



[http://www.fhcchina.com/en/eurofresh\\_conference](http://www.fhcchina.com/en/eurofresh_conference)

The 3rd FHC China Fresh Produce conference at FHC CHINA expo 2019  
*Organized by EUROFRESH DISTRIBUTION magazine & UBM sino expo*

**“China value-chain opportunities and recommended omni-channel strategies”**

FREE registration: SHANGHAI November 12th, 2-5PM Hall N2, stand N2A40

“26% CHINA FRUIT IMPORTS GROWTH in 2018”

Leading China retail & E-commerce buyers are invited again as speakers to the 3rd EUROFRESH & FHC China Fresh Produce conference, to debate on the latest China market opportunities and best “Value-trends” strategies for fresh produce.

BENLAI, WALMART CHINA/SAM’S CLUB, 30+ SANSHIJIA, FRUITDAY & CITYSHOP, as well Omni-channel experts ARCTIC SOLUTIONS & the largest Mongolian wholesale markets SHIQUANSHIMEI GROUP.

China imports of fresh fruit registered again a record growth of 26% increase and almost achieved the volume of 4,9 million tons. The long term growth is fuelled by China consumers preference for imported produce, the strong growth of every distribution channels and the government policy to open for imports (protocols

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opened). US-China disputes is also generating new opportunities for all the other fresh produce export countries around the globe to increase their market share in China.

**QUESTIONS AND DEBATE: THE MOST EFFECTIVE SUPPLY CHAIN AND HOW TO REACH THE CONSUMER**

Most of the morning conference will be dedicated to a discussion between the speakers, moderated by Eurofresh Distribution magazine editor Pierre Escodo, on the following subjects:

The major distribution channels in China for fresh produce, comparing their competitive advantages and how to approach them from retail/online/wholesale perspectives;

Consumer trends and a better product mix for suppliers in terms of growing categories and successful new varieties for both domestic and imported produce; Marketing strategies for both offline and online channels, with recommendations and examples of product brands with B-to-B and B-to-C campaigns.

**THE CONFERENCE WILL TAKE PLACE BETWEEN 2 AND 5PM ON TUESDAY 12th OF NOVEMBER IN HALL N2 stand N2A40**

For further info, please contact Vickie Chen at [vickie.chen@ubmsinoexpo.com](mailto:vickie.chen@ubmsinoexpo.com).

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## **FRESH PRODUCE PROMOTED AT FHC CHINA 2019**

The fresh produce sector will take centre-ground at the 23rd edition of FHC China in Shanghai. The event will take place from 12th to 14th November 2019 at the Shanghai New International Expo Centre, covering fifteen halls and more than 180,000m<sup>2</sup>. Over 3,500 participants from 73 countries and regions will be in attendance where the high quality of imported food and drink products will be showcased. FHC China 2019 has attracted 48 regional and national pavilions. Companies will showcase their quality imported products, including hospitality equipment; snacks; nuts; spices; canned and fresh foods; coffee beans and machines; dairy products; beverages; confectionary; jams; pasta; meat & seafoods; frozen foods; chocolate and much more. There will be plenty more fresh fruit and vegetables on show from Europe, Asia, South America and North America.

## **CHINA'S FRESH PRODUCE MARKET: A RAPIDLY GROWING AND LUCRATIVE SECTOR**

China's fresh fruit import market has transformed rapidly into a highly lucrative market with great potential for further growth.

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China's fresh fruit imports have been growing at an average of 16% a year since 2005 - reaching a peak of 5 million tonnes in 2018.

Fresh fruit imports from the Southern Hemisphere have been growing even faster, at a rate of 23% since 2005.

For further details on how to participate at FHC China 2019 and ProWine China 2019, or for information on exhibitors, their products and events, please visit [www.fhcchina.com](http://www.fhcchina.com) and [www.prowinechina.com](http://www.prowinechina.com) or contact below. FHC China and ProWine China 2019 show apps are available for people to learn more about exhibitors and receive show updates.

### **About the FHC CHINA organisers**

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd is a professional organization by managing trade shows, events, online B2B platforms, which is a joint venture between Shanghai Sinoexpo international exhibition ltd and Informa PLC- a leading B2B information services group and the largest B2B event's organizer in the world. Countless Trade opportunities have been created to cater for more than 900,000 worldwide business buyers from our 60+ international exhibitions, the total exhibition area of which covered 1,350,000 sqm in 2018. Headquartered in Shanghai, Sinoexpo Informa Markets operates two branches in Beijing and Guangzhou as well as one joint venture in Guzhen Zhongshan, Guangdong Province. The total headcount exceeds 400.

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### **About EUROFRESH DISTRIBUTION magazine**

Eurofresh Distribution is a leading international publication on fresh produce trade and supply chains, published for more than 20 years and now regularly covering over 80 countries. It is circulated globally with a print run of 10,000 paper copies, 20,000 online subscribers, and covering 30 leading fresh product events worldwide. For further information please contact [pierre@eurofresh-distribution.com](mailto:pierre@eurofresh-distribution.com) or +33.761.541.522. For the online edition and subscriptions, visit [www.eurofresh-distribution.com](http://www.eurofresh-distribution.com).

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