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Organised by 主办方

VNU 万耀企龙





A UNIQUE MEETING POINT
FOR THE AQUARIUM INDUSTRY
水族行业聚焦



2021: Aquarama returns to Guangzhou

联动亚洲宠物展 布局全国水族专区 打造 Aquarama 2021 新趋势

Aquarama 携手 亚洲宠物展重磅来袭

The 18th edition took place in May 2019 in Guangzhou, attracting the largest audience in its history. It confirmed the potential of China as a global meeting place for aquarium supplies, ornamental fish and plants, reptiles and pond businesses.

Aquarama 2021 will continue to grow and gather more fish exporters and brands than ever, choosing Guangzhou as a host to serve a market that is deeply connected with the aquarium industry. With 30,000 professionals from all around the world and 50,000 consumers eager to develop new hobbies, Aquarama 2021 will be the perfect chance to meet new audience, develop your business and educate the market of tomorrow.

秉承“创新、匠心、专业”的开拓精神，在经历了 2019 年广州 Aquarama30 周年的盛况后，Aquarama 联合最大规模宠物用品展“亚洲宠物展”及其分展打造全国性的水族商贸交易平台，第十九届 Aquarama 将于 2021 年继续落地广州，借势发挥广州作为中国水族器材生产基地和亚太水族分销中心的双重优势，继续全力打造全产业链、覆盖活体进出口和器材贸易的内外贸综合平台，凭借其一贯秉持的开拓精神，推动亚太水族行业发展。

300

exhibitors
家展商

15,000

trade visitors
专业观众

30,000

consumers
水族爱好者

30,000

sqm
平方米

15,000

trade visitors

专业观众

65

countries

国家

71.4%

Domestic Visitors
国内观众

28.6%

International Visitors
国际观众

65.8%

Company Executives
公司执行者

36.5%

Senior Management
高层决策者



VISITORS AT AQUARAMA 2019

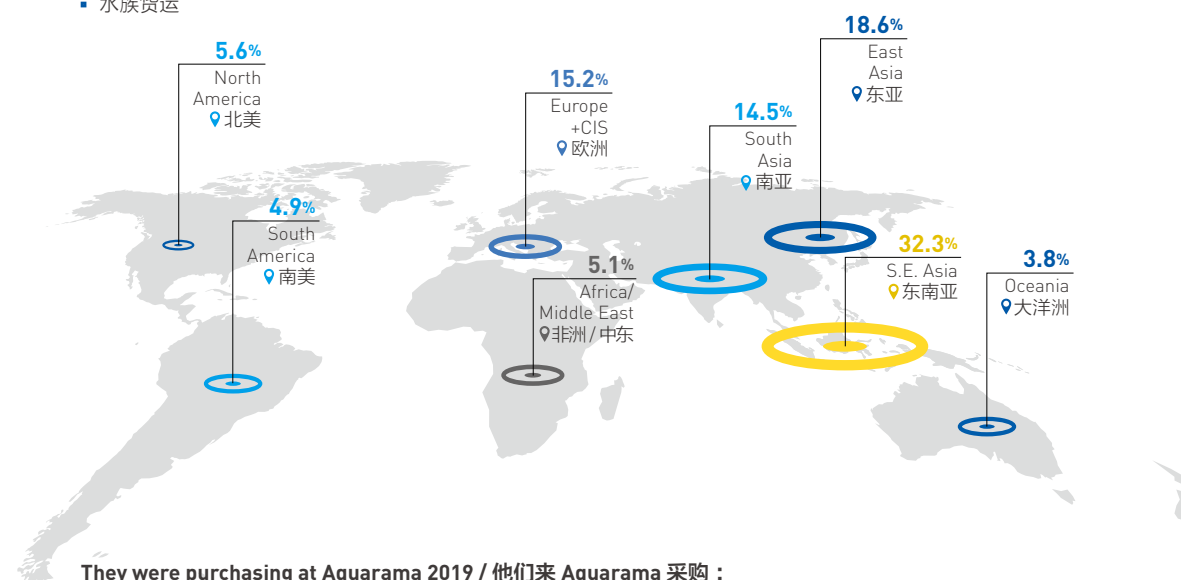
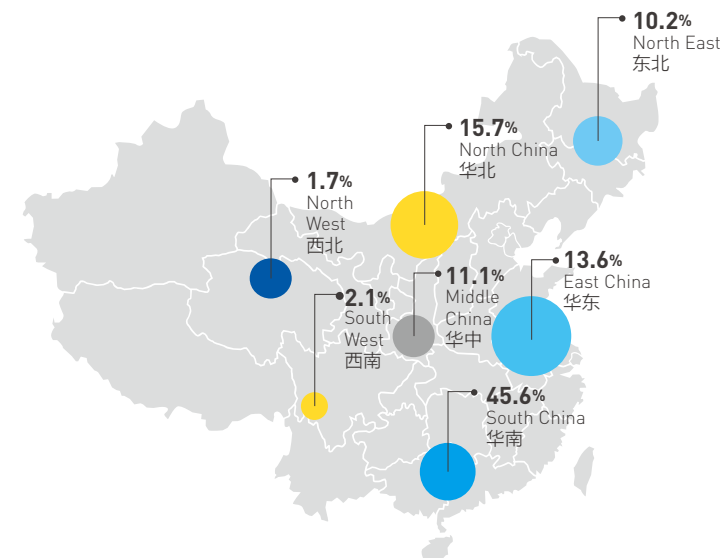
2019 年专业观众

