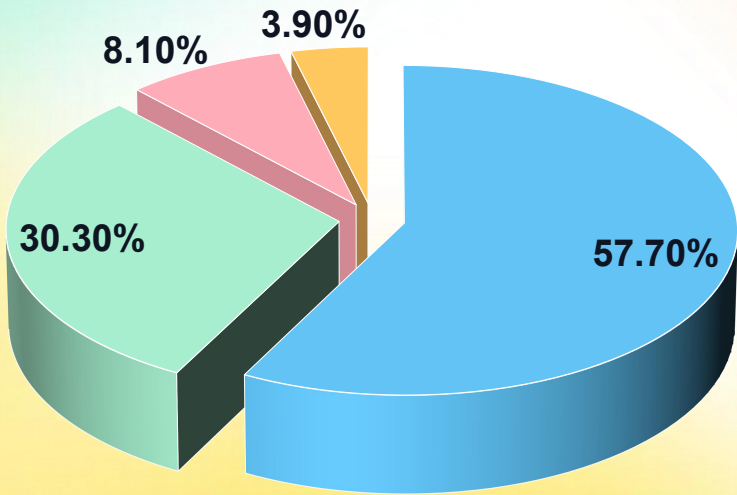
# 2024中国国际咖啡展览会-展商满意度



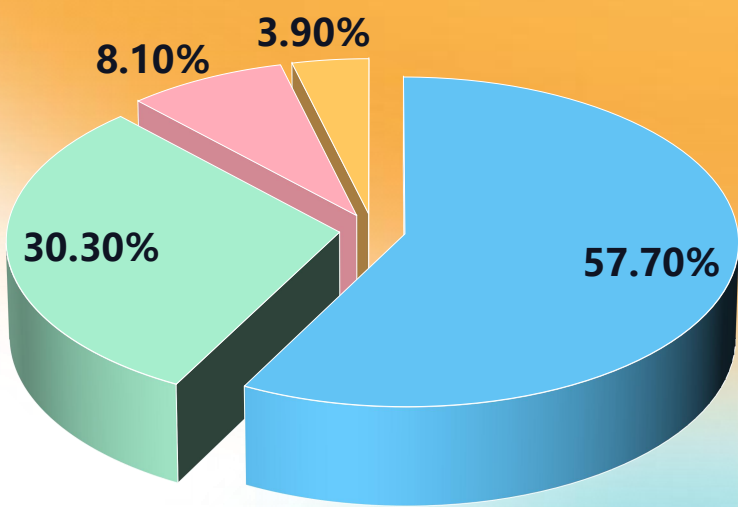
Cafe Show China - Exhibition Satisfaction

展商对展会到场观众满意度高达96.1%

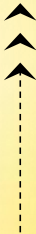
Exhibitor satisfaction for visitor is 96.1%



非常满意 满意 还可以 有待提高



Very Satisfied Satisfied Moderate To be improved



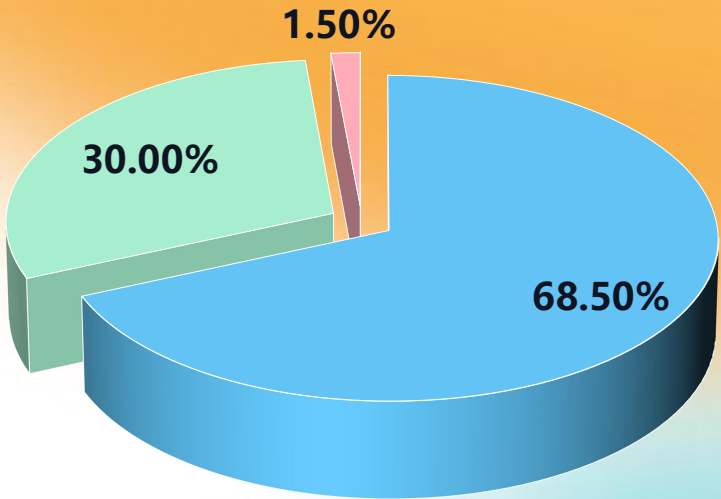
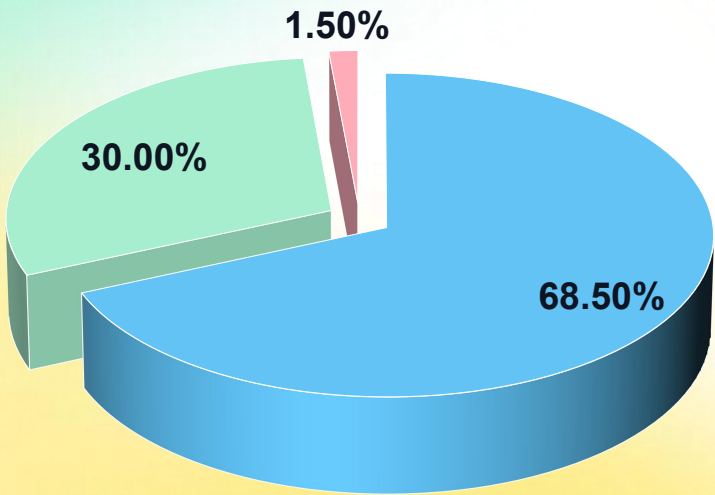
# 2024中国国际咖啡展览会-观众满意度

