



23% up in visitor figures

The 22nd edition of *Food and Hotel China (FHC)* concluded on the 15th November 2018 breaking all previous records. The show was bigger than ever, expanding to 120,000sqm and hosting over 3,000 companies from 48 countries. FHC welcomed 118,274 trade visitors over three days - representing a 23% increase in attendees, and ensuring a lively and action-packed show floor. FHC has confirmed its position as the leading tradeshow for all international companies looking to introduce their products into the Chinese market.

120,000
sqm of exhibition area

118,274
trade visits

3,000
companies

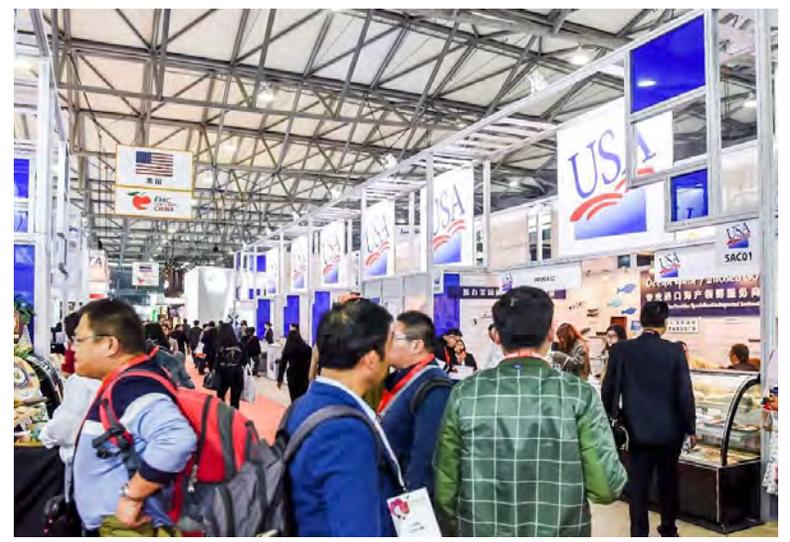
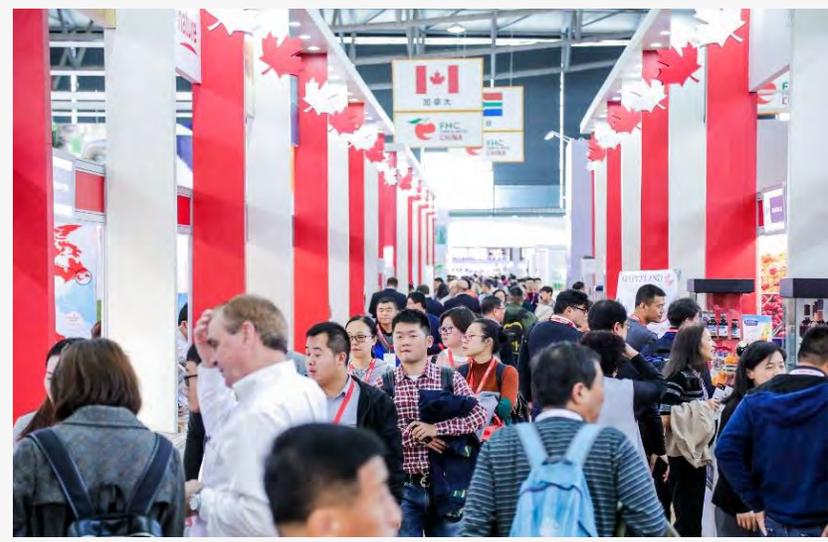
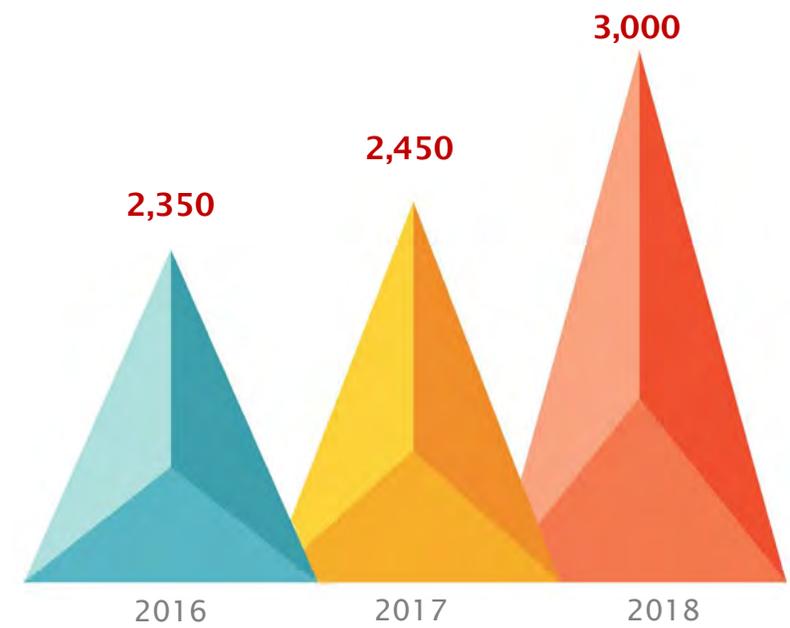
48
countries