Visitors Profile 专业观众组成



- Manufacturers/Suppliers/Distributors
- Specialised Retailers
- Mass-market Retailers
- Wholesalers
- Government Fisheries Agencies
- Public Aquarium Professionals
- Hobbyists/Aquatic Society Members
- Academics/Researchers specialising in aquatic life
- Journalists
- Freight/Airline for pets/fish & plants

- 制造商 / 供应商 / 分销商
- 专业零售商
- 大众零售商
- 批发商
- 水族政府机构
- 公共水族人员
- 业余爱好者 / 水族社会成员
- 水族研究员
- 记者
- 水族货运



They were purchasing at Aquarama 2019 / 他们来 Aquarama 采购 :

Fressnapf, PetSmart, PetCo, Masterpet, Jardiland, Carrefour, Segrest Farms, Aquarium Industries, Sun Pet, Dolphin international, Hornbach, Kong's, Bahrain Aqualife, Supermarine Trading and many, many others.



WHO IS EXHIBITING?
谁来参展

78%
Domestic
Exhibitors
国内展商

22%
International
Exhibitors
国际展商

Product Spectrum 展品范围

Aquaria

- Aquarium Tanks
- Furniture
- Illumination
- Aerators, filters, pumps
- Heaters, regulators
- Measuring instruments
- Equipment, ornaments
- Ornamental fish
- Water Plants
- Aquaria Food
- Health, treatment
- Accessories
- Aquarium Service & Maintenance

水族类

水族箱、水族箱配套器材、水生植物、水槽沙、水族箱造景、仿真造景、鱼粮、鱼药、观赏鱼、珊瑚及其他海水生物、周边产品、微景观、其他

Terraria

- Terrariums
- Furniture
- Heating systems
- Lighting systems
- Food
- Litter
- Health, treatment
- Grooming Products
- Ornaments
- Accessories
- Live Reptiles
- Live Turtles & Amphibia
- Small Animals, Rodents

两爬类

活体、健康、医疗、饲料、用品、其他

Garden & Pond

- Garden Plants, Flowers
- Pond plants
- Pond Decor
- Furniture, Decoration
- Fountains
- Fertilizers, Plant Protection
- Pond Fish Food
- Pond films, filters, pumps
- Natural & Artificial Stone/Pebble
- Garden ceramics
- Winter feeders and tables
- Nesting boxes
- Pond & Gardening Services

花园及水池

花园植物及花卉、水生植物、户外家具及装饰、喷头、水池水泵、水池鱼

Merchandising

- Fixtures, equipment
- Display shelves
- Decoration, advertising material
- Special packing
- Marking, labels
- Accessories

商品

固定装置、设备、展示架、装饰、广告材料、特殊包装、标记、标签、附件

Others

- Airlines
- Logistics companies
- Insurance specialists
- Publications
- Websites
- Photography
- Associations

其他

航空公司、物流公司、保险专家、出版物、网站、摄影、协会

300 exhibitors
展商

18 countries
国家

Aquaria Food Technology

- Raw materials
- Processing technology
- Preservation solutions
- Hygiene, environment
- Packing solutions

水族食品技术

原材料、加工技术、保存溶液、卫生、环境、包装溶液



EXHIBITORS FEEDBACK

展商评语

Hongguang Lin

SenSen Group, Vice President

Aquarama's joint cooperation with Pet Fair Asia has taken great efforts in the field activities. In addition to continuing the high-level fish competition, Wang Yuheng, the online Red Man "Shuige", was invited to the giant landscape making show last year. This year, the first all habitat ecological landscape making competition was built, taking into account the two goals of professional aquarium industry gathering and popularization of new aquarium consumption habits of mass consumers.

