

Post Show Report of FHC China 2009

Show Name: FHC China 2009

Show Dates: 18 - 20 November 2009

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

SHOW REVIEW

Exporters Delight at FHC



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 849 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.

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.

 <p>FHC CHINA 2010 S H A N G H A I</p> <p>ufi Approved Event</p>	<p>FHC China 2010 11 – 13 November 2010,</p> <p>Hall E1, E2 & E3, SNIEC, Pudong, Shanghai</p> <p>www.fhcchina.com</p>
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EXHIBITION FACTS:

Show Title:	FHC CHINA 2009 The 13th International Exhibition for Food & Drink, Retail & Hospitality Equipment, Supplies and Services
Exhibition Area:	35,000 sqm
Direct Exhibiting Companies:	774
Indirect Participating Companies:	75
Total Number of Participating Companies:	849
Total Number of Official National / Regional Pavilions:	28
Total No. of Countries or Regions being represented:	61
<u>National / Regional Pavilions include: (in alphabetical order)</u> Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Czech Republic, Ecuador, France, Germany, Greece, Italy, Japan, Korea, Mexico, New Zealand, Philippines, Poland, Singapore, South Africa, Spain, Sri Lanka, Taiwan Region, Thailand, Turkey, U.K, U.S.A.	
<u>Countries or Regions include: (in alphabetical order)</u> Argentina, Australia including Food Adelaide; Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Ecuador, France including regions Aquitaine, Bourgogne-Chablis, Champagne, Charente, Ile De France, Languedoc R., PACA, Germany, Greece, HongKong SAR, Italy including regions Lombardi, Regione Marche, Sardenia, Enoteca Italiana - Toscana; Japan including regions Fukushima, Hiroshima, Okinawa, Oshima (Hokkaido), Shikoku, Tochigi, Tottori, Yokohama City; Korea including region Chongbuk, Gangwondo, Jecheon City, Jejudo, Jeollabukdo, Jeollanamdo, Namwon City, Macau, Malaysia, Mexico, New Zealand, Philippines, Poland, Spain including regions Andalucia, Aragon, Asturias, Castilla-la Mancha, Castilla y Leon, Valencia, Singapore, South Africa, Sri Lanka, Taiwan Region, Thailand, The Netherland, Turkey, Ukraine, USA including SUSTA; WUSATA; Minnesota, MIATCO; and Pennsylvania, and UK.	
Website:	www.fhcchina.com
Dates:	18 – 20 November
Venue:	Hall W1, W2, W3 No. 2345, Long Yang Rd, Pudong, Shanghai

VISITOR FIGURES

<u>Source</u>	<u>Yr 2009</u>	<u>Yr 2008</u>
From Shanghai	14,991	13,655
From other areas of China except Shanghai	4,410	4,208
Overseas	1,409	2,578
Total	<u>20,810</u>	<u>20,441</u>

Total Visitors	20,810
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ABOUT THE ORGANISER

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance (formerly known as the Montgomery Network) has had a fully staffed office in Shanghai since 1994. 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

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



Contact:

Ms Lily Zhu
China International Exhibitions Ltd (CIE)
Room 2402 Singular Mansion, No. 318 – 322 Xian Xia Road
Shanghai 200336, China
Tel: +86 21 6209 5209, Fax: +86 21 6209 5210
Email: fhc@chinaallworld.com

Ms Gladys Lui
China International Exhibitions Ltd
Unit 2010, 20/F China Resources Building 26 Harbour Road Wanchai, Hong Kong
Tel: +852 2876 5119
Fax: +852 2520 0750
Email: gladys@chinaallworld.com

Mr Christopher McCuin
Overseas Exhibition Services
12th Floor Westminster Tower, 3 Albert Embankment
London, SE1 7SP, UK
Tel: +44 207 840 2146 Fax: +44 207 840 2111
Email: cmccuin@oesallworld.com

Ms Cassandra Chan
International Expo Management Pte Ltd
1 Jalan Kilang Timor
#09-03, Pacific Tech Centre
Singapore 159303
Tel: +65 6233 6777
Fax: +65 6233 6768
Email: cassandra@iemallworld.com



VISITORS BREAKDOWN BY REGION

<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	14,991	72
Outside Shanghai	4,410	21
Outside China	1,409	7
Total	20,810	100.00

