



18– 20 November 2009 ♦ Shanghai New International Expo Centre (SNIEC), Pudong

MEDIA RELEASE

For Immediate Release

Exporters Delight at FHC

Shanghai – 22nd November 2009, A total of 20,810 trade buyers met suppliers of Turkish delight to seafood from Chile, meats from Argentina, dairy products from German, spices from Thailand, wines from Spain and much more at FHC China 2009, China’s premier expo for imported food, wine and hospitality products, which ended last week in Shanghai. The 13th edition of FHC from 18-20 November 2009 attracted 826 companies from 61 countries and 28 National pavilions, of which 12 were new country groups this year. The record number of international exhibitors and their distributors were overwhelmed by the quality of buyers that attended the 3-day trade show.

“We have been amazed by the response at FHC 09. We received over 800 qualified buyers on our stand on the first day alone. This is the best show in China and it gets better every year,” says Daniel Zhou, Managing Director, Goodwell

“We only have wine companies in the French pavilion this year and all are delighted by the contacts they made. Next year we will double our area to 4 blocks and bring French food and wine companies to FHC China 2010”

Herve Henrotte, UBI France

“The Italian Pavilion at FHC 2009 has been even more successful than last year, hosting more than 90 Italian companies representing many different parts of Italian territory. The wide range of Italian products on display proved very popular with the

professional Chinese visitors, as witnessed by the large participation to the events held in the Italian Food and Wine Theatre”.

Maurizio Forte, Chief Representative, Italian Trade Commission, Shanghai.



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FHC China 2009, was inaugurated by Madam Pan Beilei, Vice Chairperson, China National Light Industry Association and Committee member of the Chinese People’s Political Consultative Conference, Mr. Murat Salim Esenli, Ambassador to China for the Republic of Turkey and Mr. Shen Siming, Chairman Shanghai Cuisine Association.

FHC is an all encompassing food and beverage show. New this year, are three specialist events, namely Meat China, Tea & Coffee China and Wine & Spirits China. Each event has its own zone of companies within the exhibition, allowing the specialist visitor the convenience of seeing a large selection of related product in the same area. These specialist shows were made even more attractive for visitors by the opportunity to attend industry seminars, competitions and tutorials for their specialist industry.

FHC China 2010 and associated events Wine & Spirits China, Tea & Coffee China and Meat China returns to Shanghai from 11-13 November 2010.

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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 1981. 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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