林红光

森森集团 副总裁

Aquarama 与亚宠展的联动合作，在现场活动上，是花了心思的。除了延续高水准的鱼赛以外，去年在巨型造景秀上请来了网络红人“水哥”王昱珩，今年打造了首届全栖生态造景大赛，用心兼顾了专业水族行业聚会以及普及大众消费者新水族消费习惯的两大目标。



Wei Yu

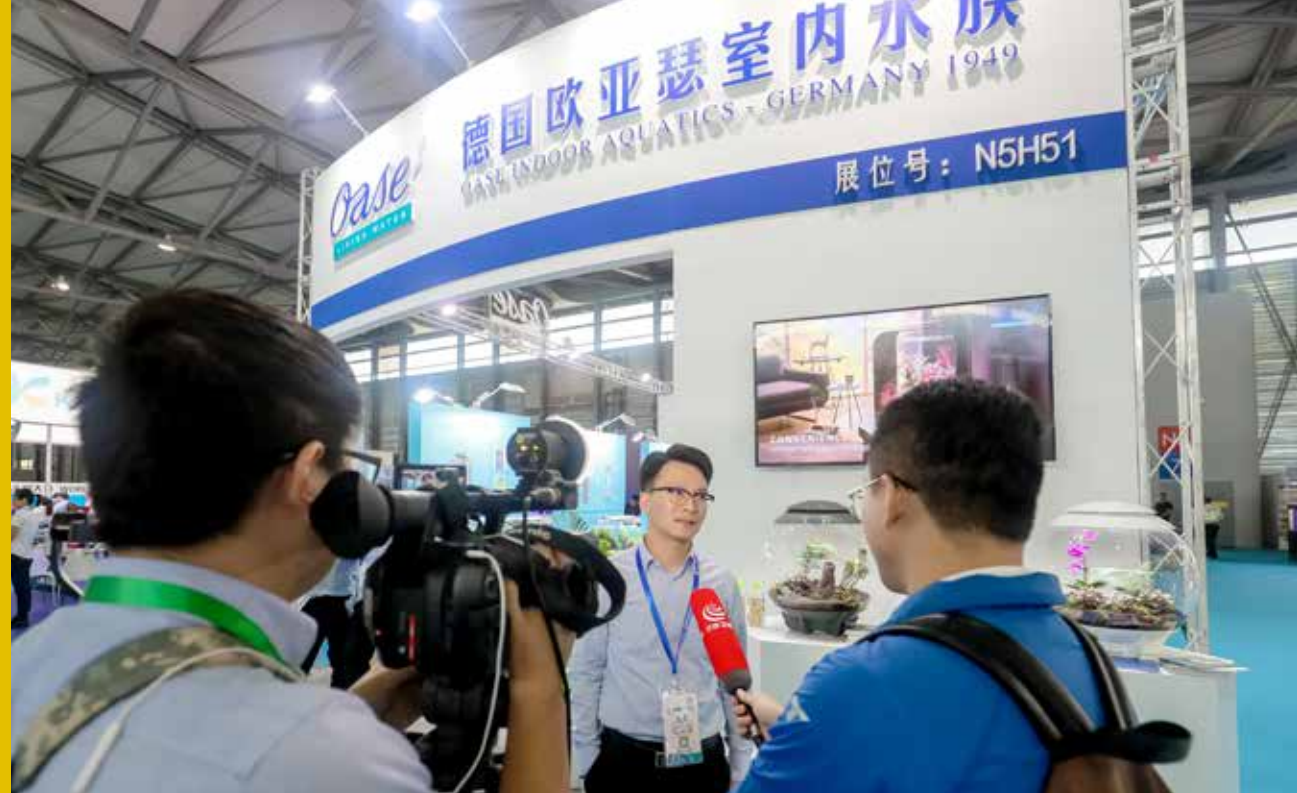
Asia Marine Fantasy

Participating in Aquarama, and the same period of the exhibition, I feel that the harvest is quite big. After the precise matching of the organizers, we have carried out cooperation with some high-quality pet stores and got good market feedback. We also continue to make product optimization and market strategy adjustment. We hope Aquarama and Pet Fair Asia can do better!