48 Countries & Regions

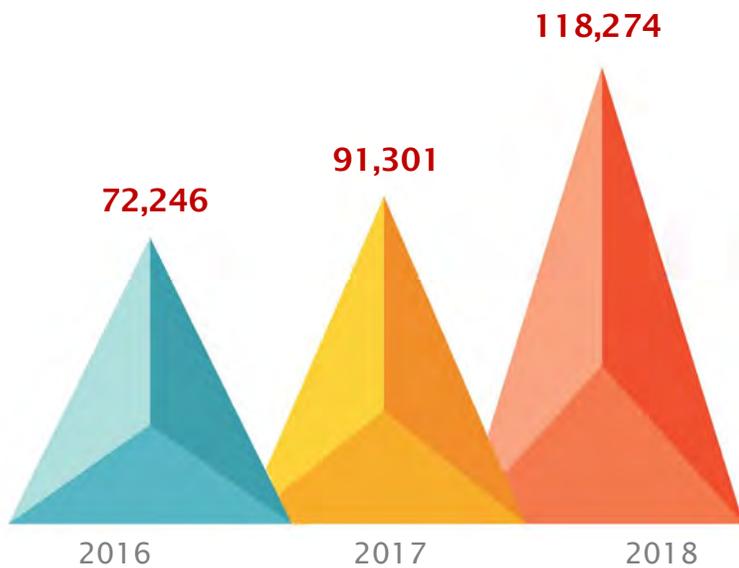
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|-----------|----------------|-------------|--------------|
| Argentina | Czech Republic | Mexico | South Africa |
| Armenia | Denmark | Moldova | Spain |
| Australia | Ecuador | Netherlands | Sri Lanka |
| Austria | Finland | New Zealand | Sweden |
| Belarus | France | Panama | Switzerland |
| Belgium | Japan | Peru | Tanzania |
| Brazil | Korea | Poland | Thailand |
| Bulgaria | Latvia | Portugal | Turkey |
| Canada | Lithuania | Russia | Ukraine |
| Chile | Macau SAR | Serbia | UK |
| China | Macedonia | Singapore | Uruguay |
| Croatia | Malaysia | Slovakia | USA |
| Cyprus | | | Taiwan Food |

