

## Post Show Report of FHC China 2011

**Show Name: FHC China 2011**

**Show Dates: 16 - 18 November 2011**

**Venue : Shanghai New Int'l Expo Centre, Pudong  
Hall W1, W2, W3**

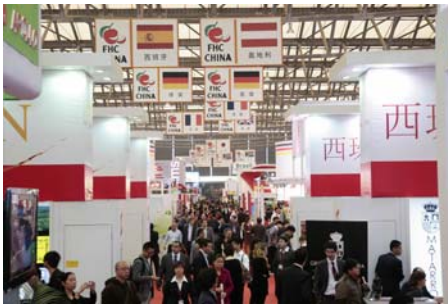
### SHOW REPORT

## 29,008 attend China's top food & wine exhibition



**A record 29,008 buyers attended the 15<sup>th</sup> edition of FHC “China’s global food and hospitality expo” which took place in Shanghai from 16-18 November 2011. Visitor numbers were 23% more than last year, including retailers; hospitality trade; importers and distributors. The record number of visitors was matched by a record 1,110 participating companies from 77 countries and regions including 27 official national pavilions. The largest number of visitors, exhibitors and National pavilions to attend FHC in the show’s 15 year history.**

FHC was inaugurated on the 16<sup>th</sup> November 2011 by H.E Miguel Sebastian, Minister of Industry, Tourism and Commerce, Spain and attended by Ambassadors and Consul Generals from 15 countries. “There are many exhibitions opening every week in Shanghai, and the presence of the Spanish Minister and so many VIP country representatives making time to attend FHC, confirms the reputation of this event as the single most important exhibition in China for the food and wine sector” said Brendan Jennings, General Manager of the show organisers China International Exhibitions Ltd, a member of Allworld Exhibitions.



The unique feature of FHC and reason it is so popular with international companies is the fact that this show is exclusively for imported food, wines and hospitality supplies. All exhibitors are international suppliers selling to China, importers and distributors or international brands made in China. There are no Chinese food manufacturers at FHC. With food safety, being a topic of increasing concern for Chinese consumers, the specialisation of FHC on imported product has taken on an even greater importance this year. At FHC, exhibitors know that their neighbours will only display imported and international brands. While visitors are assured of the quality of international products by the strict regulations imposed by the Chinese Quarantine and Hygiene authorities on all imported products. “FHC attracts top level buyers seeking only quality food and beverages, for this reason it’s the obvious choice for international companies selling to China” stated Jennings.

The largest pavilion at FHC 2011 was from Taiwan region, with 8 blocks and more than 200 companies. While Spain and France each had 5 blocks of exhibitors and Italy; Korea and USA had 4 blocks per country. New pavilions this year were from Brazil; Malaysia; Peru; South Africa; Mexico and UK.



Although FHC includes suppliers of every type of food and beverage, wine was the largest single product sector this year. Recognising the importance and growing demand for wine, the organisers have confirmed that next year at FHC 2012, all wine and spirits will be located in one dedicated hall of the exhibition. Branded as “Global wines at Wine & Spirits China” this specialist hall of wine and beverage companies will make it easier for buyers to find relevant products and

suppliers. A further attraction of the dedicated Wine & Spirits hall will be a number of specialist wine events designed to give even more reasons for buyers to attend. Wine events will include a new high profile wine conference entitled “The Revolution of Wine in China” ; a wine training theatre; The China Sommeliers Wine Challenge and a sommelier’s skills competition. A total of 446 wine and beverage companies participated at FHC 11. The organizers are forecasting this number will increase by 25% for 2012.

Other specialist areas of FHC include Meat China, attracting national meat export boards from Argentina, Canada, USA, and Australia. A large Tea & Coffee section of over 500 companies and dedicated events for coffee roasting; the Ultimate Barista Challenge and Coffee Cupping Training & Seminars. There was