于伟

AMF 海水农场 负责人

参加 Aquarama，和亚宠展同期，感觉收获挺大的。经过主办方的精准配对，我们和一些优质的宠物店已经开展了合作，并且得到了不错的市场反馈，也继续做产品的优化和市场策略的调整，希望 Aquarama 和亚宠展越做越好！



Joerg Stendker

Diskuszucht Stendker

I like the Aquarama Exhibition very much. It's a well-organized show, very friendly people here. Everything was perfect, giving us the chance to meet a new generation of buyers and end-users for our fish.

Joerg Stendker

德国 Stendker 七彩渔场

我非常欣赏 Aquarama 水族展，这是一个组织得很棒的展会。我们在这里见到了对我们品牌感兴趣的客户，一切都很满意。



Jiayong Yang

Oase China, Marketing Dept.

Oase chose Aquarama as its first product launch platform in Asia. We were happy to meet industry experts and numerous buyers from all around the country and beyond, building a strong community of brand partners across the world.

杨佳勇

欧亚瑟中国 市场部

德国欧亚瑟集团作为全球花园水景企业的标杆企业，生态水景事业部的三支产品线：花园水景、室内水族、桌面水景，从花园水景智能管理系统延伸到室内水族智能管理系统，一套完整、丰满的产品线。

Aquarama 作为中国比较有影响力的水族行业博览会之一，水族行业专家和专业买家齐聚参加水族行业盛事。德国欧亚瑟集团本次将室内水族产品线放在 Aquarama 展会进行中国首发，通过本次展会进行行业交流，同时进行全国招商动作，欢迎对行业有远瞻、对生活有追求、有实力的经销与欧亚瑟一起创造一个心为水动的纯净水世界！给中国消费者的日常生活增加一些品质。



1 Aquarama Forum 企龙杯锦鲤文化巡演



Joint Koi Goddess-Zhong Yingying pounds to create the first Koi Culture Tour of the Peninsula Cup. The exhibition site will bring celebrity teachers to guide the introduction of Koi appreciation, lucky Koi Draw Prize, and more champion fishing grounds to bring valuable Koi auctions, so that more people can have a deeper understanding of Koi, close-up Koi appreciation with their own eyes, and learn how to truly appreciate Koi.

联合锦鲤女神 - 钟莹莹重磅打造首届企龙杯锦鲤文化巡演，展会现场将给大家带来名师指导锦鲤鉴赏入门、幸运锦鲤大抽奖、更有冠军渔场带来名贵锦鲤拍卖，让更多人可以更深入认识锦鲤、亲眼近距离的鉴赏锦鲤、学会如何真正地去鉴赏锦鲤。

2 Aquarama Forum 国际水族业发展论坛



The Aquarama Forum is an annual event for leaders and experts from all around the world to exchange ideas, foresee future trend and identify each other's needs. This series of free seminars provide excellent opportunity to keep up to date with everything that matters to the international ornamental aquatics industry and hobby communities. Not to be missed!

Aquarama 国际水族产业发展论坛邀约来自全球的顶尖行业精英为行业带来经验分享、研讨交锋、跨界探讨的高峰课程。2017年，展会同期举办 Aquarama 海水发展趋势主题论坛，力邀来自美国、加拿大、斯里兰卡、印尼的海水领域专家学者共商海水发展之路。

3 China Business Forum 中国水族商学院



A series of presentations and workshops for domestic and international companies to better understand how to develop/restructure their business to be successful in China. The best way to understand market trends, e-commerce rapid changes, marketing best practices and more!

想要在未来的竞争中取胜，必须以用户体验为导向，只要以用户体验为出发点本质上就是服务业。不具备服务业思维的商品和销售，将被淘汰出局。满满的干货分享，探讨促进水族行业体量上行的未来 10 年。2019 年，秉承创新驱动发展的理念，服务提升促进行业上行的规律，今年的 Aquarama 水族商学院将邀请淘宝来进行分享，解锁水族电商新技能！

4 Aquarama Fish Academy Aquarama 鱼学院



From kids early introduction to fishkeeping to advanced aquarium maintenance, fish health understanding, photography course and more, the Aquarama Fish Academy helps to develop a sustainable interest in fish and aquarium hobby in China.

Aquarama 现场请来世界顶尖繁殖大师教你各品种鱼饲养技巧及要点，从根本上增强消费者对观赏鱼饲养的兴趣也提高业内观赏鱼的繁殖水平，从活体开始促进水族器材市场的繁荣。

InnovAction 水族新风尚评选

InnovAction is a powerful & comprehensive marketing tool, boosting new products visibility before, during and after their presentation on-line and on-site at Aquarama.