Exhibitor Profile

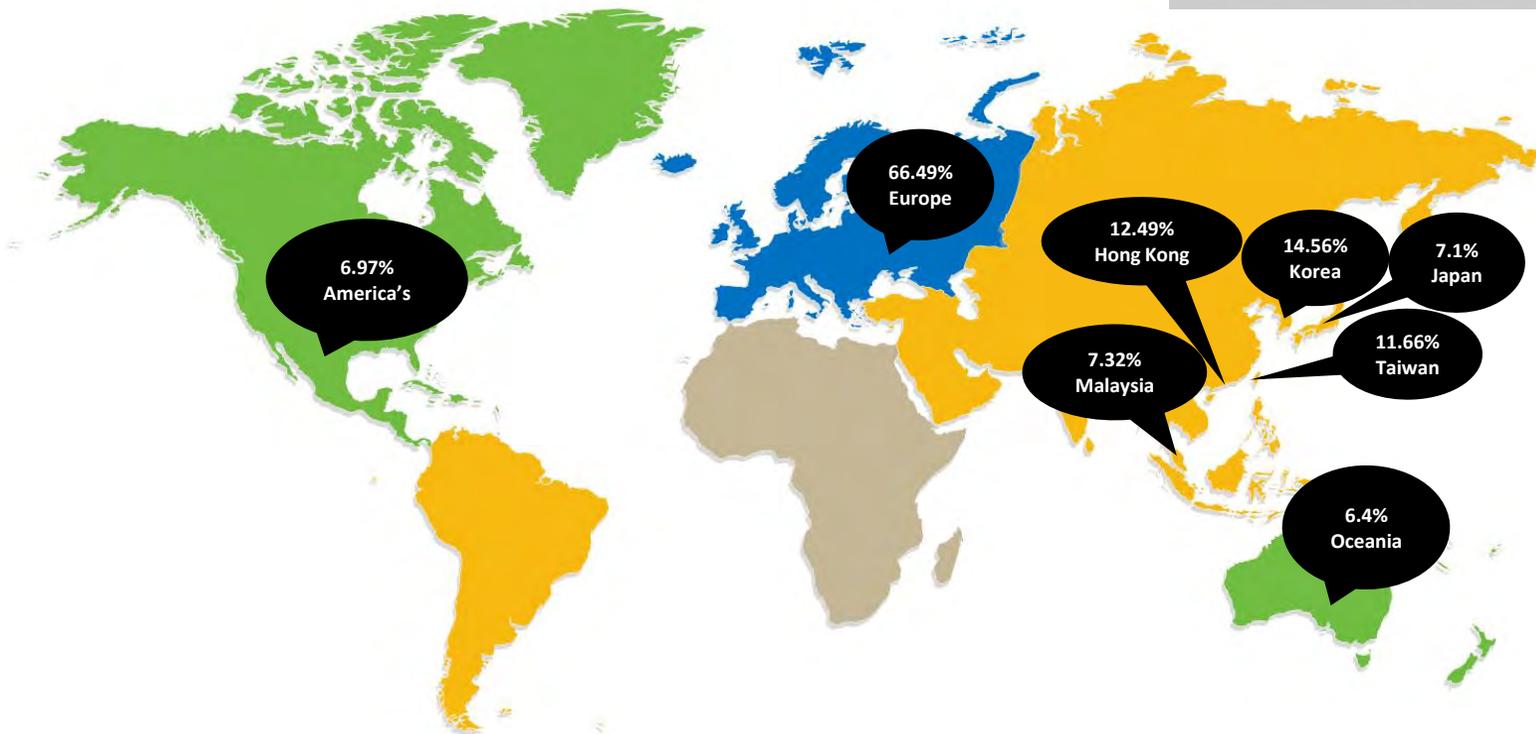
Exhibitor Growth



Breakdown of Visitor Growth



Breakdown of Overseas Visitors



China Visitor Regions

Shanghai
Jiangsu
Zhejiang
Guangdong
Shandong
Liaoning
Henan
Fujian

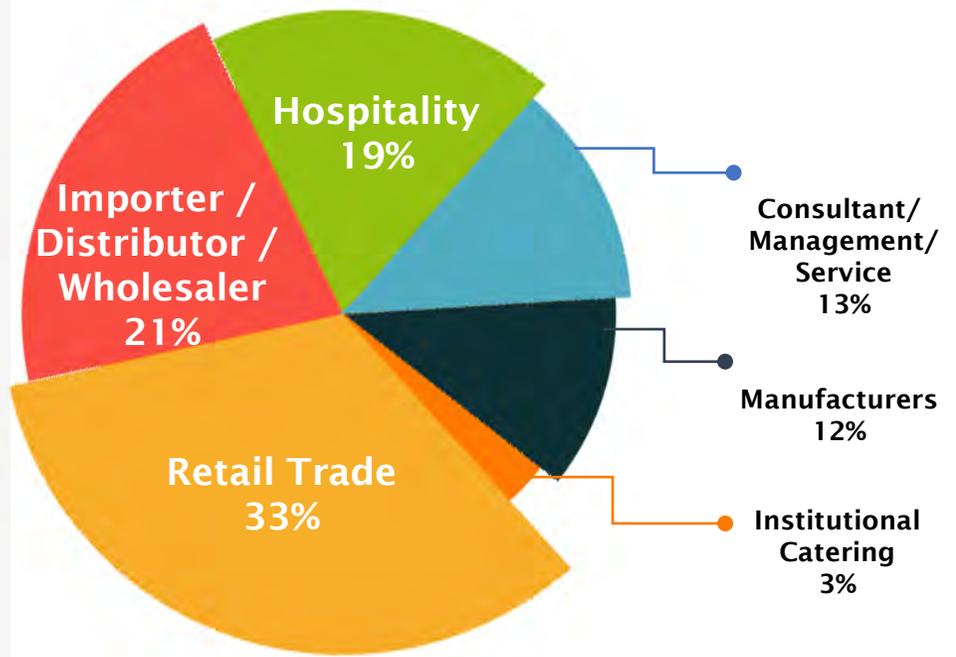


Visitor Sector

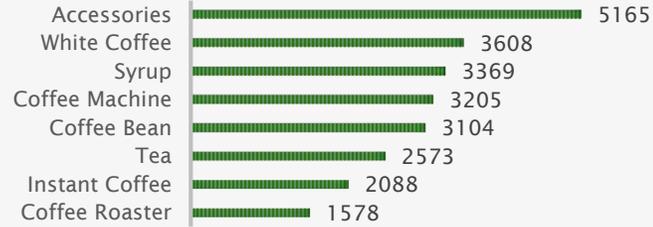


Purchasing Buyer	16.22%	Owner / Partner / Proprietor	9.02%	Chef	5.35%
Food & Beverage	14.31%	President / CEO / Managing Director / GM	8.99%	Housekeeping	3.31%
Sales / Marketing	12.82%	Barista	6.52%	Leisure & Recreation	2.64%
Trader	11.50%	Manufacturer	5.50%	Others	2.48%
				Press	1.34%

