

A Chance is Coming, Grab it at FHC 2020

The 24th edition of FHC Shanghai Global Food Trade Show will present multiple upgrades at Shanghai New International Expo Centre on November 10-12, 2020 to showcase the highest quality food and drink products to international buyers and visitors.

Last year, FHC attracted more than 3,500 exhibitors from 49 countries and regions, achieving 16+% growth than last year. A total of 133,751 trade visitors were gathered in the three days, a year-on-year increase of 13%. Among them, 40% of the professional visitors are import and export dealers, 79% of the professional buyers found their target products, and the satisfaction of the visitors reached 96%. FHC has undoubtedly grown into a leading trade event for many overseas companies entering the Chinese market.

FHC 2020 will be leading the trend of industry development and offering unlimited opportunities to multinational companies, importers and distributors. It is expected to attract 3,800 industry-leading companies and more than 140,000 domestic and overseas visitors this year.

New Layout, New Business Opportunities



The poster features a hand holding a red apple with a bite taken out of it, set against a solid red background. The hand is adorned with a gold bracelet and a ring. In the top right corner, the FHC logo is displayed, consisting of a stylized apple icon and the text 'FHC FOOD & HOSPITALITY CHINA'. Below the logo, the event title 'Shanghai Global Food Trade Show' is written in white, followed by the dates '10-12 NOV 2020 | SNIEC' and the slogan '/SHAPING FOOD FUTURE/' in yellow. At the bottom right, there is a small line of text: 'The 24th International Exhibition for Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries' and the website 'www.fhcchina.com'.

FHC
FOOD & HOSPITALITY
CHINA

Shanghai Global Food Trade Show
10-12 NOV 2020 | SNIEC
/SHAPING FOOD FUTURE/

The 24th International Exhibition for Food, Drink, Hotel,
Restaurant, Foodservice, Bakery & Retail Industries

www.fhcchina.com

Fully analyzed the trends and demands of catering market, through scientific optimization and big data, the exhibition categories of FHC 2020 will be divided organically. You' ll see Meat, Seafood, Dairy, Oil, Tea & Coffee, Bakery & Gelato, Sweets & Snacks, Catering & Store Design, Gourmet Food & Beverage segments onsite.

At that time, exhibitors from nearly 50 countries will be on stage, including Italy, Turkey, the United States, Canada, Germany, Spain, Russia, Japan etc. More than 20 pavilions, such as the UK pavilion will joint appearance again and display the unique high quality food.



FHC 2019 Onsite professional visitors crowded at Canada Pavilion and America Pavilion.

Leading Forums

- ✓ **FHC International Olive Oil Summit**
This forum will have the world's largest panel of oil judges sharing an insight to the current market and future trends as well as conducting oil testing with exhibitors.
- ✓ **FHC Global Dairy Forum**
Key speakers from around the world with well-known dairy companies and big data analysis agencies will gather together to discuss hot topics around the dairy industry.
- ✓ **FHC International Import and Export Meat and Seafood Forum**
Top speaker from meat, fish and seafood industries will gather to analyse

the current developments and trends.

Unique Events

- ✓ **FHC China International Culinary Arts Competition**
This event is the only certificated international culinary competition in China by the World Association of Chefs Societies (WACS). Its purpose is to train young chefs and strengthen western food in China.
- ✓ **FHC China International Young Chefs Competition**
This is an international team cooking competition which young chefs from domestic and abroad will be invited to participate. Senior judges from WACS will be selecting the outstanding team
- ✓ **China Latte Art Championship - East China Division**
It is the second-largest coffee competition in the world and the elite arena of latte art.



FHC 2019 Onsite Entrance

FHC has always been committed to leading the new trend of international food exhibitions and shaping the future of food business. We welcome you to join us in this golden autumn for finding shining business.

Ordering Booth:

Alex Ni

Tel: +86 21 3339 2242

Alex.Ni@imsinoexpo.com

Media & Visitor Consulting:

Aliya Deng

Tel: +86 21 3339 2245

aliya.deng@imsinoexpo.com