



FHC
FOOD & HOSPITALITY
CHINA

Shanghai Global Food Trade Show
10 -12 NOV 2020 | SNIEC



SHAPING
FOOD'S FUTURE



*The 24th International Exhibition for Food, Drink, Hotel,
Restaurant, Foodservice, Bakery & Retail Industries*

FHC 2020 snapshot ...

200,000 m²
Exhibition Area

140,000+
Trade Visitors

3,800+
Exhibitors



Be right at the pulse of global food & beverage industries, exhibit at FHC 2020

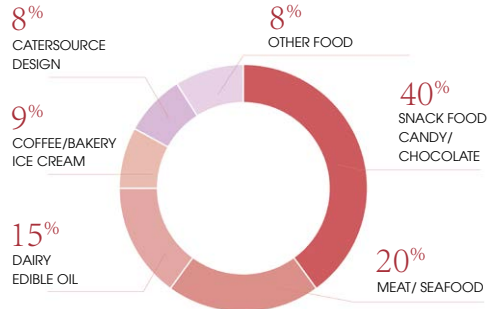
For the past 24 years FHC has become the leading trade show for international companies expanding their business into Chinese market – a market that is continuously evolving as the country’s economy boosts and its middle-class consumer base grows. Over 3,500 exhibitors from 48 countries showcasing the highest quality food and drink products to 133,751 visitors in FHC 2019.

FHC 2020 will be leading the trend of industry development and offering unlimited opportunities to multinational companies, importers and distributors. Imported food via international trade is the main course of FHC, together with the expansion into catering distribution.

Visitor Breakdown

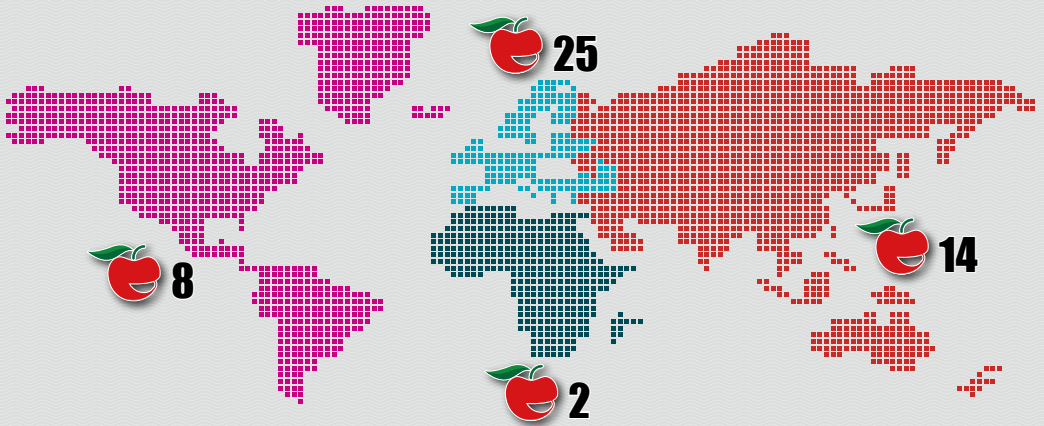


Exhibitor Breakdown



* Data from FHC 2019

EXHIBITORS FROM 49 INTERNATIONAL COUNTRIES



■ EUROPE



■ NORTH AND LATIN AMERICA



■ AFRICA



■ ASIA & OCEANIA



Exhibit Categories



SEAFOOD



DAIRY



TEA & COFFEE,
BAKERY AND GELATO



OIL



MEAT



SWEETS & SNACKS



CATERING AND
STORE DESIGN

Leading Forums



FHC International Olive Oil Summit

This forum will have the world's largest panel of oil judges sharing an insight to the current market and future trends as well as conducting oil testing with exhibitors.

FHC Global Dairy Forum

Key speakers from around the world with well-known dairy companies and big data analysis agencies will gather together to discuss hot topics around the dairy industry.

FHC International Import and Export Meat and Seafood Forum

Top speaker from meat, fish and seafood industries will gather to analyse the current developments and trends.

Unique Events

FHC China International Culinary Arts Competition

This event is the only certificated international culinary competition in China by the World Association of Chefs Societies (WACS). Its purpose is to train young chefs and strengthen western food in China.



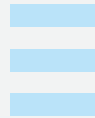
FHC China International Young Chefs Competition

This is an international team cooking competition which young chefs from domestic and abroad will be invited to participate. Senior judges from WACS will be selecting the outstanding team.



China Latte Art Championship - East China Division

It is the second-largest coffee competition in the world and the elite arena of latte art.



Shanghai Fashion Drinks Competition – Shanghai Division

This event plays a role in stimulating the drinks creativity and driving the development of beverage market.