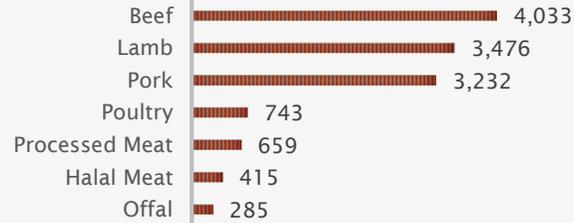
Visitor Job Title



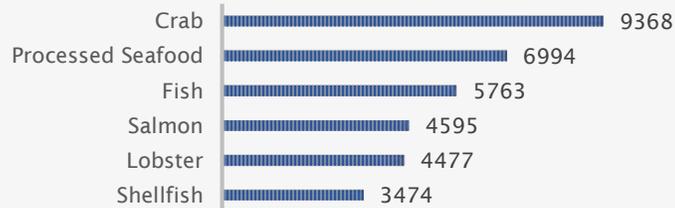
TEA & COFFEE



MEAT



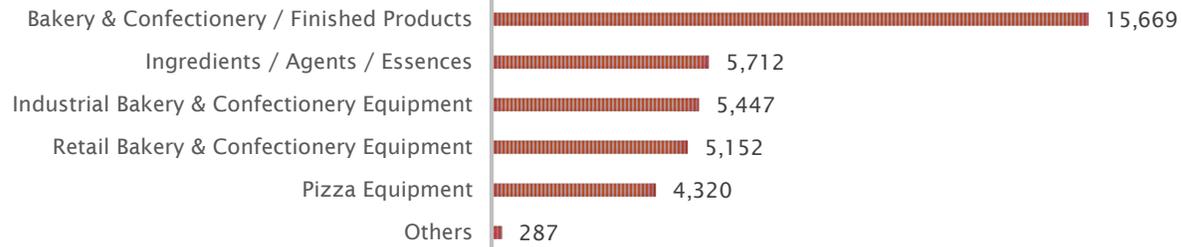
SEAFOOD



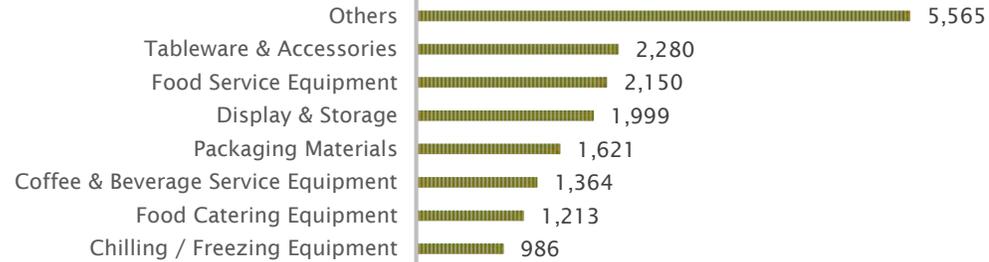
BEER



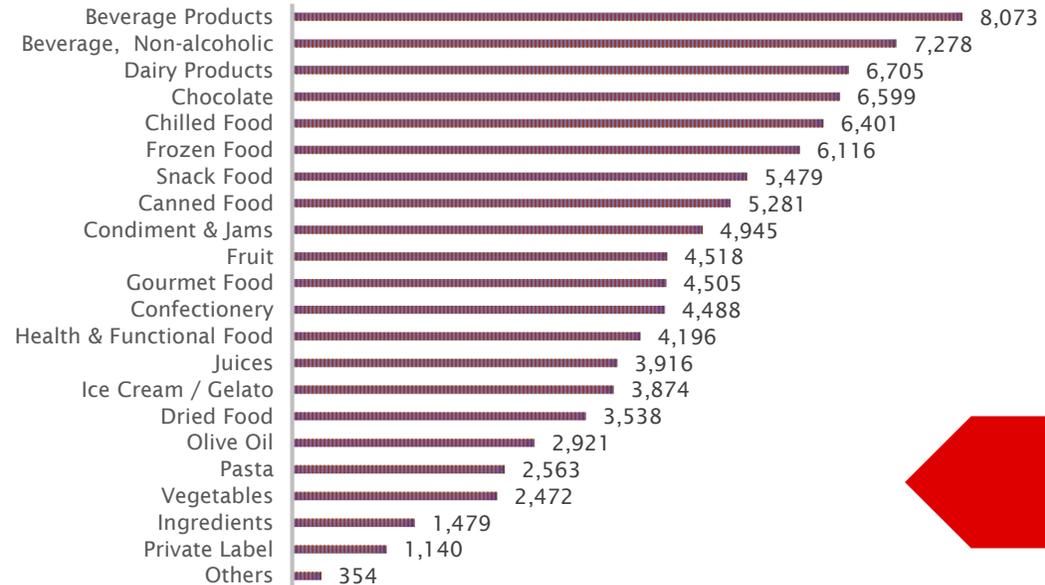
BAKERY



RETAIL & HOSPITALITY FOOD SERVICE



FOOD & NON-ALCOHOLIC DRINKS



What do our exhibitors say?



Mr Lucio Ricardo Kreimer, SVP of Sales Asia & Oceania, Mission Foods

The 2018 FHC Shanghai show for our company was very successful. We have been participating in the FHC Shanghai Expo for 13 years and will continue to do so due to the quality of visitor that we host in our stand and the opportunities that are generated from this expo. The staff that we work with to set up the Expo has always been most helpful in getting our company the most beneficial stand location and giving our team suggestion on how to make the show more successful for our group.

Ziki Hirsberg, Founder & CEO, Lepidolite, Israel

It was our first show in China and I must admit that the organization of the hall place was very professional and it went really smooth for us as greenhorn. From the registration through the booth building till the customs at the end.

Stephanie Silva, Exports Manager, OUTEIRINHO Outeirinho, S.A., Portugal

During the process of internalization we had numerous opportunities to exhibit at different Food & Beverage fairs in Shanghai. At this moment we can say for sure that FHC continues to be, by far, the most professional and proficient trade fair to achieve business and solid trade partnerships in China. For companies this is definitely one of the best opportunities as they're inserted in the right business activity, being available for clients who search for specific products and making the most of it. In our personal experience of this FHC Edition, we can say that we were able to get in touch with the biggest retailers, importers and distributors, getting great leads from potential clients and even closing important deals.