主办方秉承“创新驱动发展”的理念，在水族行业首推【InnovAction 水族新风尚】活动，成为专业观众和买家首选观摩区域，更是成为媒体关注焦点。创意呈现的新品区，成功将参观兴趣转化为展台展台贸易到访，大大提升了参展现场的交易机会。



Fish 世界观赏鱼大赛 Competition

开 国 内 顶 级 赛 事 先 河



The world-famous and highly respected Aquarama International Fish Competition will be more competitive than ever 2019, with new sections and additional entries. As always, judging will be in the hands of a panel of international experts.

2016 年, 27 年享誉全球的 Aquarama 首次登陆中国广州, 延续其活体观赏鱼的核心特色, 打造了国内史无前例的高规格活体比赛。2017 年, 除了龙鱼、七彩、孔雀鱼、斗鱼、海水等比赛以外, 还重磅引入了“国鱼”“金鱼赛事”, 旨在打造高品质金鱼比赛的先锋。2018 年, 2019 增设和筹备包括异形、罗汉鱼、鳌虾等观赏水族的比赛项目。2021 年 Aquarama 将继续坚守公平公正的赛事原则, 通过水族赛事发扬水族文化, 深度挖掘水族市场。



全栖生态 造景大赛

Adhering to the concept of innovation-driven development, Aquarama strives for excellence in landscape activities every year. Beginning in 2019, Aquarama joined the CAA of the Chinese landscape architects and CLDA of the Chinese Landscape Architecture Association to build the first whole habitat ecological landscape competition, aiming to promote the integration of landscape and ornamental animal feeding, promote the household life of the landscaping industry, and promote the development of the landscaping industry.

秉持创新驱动发展的理念, Aquarama 每年在造景活动上都精益求精。2019 年开始, Aquarama 联合中国造景师联盟 CAA 以及中国造景艺术协会 CLDA, 重磅打造首届全栖生态景观大赛, 致力于推动景观与观赏动物饲养的融合, 推动造景行业的家居生活化, 推动造景行业发展。



全球水族行业终身成就奖 Global Ornamental Fish Lifetime Achievement Award



Aquarama Awards

年度大奖 首个全球化颁奖平台

The annual best performing companies and individuals are celebrated at the Aquarama Awards. An excellent opportunity to prolong the exhibition until late with professionals peers, in a relaxing and fun atmosphere.

Aquarama 年度大奖，作为 Aquarama 国际水族展的重要同期活动，旨在建立榜样式风向标、开拓服务新理念，更好地鼓舞在水族行业不断开拓进取的卓越品牌和业内者。该奖项通常由全球多个国家和地区的水族行业协会共同发起并推选，经过严谨的提名和投票流程，诞生最终结果。



Farms Visit

鱼场参观

This much-in-demand tour provides a unique opportunity to overseas visitors to get right up close to the local breeders and exporters of our industry. Early reservation is an absolute must!

来自世界各地的 40 余位国际买家团于展会第三天组团参观了三家本地鱼场，反响热烈。

Factories Tour

工厂参观

At the heart of the global aquariums supplies industry, an exclusive visit of the key manufacturers to better understand the business and give you opportunities to develop your portfolio of products.

买家团展会结束第二天赶赴工厂，当天客户就找到满意产品，现场订货，工厂团之行企业都表示非常好，希望此举明年加大力度推广。



Fish Market

花鸟市场参观

A guided tour of the world largest fish, flowers and bird market, serving both wholesale and public market functions. Thousands of stands for Aquarium products and ornamental fish.

国际买家团深入中国最大的花鸟市场参观考察。

The flagship international Trade Fair
for Pet Supplies in Asia Pacific

亚太地区宠物旗舰展 宠物行业唯一通过 UFI 认证的专业品牌展

Pet Fair Asia is the most important exhibition for pet supplies in Asia-Pacific. In 2018, together with Aquarama, it formed the largest exhibition in the world for pet. In 2019, it returned to the joint Asian pet exhibition to hold the eighteenth Aquarama. In 2020, Aquarama will open the aquarium area in the Asia Pacific pet exhibition and its series exhibition. The nineteenth Aquarama will continue in Guangzhou in 2021.