Why Exhibit



How to Participate

Stand type

- SPACE ONLY US\$435 per m²
- SHELL STAND US\$515 per m²
- WALK ON STAND US\$530 per m²
- PREMIUM STAND US\$555 per m²(Minimum 15m²)

Stand size

- 3m x 3m
- 3m x 6m
- 3m x 9m
- 6m x 6m
- 6m x 9m
- Other m x m

Advertisement Support

FHC provides exhibitors with various advertisement channels as below. Please contact FHC sales representative for advertising and sponsorship program details to enhance your presence at the show.

- Online Advertisement
- On-site Advertisement
- Events Sponsorship
- Printing Advertisement

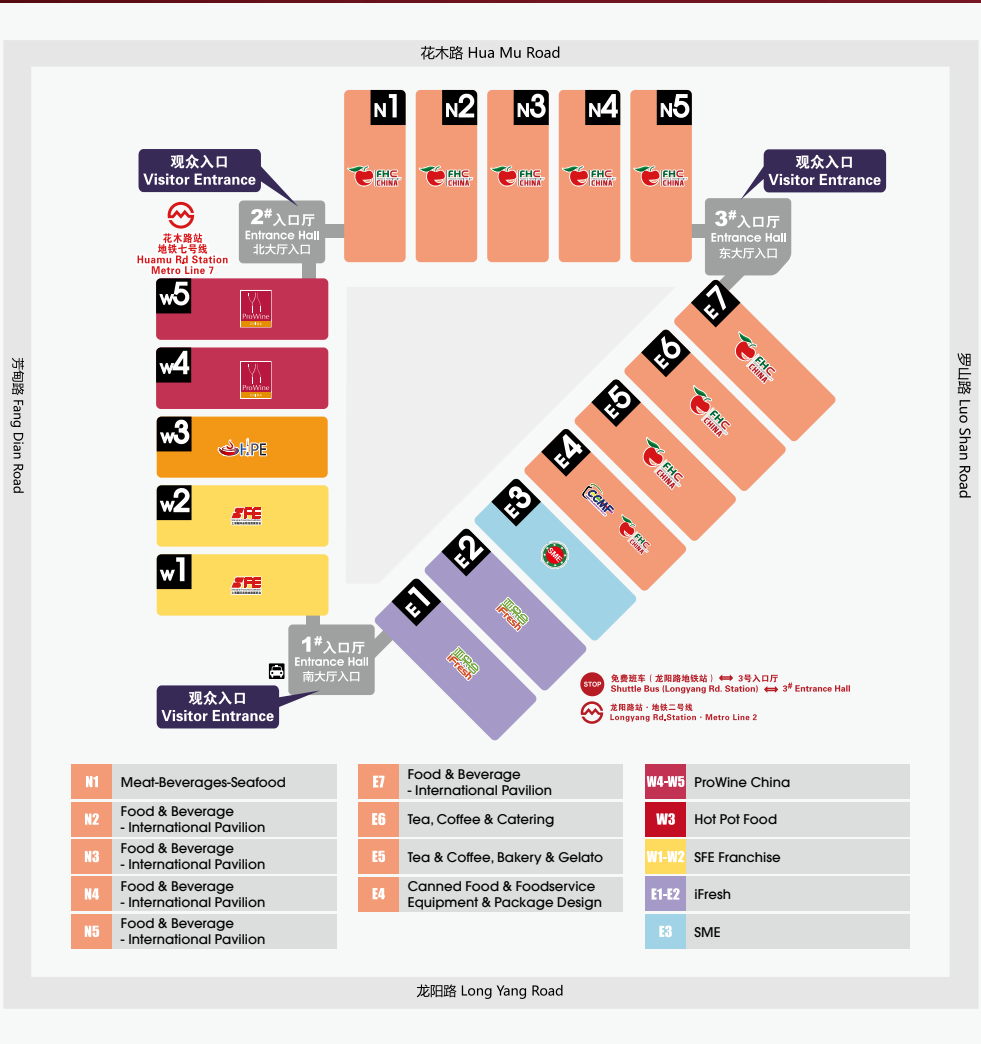


FHC - Shanghai Global Food Trade Show

SHAPING FOOD'S FUTURE

The 24th International Exhibition for Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries

10 - 12 NOV 2020 | Shanghai New International Expo Centre (SNIEC)



Head office:

Alex Ni

Tel: +86 21 3339 2242

Alex.Ni@imsinoexpo.com

HongKong Office:

Gladys Lui

Tel: +852 2585 6159

Gladys.Lui@imsinoexpo.com

International Office:

Simone Tanda

Tel: +44 20 7560 4310

Simone.Tanda@informa.com

Asean Office:

Davin Er

Tel: +65 6233 6766

davin.er@informa.com