Loli Moreno Navarro, Head of Sector for Food Department, ICEX, Spain

ICEX SPAIN TRADE & INVESTMENT: This year's exhibition at F&H China has been a success for the Spanish companies that have taken part in this event. The fair poses an excellent platform to access directly to the wide range of opportunities offered by an expanding market such as China. Unlike other agro-food fairs, Food & Hotel China offers a great variety of imported products. The sectorisation of the Spanish offer and of the fair itself, allows the exhibiting companies to build higher quality contacts and to network with more interesting partners. Therefore, ICEX intends to participate in the next editions.

Carmela Milito, Export Sales Manager, Latteria Sorrentina, Italy

Latteria Sorrentina is back from Shanghai, where we attended FHC China, now at its 22nd edition. The expo gave us not only the opportunity to explore the Chinese market, but also to cast our gaze to other horizons, those of neighboring countries, such as Korea, Taiwan and Vietnam. Export to China of Italian products grew significantly by 3.7%, with a turnover of 381 million euros. Along with wine and oil, dairy products represent the greatest demand of the Chinese market. The exhibition center has provided this year to an excellent opportunity to establish new contacts and relationships with the Far East markets.



What do our visitors say?



Mr. Weiheng Du/ General Manager/ Chengdu Faweiduo Catering Co., Ltd.

This is the first time I attend FHC exhibition. There is a pretty atmosphere onsite. We have built business cooperation with some counterpart exhibitors whose products contain meat and groceries. I will visit FHC2019 next year.

Ms. Bingxu Liu/ Sales Manager/ Shanghai Golden Berry Import and Export Co., Ltd.

There are many trade buyers and importers in the FHC exhibition. We are very interested in meat and seafood and have built business relations with matched suppliers. There are very wonderful onsite events which make us know food's quality and process well. Hope FHC2019 will be hold better.

Mr. Frankie FOO/ Sales Manager/ Beijing Fulou Restaurant Co., Ltd

This is the third time I attend FHC exhibition. The scale of the show is larger and the exhibitors are much more than last year. We have built business cooperation with two matched exhibitors. See you next year.

Director AnnYming/ Food Source

There are more exhibitors this year which make us have a better understanding of dynamics of food industry. We are hunger to cooperate with FHC for next year.



What do our associations say?



Ms. Kang Lina / Secretary-General / ALL CHINA BAKERY ASSOCIATION

About 10,000 trade visitors were attracted by “Power of Bakery” (Summit Forum, “Baking Impression Season 3”, the Revival of Traditional Pastry, Bakery Town and Forum Dinner), all China bakery industry development congress. The activity of the Revival of Traditional Pastry especially achieved people’s eyes and other on-site activities were also very popular. We hope for much cooperation next year.

Mr. Shen Si Ming/ Honorary President of Shanghai Restaurants & Cuisine Association

FHC establish a platform of communication and interaction, operation and display, study and observe for catering, food industry, food supplier and industry tool dealer, which has the deep significance of improving the industrial development foodservice, food and so on. Shanghai Restaurant Cuisine Association insists on cooperating with UBM for a long time and hold FHC one after another together, which become larger, well and more influential. The result of the success of the 22nd FHC clearly reveals the life and creation of FHC. Whether catering industry or food industry need the safety and green from fields to table and intensive production mode tending of the times. However, FHC is a functional platform and information window of helping the two industries to develop sustainably tending of the times in the view of world and innovative thinking.

Ms. HAN Ming/ Chairman of China Hotel Association

China Hotel Association always paying attention to FHC. I also come to congratulate from Beijing last year. This year, I realize that the scale of exhibition is larger, the exhibitors become more and the activities of food about the exhibition are more wonderful. The range of exhibition category is complete, almost including all parts of foodservice and exhibitors are from 69 countries and areas. That is to say, this exhibition has the function of Chinese import food vane. At the same time, the company’s popularity and brand’s effect have greatly improved because the exhibition efficiently promote the products of foodservice and food enterprise, providing technology and service. It should be seen that green development has been world trend and era theme. It is no doubt that food and foodservice is the importance of green development. I believe that we will get more green food, green equipment, green technology and green cooperation in the future exhibition.