亚洲宠物展，是唯一通过 UFI 世界展览联盟认证的亚太地区规模最大的宠物用品展，自 1997 年以来成功举办 22 届，2018 年，Aquarama 移师上海和亚洲宠物展同期举办，优势互补共谋发展；2019 年亚洲宠物展迎来 7 万专业观众，20 万 C 端消费者的空前盛况，同年 Aquarama 联合亚洲宠物展华南展重回广州共同举办第十八届 Aquarama，2020 年 Aquarama 将在上海亚展及其系列展（北京、广州）开设水族专区，第十九届 Aquarama 将于 2021 年继续落户广州，Aquarama 将延续其 30 年以来的品牌优势，继续发力全球买家邀请计划，为参展商提供实在的参展效应外，同时借力亚洲宠物展，分享其它资源优势。



Develop Brand Awareness Like Never Before 绝佳提升品牌知名度

40,000 professionals and at least 110,000 end users are expected in 2018. Pet Fair Asia is already one of the most dynamic branding platform in the world. Aquarama exhibitors will benefit from a crowd of quality professionals and consumers with high purchasing power willing to discover new entertainment opportunities.

两展将吸引庞大而高质量的专业买家，以及具有强大消费力的终端消费者中树立品牌形象的绝佳机会。



Truly Understand China Market 精准洞悉中国市场

In the past 20 years, Pet Fair Asia has developed exclusive partnerships with influencing media, traditional retailers and e-commerce giants. The exhibition brings a deep and necessary understanding of China's scattered retail network, rapid changes in marketing trends and consumers purchasing behaviors.

20 年深入中国市场，与强势媒体、主流传统零售商以及电子商务巨头已建立深度合作关系。这是一个绝无仅有的平台，可以快速精准地洞悉中国复杂的零售网络渠道、快速变化的电子商务以及市场趋势。

Multiply The Business Opportunities 无缝共享买家资源

Aquarama reaches international and domestic buyers with specific focus on aquaria, reptiles and amphibians, pond and gardening products. Pet Fair Asia attracts international major buyers, general retail / big boxes, pet industry professionals in China on the verge of consolidating pet and aquarium business and shopping experience.

Aquarama 能够吸引大量水族、两爬、园艺等产业的国内外专业买家。而亚洲宠物展则可以带来主流国际大买家、零售店、以及大型宠物商店等专业观众。两展联合可以共享这些庞大观众群体，以整合宠物 + 水族行业的数据资源。





Social Media Coverage

Your company believes in content marketing and social media networking? So do we! Aquarama will share your news and talk about you on our opinion leading social media platforms. Every day all along the year, thousands of followers are eager to read what is happening in the Aquarama community.

Customized Electronic Invitation

We create for you a free customized electronic invitation showing your company name, booth number and logo to facilitate the invitation of your clients to the show.

Lead Marketing

We invite your contacts on your behalf and offer them numerous privileges to attend the show. It saves you marketing efforts and makes your clients feel empowered.

Business Match-Making

Associated with a generous hosted buyer program for leading purchasing companies and new global clients, our on-site business matchmaking system provides the ultimate way to meet your business target.

- Facebook、LinkedIn、微信过万粉丝精彩互动；
- 全国核心地区批发零售市场户外广告及海报宣传；
- 无缝对接主流电商平台，阿里巴巴、淘宝、天猫；
- 全球媒体平台资源及强势自媒体营销；
- 海外 50 家最具影响力国际媒体深度合作关系；
- 全国 100 家行业主流媒体与组织成熟合作网络；
- 专业海量大数据，精准营销助推广；
- 逾 10 万海内外精准行业数据库用户的定期电子快讯；
- 5 万份参观邀请函直邮，热点资讯线下发布印象升级；
- 70 人庞大呼叫中心，一流设备一流管理；
- 定制买家招募计划，尊享多项升级礼遇；
- 包括渔场参观、协会组团参观、全球 VIP 买家等多项；
- 为尊贵买家定制的计划，享受绿色通道、穿梭巴士接送等增值服务，还可以提供机票、酒店等升级贵宾服务，助推买家邀约。



AQUARAMA



携手亚洲宠物展 Pet Fair Asia 重磅打造水族专区

第二届北京宠物用品展览会 水族专区

Pet Fair Beijing 2020

2020.2.21-23 | 国家会议中心

第九届成都国际宠物博览会 水族专区

The 9th Chengdu International Pet Exposition

2020.4.9-12 | 成都世纪城新国际会展中心

第六届华南宠物用品展览会 水族专区

Pet Fair South China 2020

2020.5.15-17 | 中国进出口商品交易会展馆

第 23 届亚洲宠物展览会 水族专区

PET FAIR ASIA 2020

2020.8.19-23 | 上海新国际博览中心