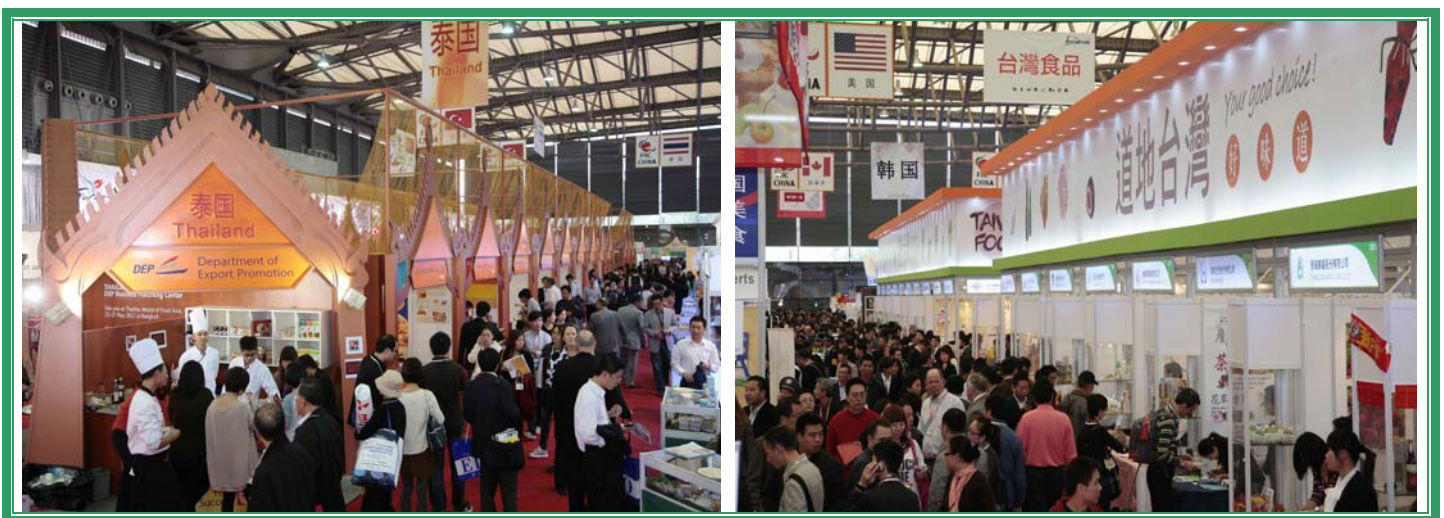


a zone for ice cream and gelato suppliers including world leading brands, Carpigiani; Fabbri; Mec 3 amongst others. FHC 2011 hosted the Chinese Pizza Championship & Dough Spinning Competition. A gathering point for the pizza industry in China and product suppliers. The Olive Oil China section included displays from over 30 companies and at the Olive Oil theatre, while buyers could learn from olive oil experts presenting from Turkey, Italy and Spain.

Retailers, are the largest visitor category to FHC 11 amounting to 30% of all visitors. However, hospitality with 25% of visitors is an equally important market for imported foods. To this end, the organizers run a number of competitions that guarantee a large hospitality audience attends the show. Foremost of these, was the 13<sup>th</sup> FHC International Culinary Arts Competition, attracting 300 chefs who competed in 14 different categories. Competition categories included live cooking of meats and seafood; bakery displays; vegetable and ice carving; buffet displays and more. Competitors were judged by a panel of leading chefs from the World Association of Chefs Societies, WACS. The FHC International Culinary Arts Competition is China's largest Western style cooking competition and forms an important training and motivation opportunity for all participating chefs and the many visitors that attend to support their colleagues from every level of the hospitality industry.



FHC 2012 will take place from 14-16 November 2012, Shanghai. Currently all 27 pavilions at FHC 11 have reserved space again for next year. While the 7 pavilions from South American countries participating this year have all requested double their space for FHC 2012. The organizers have reserved an additional 12,000 square metres to accommodate additional and anticipate bookings for next year.



 <p><b>FHC CHINA</b> 2012 S H A N G H A I</p>	<p>FHC China 2012 14 – 16 November 2012,</p> <p>SNIEC, Pudong, Shanghai Hall N4、 N5、 E6、 E7</p> <p><a href="http://www.fhcchina.com">www.fhcchina.com</a></p>
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### EXHIBITION FACTS

Show Title:	<p><b>FHC CHINA 2011</b> The 15th International Exhibition for Food &amp; Drink, Retail &amp; Hospitality Equipment, Supplies and Services</p>
Exhibition Area:	35,000sqm
Direct Exhibiting Companies:	1,048
Indirect Participating Companies:	62
Total Number of Participating Companies:	1,110
Total Number of Official National / Regional Pavilions:	27
Total No. of Countries or Regions being represented:	77
<p><u>National / Regional Pavilions include: (in alphabetical order)</u> Argentina, Australia, Austria, Brazil, Canada, Chile, Cyprus, Ecuador, France, Germany, Greece, India, Italy, Japan, Korea, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Spain, Taiwan Region, Thailand, Turkey, U.K., U.S.A.</p>	
<p><u>Countries or Regions include: (in alphabetical order)</u> Argentina, Australia, Austria, Brazil, Canada including Food Beverage Canda, Groupe Export; Chile, China, Colombia, Cyprus, Czech Republic, Denmark, Ecuador, Finland, France including regions Aquitaine, Midi Pyrenees, Normandie, Sue de France; Germany, Greece, Greenland, Guadeloupe, Hong Kong SAR, India, Indonesia, Italy including regions SP.IN Frosinone, Centro Estero Umbria, Ragusa Chamber of Commerce, Regione Calabria, Regione Sicilia, Regione Sardegna; Japan including regions Aomori; Korea including regions Cheongju, Gangwon, Jeonbuk, Jinju City, Namwon City; Lithuania, Malaysia, Mexico, Moldova, Netherlands, New Zealand, Norway, Peru, Poland, Singapore, South Africa, Spain including regions Valencia (IVEX), Castilla-La Mancha (IPEX), Andalucia (EXTENDA), Asturias (IDEPA), Fundacion Castilla-La Mancha; Sri Lanka, Switzerland, Taiwan Region, Thailand, Turkey, Ukraine, U.A.E., U.K., U.S.A including SUSTA, WUSATA, Western Pistachio Asso, California Prune Board, California Walnut Commission, California Milk Advisory Board, US Meat Export Federation, US Dairy Export Council, US Pototo Board;</p>	
Website:	<a href="http://www.fhcchina.com">www.fhcchina.com</a>
Dates:	16 – 18 November
Venue:	<p>Hall W1, W2, W3 No. 2345, Long Yang Rd, Pudong, Shanghai</p>

## VISITOR FIGURES

Source	Yr 2011	Yr 2010
From Shanghai	18,610	16,445
From other areas of China except Shanghai	8,241	5,733
Overseas	2,157	1,361
<b>Total</b>	<b><u>29,008</u></b>	<b><u>23,539</u></b>

<b>Total Visitors</b>	<b>29,008</b>	<b>+23%</b>
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## ABOUT THE ORGANISER

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance has had a fully staffed office in Shanghai since 1993. 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; mining and construction technology. For more information, please visit [www.chinaallworld.com](http://www.chinaallworld.com)

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



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