Chen Jun, Manger/ Business of Shanghai Information Center

It is the first time to cooperate with FHC this year. The effect of business matching on the first day is very good, so our distributors have received many request for cooperation of the suppliers and we will have deeper touch with them after FHC. In addition, the Fresh Marketplace Fresh Forum on the second day gets highly speech. Many people taking part in FHC can know the latest trend of fresh industry at the same time of visiting. We hope the forum cooperation will be expanded next year.

Ms. Bian Yumin/ Secretary-General/ Heilongjiang Drink Industry Association

FHC means high quality, more and more company members register and come to attend this exhibition. The scale of the show is expanding and having various food products, so that many companies planned to spend much time learning products interested in.





The 20th FHC International Culinary Arts Competition

The only event in China to be endorsed by the World Association of Chefs Societies (WACS). This year, over 1,000 chefs participated, making the event bigger than ever and very influential in Asia and around the world.



The 2nd Best of Mondial du Pain

FHC hosted the Best of Mondial du Pain for the first time this year. The theme was "Taste & Nutrition" and the competition hosted teams from 6 countries and regions.



2018 World Latte Art Championship China East Asian sub division

Founded by WCE (World Coffee Events), this event engages the coffee community and promotes coffee excellence.



2019 World Coffee Brewer Cup - Shanghai Division

With the rapid development of the coffee industry in China, WCE (World Coffee Events) has pioneered this coffee competition to raise awareness of the growing demand for coffee in China.



2018 CTI Latte Art Duel Final Division

The aim of the Latte Art Duel is to create "a nice and tasty latte." This year, there were thirty-two competitors and three judges. In the finals, three barista's qualified for the Shanghai final duel.

2019 Shanghai Fashion Drinks Competition - Shanghai Division

Shanghai International Fashion Drinks Competition has been successfully held for 5 edition and aims to stimulate the creativity of beverage makers, while gathering consumers, suppliers and other professionals to define the future of Fashion Drinks.

2018 PMQ - FIZZ Cup Chinese Pizza Championship

The PMQ Chinese Pizza Championship has been successfully held at FHC for 12 years, and the competition has been sponsored by companies from across the globe including USA, Italy, Sweden, Russia and more.



“Bakery Impression • the 3rd Season” 2018 Power of the industry-China Bakery Industry Development Summit

The Power of the Industry - China Bakery Development Summit, sponsored by All China Bakery Association, is an annual summit committed to researching the difficulties in the Bakery industry and is attended by over 1,100 bakery professionals.



International Olive Oil Summit

The Olive Oil Summit improves brand awareness for all international suppliers and supports the developments of the domestic market. Judges from the New York International Oil Competition (NYIOOC) 2018 judged various tastings and celebrity chefs were invited to use olive oil to cook on the spot, so that buyers could truly taste and learn about the differences.



2018 Global Dairy Forum

China's dairy market is in a stage of rapid development with unlimited prospects. With the rapid growth of the middle-class, market potential is huge and constantly growing. This forum supports dairy companies in expanding into the Chinese market. Dairy industry authorities from all over the world came together to discuss the various trends and issues including government official from USA, Italy, Uruguay and France.



2018 MSC commercial event-China

MSC reviewed their five-year growth journey in China and their long-term focus on global and Chinese wild fisheries and market dynamics. Participants gained insight into China's sustainable seafood market and its development trend. GlobeScan, a world-renowned research institute, also analysed the latest characteristics of seafood consumers.





Business of Shanghai -Business Matching Making

To facilitate better communication between exhibitors and the distributors, the Business Matching platform is the perfect opportunity to schedule meetings and manage your time efficiently.



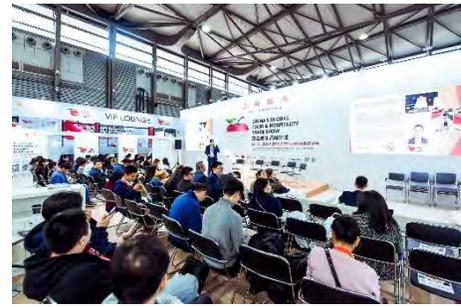
2018 China (Yangtze River Delta) FMCG Dealer High Level Forum

The organiser of the event, Shanghai Oriental Century Consumer Goods Development Promotion Center, invited all industry experts to discuss China's fast consumer goods and the imported consumer goods industry.