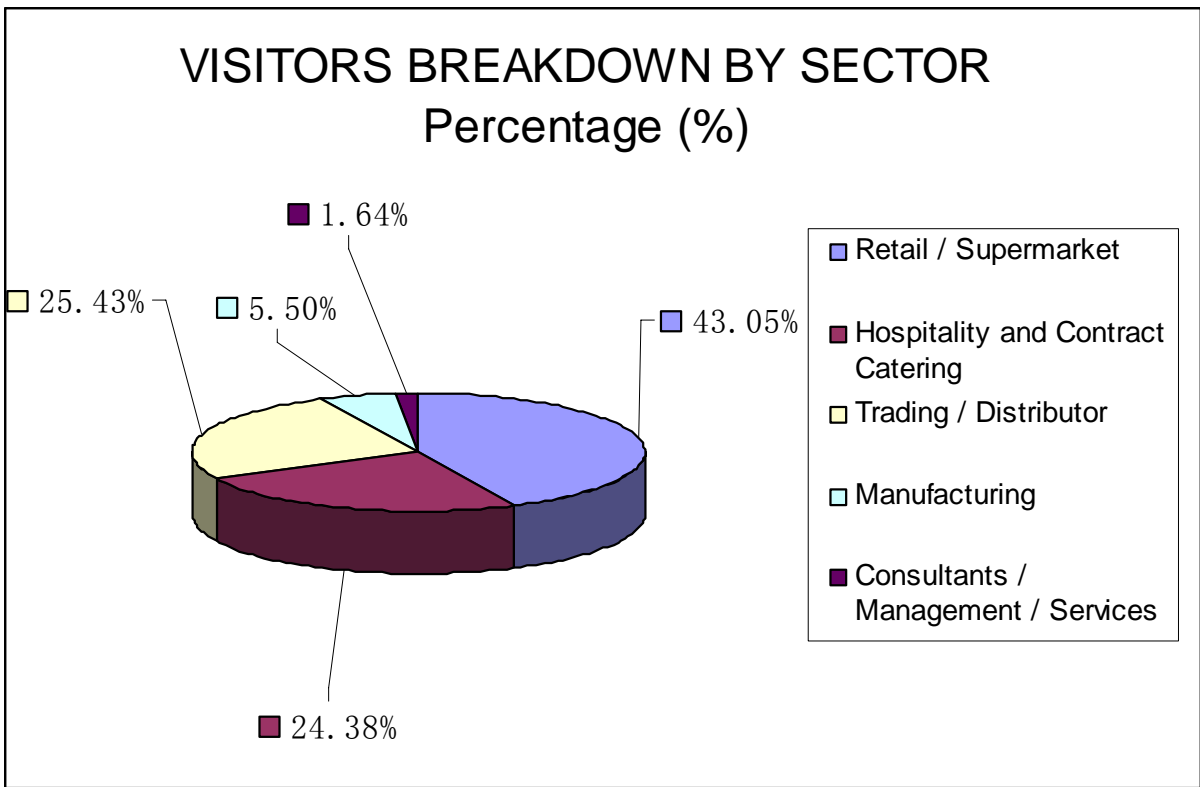


VISITORS BREAKDOWN BY JOB TITLE / FUNCTION

<u>Job Title / Function</u>	<u>Percentage (%)</u>
Owner / Partner / Proprietor	21.27
President / CEO / Managing Director / VP	5.51
General Manager	16.75
Housekeeping	7.57
Food & Beverage	14.23
Front Office	1.24
Sales / Marketing	5.41
Manufacturer	3.05
Chef	8.86
Trading	6.11
Leisure & Recreation	0.71
Operations / Maintenance	0.98
Purchasing Manager / Buyer	6.87
Architect / Interior Designer	0.42
Press	0.50
Others	0.52
Total	100.00

VISITORS BREAKDOWN BY SECTOR

<u>Sector</u>	<u>Percentage (%)</u>
Retail / Supermarket	43.05
Hospitality and Contract Catering	24.38
Trading / Distributor	25.43
Manufacturing	5.50
Consultants / Management / Services	1.64
Total	100.00



VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<i>Bakery</i>	
Bakery / Finished Products	3,742
Industrial Bakery & Equipment	847
Retail Bakery & Confectionery Equipment	972
Ingredients / Agents / Essences	1,150
Pizza Equipment	805
Others	354
<i>Food & Non-alcoholic Drinks</i>	
Meat / Poultry	1,319
Dairy Products	1,108
Vegetables	761
Fruit	791
Condiment & Jams	980
Ingredients	646
Dried Food	621
Pasta	843
Chocolate	1,128
Confectionery	747
Ice Cream	836
Gourmet Food	785
Frozen Food	1,043
Chilled Food	733
Canned Food	736
Snack Food	1,837
Seafood	904
Health Food	947
Tea & Coffee	1,632
Juices	1,124
Beverage, Non-alcoholic	966
Private Label	285
Olive Oil	888
Others	153

VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST*(cont'd)

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<i>Wine, Spirit & Beer</i>	
Beer	1,001
Wine	1,868
Spirits	671
Liqueur & Fortified Wine	599
Low Alcoholic Drink	520
Port / Sherry	473
Others	169
<i>Retail & Hospitality Food Service</i>	
Food Service Equipment	1,008
Coffee & Beverage Service Equipment	773
Food Processing Equipment	592
Chilling / Freezing Equipment	440
Display & Storage	282
Tableware & Accessories	616
Others	79
<i>Hospitality Services</i>	
Guest Amenities / Services and Consumables	373
Washing & Dry Cleaning Equipment	173
Cleaning & Maintenance Equipment	279
Carpets, Fabrics & Furnishings	193
Furniture, Lighting & Interior Supplies	201
Others	110
<i>Retail & Hospitality Technology</i>	
(including Cash Registers, Front Office Technology, In-Room Technology, Point-of-Sale, Communications and Entertainment)	1,280
<i>Others</i>	
Packaging Materials & Equipment	286
Others	142
Total	41,847

* Visitors may indicate more than one product / service interest.