

Post Show Report of FHC China 2008

Show Name: FHC China 2008

Show Dates: 4 - 6 December 2008

**Venue : Hall E1, E2, E3, Shanghai New Int'l Expo Centre
Pudong, Shanghai**

SHOW REVIEW

China's premier food and hospitality expo sets new records



There was no sign of the world financial crisis at FHC China 2008, from 4-6 December 2008 in Shanghai. Trade visitors from all over China packed 3 halls of The Shanghai New International Expo Centre and the 807 exhibitors from 85 countries and regions reported exceptionally high levels of business contacts and orders received. The organisers, China International Exhibitions stated that the 12th edition of FHC China, the nation's largest, longest running and most international trade show for the food, wine and hospitality sector set new records on every front. From an increase in floor area of 20% to 35,000 sqm, to an 8% increase in the number of exhibitors and official pavilions growing from 18 last year to 22 this year. When the doors finally closed on FHC China 2008 last week, the final visitor count was 20,441, a record breaking 20% higher than the 2007 show. Clearly, FHC China 2008 has set a new standard for food and hospitality trade shows in China.

“The difference between FHC and other fairs in China” claimed Brendan Jennings, General Manager of China International Exhibitions, “is that this show caters for imported food and beverages and not Chinese

made product”. “The trade audience visiting from hotels, restaurants, caterers, supermarkets, wholesalers and importers, expects to find a wide range and quality of product at FHC China that is not already available in local shops or at all other food shows in China.”

Results speak for themselves as individual companies and national groups rushed to reserved space for the return of FHC China at the earlier date of 18-20 November 2009. Spain the largest pavilion this year with 110 companies has reserved space for an extra 30 companies next year.

Italy returned to FHC 2008 with their biggest pavilion ever and now needs even more space next year.

Results for Italian companies at FHC China 2008 have been excellent. We will need to significantly increase the area next year to meet demand from Italy according to the results anticipated by the participants commented Maurizio Forte, Italian Trade Commissioner in Shanghai.

Pavilions from 10 other national and regional pavilions have already confirmed plans to return to the show next year and 3 new groups not present this year will join the growing list of countries that have chosen FHC China as their principal export platform for food and wine products to China.

Supporting the exhibition displays by individual companies and pavilions, the show organisers arranged a host of industry activities targeted at attracting specific professionals. From an Ice Cream theatre for manufacturers of ice cream and ice cream shops; to Wine seminars for importers and F&B trade; Culinary Arts cooking competition, Bakery demonstrations; Great Chefs of Shanghai Gala Lunches and World Chocolate Masters attracting hotel GMs, F&B and chefs; to the Ultimate Barista Challenge for barista's and coffee shops. FHC played host to a range of Industry Seminars on subjects including “how to enter the China market” to “food safety”. While the participants of the Importer’s Zone, including just some of the 93 Chinese importers of foreign food and wine products actually exhibiting at FHC China 2008 were a constant attraction for international suppliers seeking partners to enter the market. The events, seminars and specialist zones received accolades from industry leaders for the number and quality of attendees.

“We have been delighted by the 120 plus delegates that attended our seminars on Australian Wine presented by Wine Master Jeremy Oliver. All delegates were hand picked and of an exceptionally high quality” Ali Hogarth, Regional Manager, Australian Wine and Brandy Corporation.

Congratulations to CIE, organizers of FHC for another outstanding professional exhibition. At a time of financial gloom across the world it was refreshing to attend an event so full of optimism for the undoubted potential of the China market. Our members were delighted to support and attend the Great Chefs of Shanghai Gala Lunch, which gave us that extra excuse to visit the show and meet with the many industry

suppliers. William Hall, Chairman International Branded Hotels of Shanghai IBHS, www.cometoshanghai.com

The importance of FHC China 2008 as an essential trade platform for food and beverage producers exporting to the China market received the endorsement of many VIPs through their attendance at this year's exhibition including:

Edward Schafer, U.S.A Secretary of Agriculture

Adolfo Urso, Undersecretary Ministry of Economy, Italy

Umberto Vattani, President, Italian Institute of Foreign Trade

Jaime Montalvo, Director General, Spanish Institute for Foreign Trade

Yasuo Hayashi, Chairman and CEO Japan External Trade Organisation

Hideichi Okada, Director General Trade Policy Bureau, Ministry of Economy, Trade and Industry

Despite a slow down in world domestic markets, forecasts for food exports to China from all over the world continues to be strong. During the visit by US Secretary of Agriculture Edward Schafer to FHC China 2008 and to the biggest food pavilion of USA companies ever to visit China, it was confirmed that China became the largest import market for US agricultural trade in 2007 and this trend is set to continue into the future.