2018 FHC Catering Development Summit Forum, Global Cuisine Green Catering

The forum is jointly held by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. and Shanghai Restaurants Cuisine Association, and discusses catering solutions, business operations and food procurement, as well as food safety in green restaurants.



Eurofresh Distribution Forum

With the participation of leaders from across the fresh produce sector, the most crucial issues affecting the industry will be discussed. The theme for this year's conference was, "What are the best distribution channels and consumer marketing strategies for domestic and overseas produce?" China's leading fresh produce buyers of both online and offline channels discussed consumer opportunities, as well as the best marketing and supply strategies for supermarkets, fruit retail and online platforms.



1688 Live Broadcast of Suppliers

1688. jinkou.com is a one-stop purchase and sales e-commerce platform which supports international brands in establishing a distribution network in China efficiently and helps them reach the market quickly.





Smiles At FHC



The 23rd International Exhibition of Food & Drink, Bakery, Restaurant & Food Service Equipment & Services

FHC 2019 will be bigger and better than ever – With 4 additional halls, the show is expected to reach 180,000sqm providing a full, comprehensive showcase for the Food and Beverage industry.

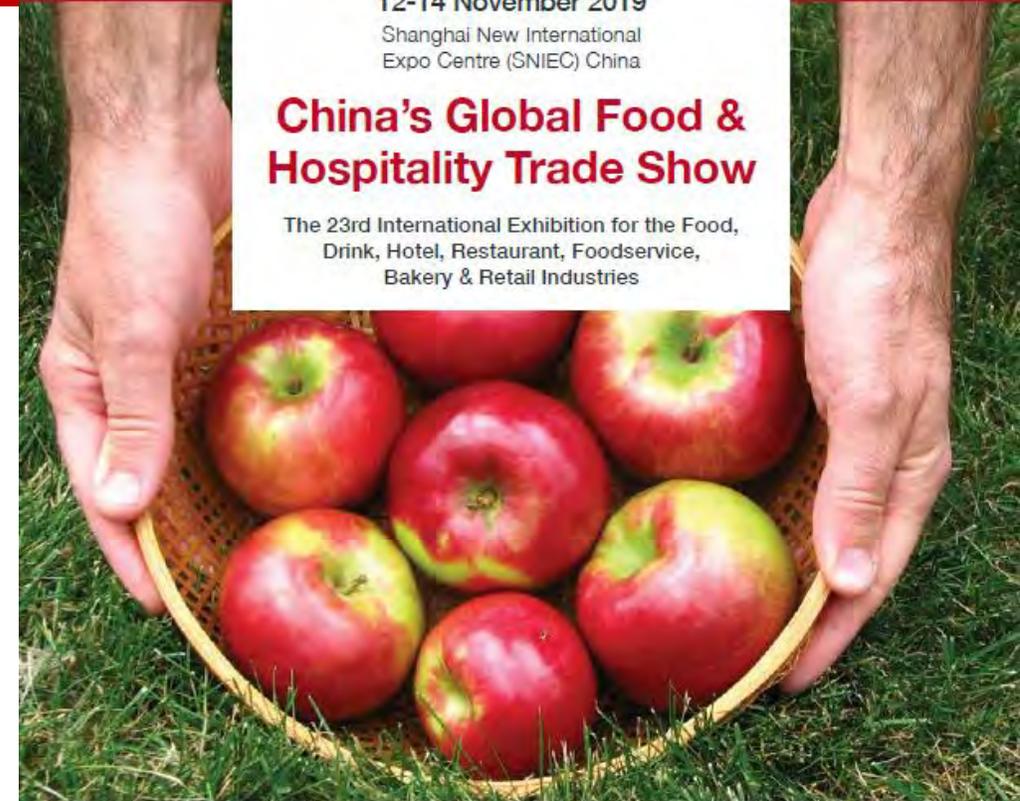



FHC
FOOD & HOTEL
CHINA

12-14 November 2019
Shanghai New International
Expo Centre (SNIEC) China

China's Global Food & Hospitality Trade Show

The 23rd International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries



M²

180,000 M²
Show space



120,000
Buyer



48
International
countries and
regions



3,500
Companies

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