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**21<sup>st</sup> FHC CHINA**  
**2017**  
S H A N G H A I

THE 21<sup>st</sup> INTERNATIONAL EXHIBITION FOR  
FOOD, DRINK, HOSPITALITY, FOODSERVICE,  
BAKERY & RETAIL INDUSTRIES

# MEAT @ FHC China



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## The Market

Meat @ FHC China presents the ideal platform for meat and seafood importers, distributors, butchers, restaurateurs, hoteliers, retailers and wholesalers alike, to source products from both existing and new suppliers to try to keep up with China's accelerating consumption rates.

China continues to open up to more and more meat suppliers and different sources of protein as it diversifies its dependence on dwindling domestic pork production. China's beef imports reached almost 500,000 metric tonnes in 2015, whilst imports for 2016 are well ahead of their

2015 rate, with a volume increase of 45% and rise in value of over 33%. Previous world trade forecasts of beef imports to China doubling from 2014 to 2018 are looking to have been too conservative!



### A Guaranteed Trade Audience

FHC China attracts 2,150 exhibitors from

66 countries and over 66,561 trade visitors over 3 days. 37% of visitors come from the retail industry, 35% are importers and distributors and 17% are hospitality buyers. Half of the visitors come from outside of Shanghai, providing you with a truly regional China trade event.



### Meet the Buyer

As part of the extensive visitor promotion of

Meat @ FHC China, the top 20 meat and seafood importers from China will be flown to Shanghai to attend the show. For National Meat Boards this represents a unique opportunity, with the offer of scheduled B2B meetings with these top 20 importers for exhibiting associations.



### Education

Learn and talk directly with the key importers about

topics from import licensing to portion control of cuts of meat. A comprehensive program of Meat and Seafood Seminars will be taking place in a purpose built seminar area within the halls and is available for hire.



## 19th FHC China International Culinary Arts Competition



Endorsed by the World Association of Chefs Societies (WACS), over 500 chefs competing over 15 competition classes including the largest beef, poultry and seafood cooking competition in China.

### CALL FOR SPONSORS

Sponsorship opportunities are now available. Please contact [becky@chinaallworld.com](mailto:becky@chinaallworld.com) for details.

Please send your enquiry and space request to:



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## STAND PACKAGES



SPACE ONLY

US\$ 435 per m<sup>2</sup>



SHELL STAND

US\$ 515 per m<sup>2</sup>



WALK ON PACKAGE

US\$ 530 per m<sup>2</sup>



PREMIUM PACKAGE

US\$ 555 per m<sup>2</sup>

(Minimum 15 m<sup>2</sup>)



UBM



International Exhibitions CHINA