FHC exhibitions will take place in Beijing and Shanghai in 2009 as follows:

FHC Beijing 2009, The 8th International Exhibition for the Food, Drink, Hospitality, Foodservice, Bakery and Retail Industries will take place 10-12 June 2009 at the NEW HALL of the China National Agriculture Exhibition Centre. For more information visit www.fhcbeijing.com.cn

FHC China 2009, The 13th International Exhibition for the Food, Drink, Hospitality, Foodservice, bakery and Retail Industries will take place in Shanghai from 18-20 November 2009 at the Shanghai New International Expo Centre. For more information please contact www.fhcchina.com.

Taking this opportunity we would like to express our thanks to all exhibitors and visitors contributing to the success of FHC China 2008. We look forward to seeing you at next the FHC exhibition in China.

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| | <p>FHC China 2009 18 – 20 November 2009,</p> <p>Hall W1, W2 & W3, SNIEC, Pudong, Shanghai</p> <p>www.fhcchina.com</p> |
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EXHIBITION FACTS:

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| Show Title: | FHC CHINA 2008 The 12th International Exhibition for Food & Drink, Retail & Hospitality Equipment, Supplies and Services |
| Exhibition Area: | 35,000 sqm |
| Direct Exhibiting Companies: | 725 |
| Indirect Participating Companies: | 82 |
| Total Number of Participating Companies: | 807 |
| Total Number of Official National / Regional Pavilions: | 22 |
| Total No. of Countries or Regions being represented: | 85 |

National / Regional Pavilions include: (in alphabetical order)

Australia, Belgium, Chile, Cyprus, Ecuador, France, Germany, Greece, India, Ireland, Italy, Japan, Korea, Mexico, New Zealand, Singapore, Spain, Sri Lanka, Taiwan Region, Thailand, U.K, U.S.A.

Countries or Regions include: (in alphabetical order)

Australia including Food Adelaide; Belgium, Brazil, Canada, Chile, Cyprus, China, Ecuador, France, Germany, Greece, HongKong, Indonesia, India, Ireland, Italy including regions Lombardi, Firenze, Piemonte, Siena, Sassari, Sicily Sardenia, Forsinone and Napoli; Japan including prefectures from Tottori, Maruko, Okinawa and Kyushu; Korea including region of Jeollabuk-do, Macau, Mexico, New Zealand, Spain, Singapore, Sri Lanka, Taiwan Region, Thailand, Turkey, USA including SUSTA; WUSATA; Minnesota, MIATCO; and Pennsylvania, and UK.

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| Website: | www.fhcchina.com |
| Dates: | 4 – 6 December |
| Venue: | Hall E1, E2, E3 No. 2345, Long Yang Rd, Pudong, Shanghai |

East Hall 1



East Hall 2




VISITOR FIGURES

| <u>Source</u> | <u>Yr 2008</u> | <u>Yr 2007</u> |
|-------------------------------------------|----------------------|----------------------|
| From Shanghai | 13,655 | 11,546 |
| From other areas of China except Shanghai | 4,208 | 3,001 |
| Overseas | 2,578 | 2,496 |
| Total | <u>20,441</u> | <u>17,043</u> |

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| Total Visitors | 20,441 | + 20 % |
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ABOUT THE ORGANISER

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance (formerly known as the Montgomery Network) has had a fully staffed office in Shanghai since 1994. Its stable of events include industries such as food & beverage; hospitality & retail; packaging; processing; pharmaceutical technology; brewing technology; woodworking technology; furniture manufacturing and accessories; wood & wood products. For more information, please visit www.chinaallworld.com

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| Organisers: | China International Exhibitions Ltd (CIE)  |
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