Cafe Show China - Visitor Satisfaction



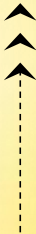
观众满意度高达98.5%

Visitor satisfaction of the show is 98.5%



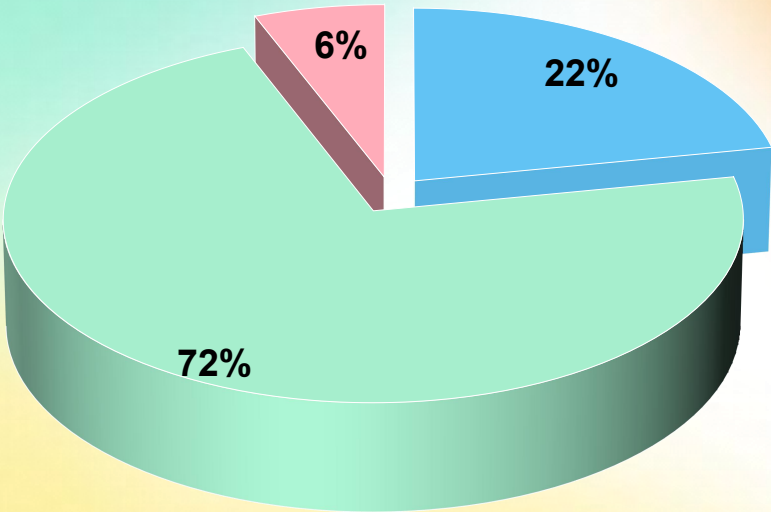
非常满意    满意    有待提高

Very Satisfied    Satisfied    To be improved

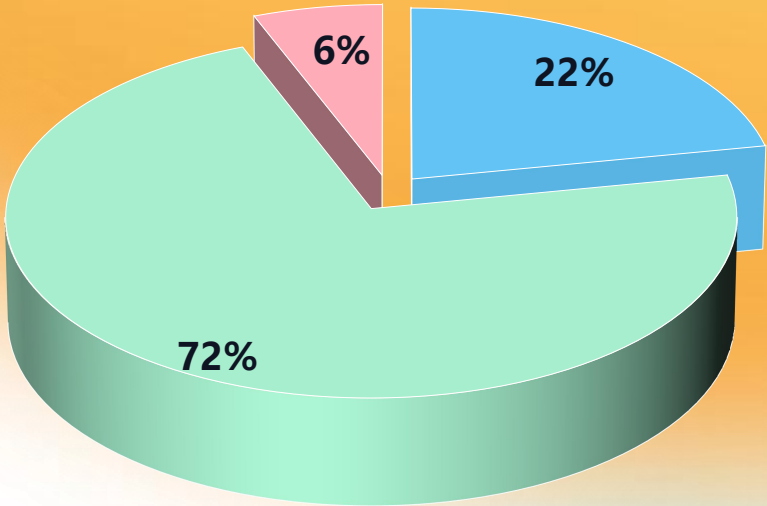


# 2024中国国际咖啡展览会-观众类型

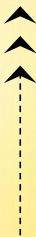
Cafe Show China - Visitor Profile



■ 相关行业从业者 ■ 爱好者 ■ 考虑进入行业



■ Practitioners in related industries  
■ Enthusiast  
■ Consider entering the industry



# 2024中国国际咖啡展览会-优势

## Cafe Show China - Exhibition Advantage



### ➤ 立足北京，国际性高，辐射全球

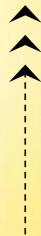
Based in Beijing, highly international and popular all over the world.

### ➤ 着眼世界咖啡快速发展市场-中国

Focusing on the rapid development coffee market in the world-China

### ➤ 专业性强, 为展商和观众搭建优质平台

Specializing in coffee industry. An excellent platform for B2B and B2C market.



# 期待与您相约2025中国国际咖啡展

8月29日-8月31日 中国国际展览中心（朝阳馆）

Welcome to join Cafe Show China 2025!

8.29-8.31 China International Exhibition Center, Beijing(Chaoyang)

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