

2024 FHC

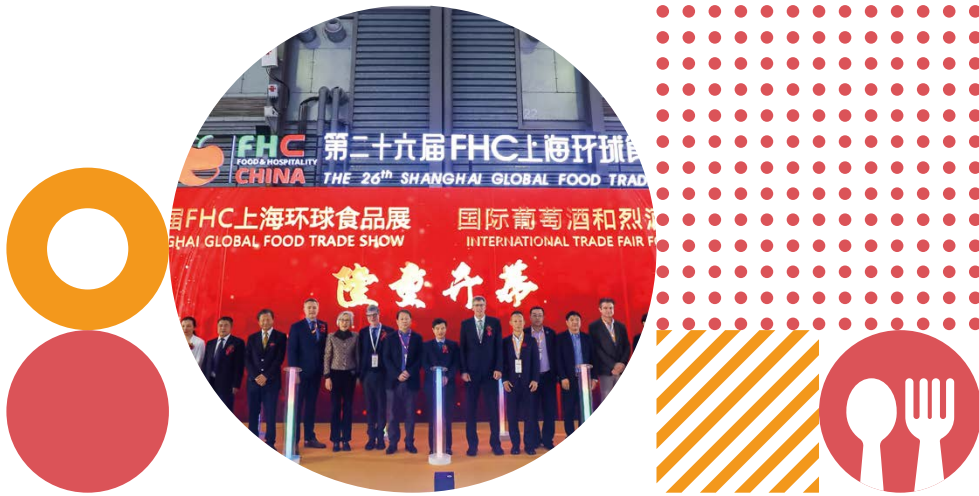
SHANGHAI GLOBAL FOOD TRADE SHOW

SHAPING THE FUTURE OF FOOD

12-14 November 2024

Shanghai New International Expo Centre (SNIEC)





Exploring the Fashion Food & Beverages in FHC, Inspiring Business Insights Among Key Brands

In 2024, China represents a massive consumer base with a population of over 1.4 billion people. There is a growing emphasis on health and wellness among Chinese consumers, leading to increased demand for organic, natural, and functional food and beverage products. Companies are responding by offering healthier menu options, including plant-based alternatives and low-sugar beverages. Additionally imported food offers a wider variety of options and exotic flavors not commonly found in traditional Chinese cuisine. This appeals to consumers looking for novelty and unique culinary experiences. The combination of these factors has fueled a robust demand for imported food and beverages in China, presenting significant opportunities for foreign exporters and international food brands.

As one of the leading fairs in global, FHC is attracting exhibitors and visitors around the world. This international exposure provides an opportunity for audiences and buyers to explore a wide range of global food products and industry trends in one location. FHC 2023 has welcomed more than 3,000 exhibitors and international pavilions from 30 countries and regions. This year FHC will be upgraded into 12 sections, covering the food and beverage industry in all aspects, with richer theme content, fresher information, and more exciting professional activities. See you in November!

FHC 2024 SNAPSHOT



200,000 m²
Exhibition Area



3,000+
Exhibitors



170,000+
Visitors



50+
Countries & Regions

FHC 2024 EXHIBIT CATEGORIES



Meat & Aquatic Product



Leisure Food



Dairy



Sweets & Chocolate



Catering Supply Chain & Raw Material



Condiments & Oil



Coffee & Tea



Bakery & Light Meal



Food Processing & Packaging



Prefabricated Dishes & Central Kitchen



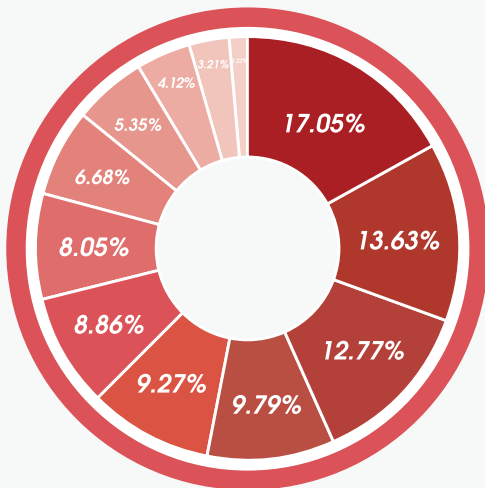
Canned Food



Hot Pot Ingredients and Supplies



VISITORS NATURE OF BUSINESS



- Importer/ General Agent
- Distributors
- Supermarkets/ Convenience Store/ Retail Stores/ E-commerce
- Western Restaurant and Light Meal Shop
- Cafe/ Coffee Shop
- Chinese Restaurant
- Tea & Beverage Stores
- Bakery/ Cake Shop/ Pizza Shop/ Pastry Shop
- Manufacturer/ Producer/ Source Factory
- Ice Cream Shop/ Chocolate Shop/ Dessert Shop
- Service Provider
- Others

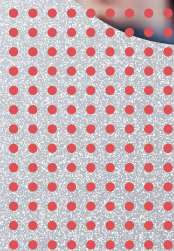
Part of Events

- The 24th FHC China International Culinary Arts Competition
- 2024 FHC China International Pastry and Bakery Competition
- 2024 FHC Shanghai International Culinary Championship
- The 11th Shanghai Fashion Drinks Competition - Shanghai Division
- 2024 China Coffee Roasting Championship - Shanghai Division



Part of Conferences

- The 4th China Takeaway Industry Conference
- Sustainable Food Design | Shanghai International FoodDesign Conference
- The 2nd China Catering BOSS Conference
- 2024 Dealer Conference-Restarting Growth
- The 18th China Catering Innovation and Entrepreneurship Forum





International Pavilions



U.S.A



European Union



Japan



Korea



Singapore



Malaysia



Russia



Canada



U.K



Thailand



Spain



Türkiye



Cyprus



Italy



Australia



Belgium



German



Austria



Saudi Arabia

Exhibitors Comments



ITA has been organizing the Italian Pavilion at FHC for more than 20 years. The event serves as a remarkable platform for fostering connections, promoting Italian gastronomic excellence, and showcasing Italian rich culinary heritage.

Italian Trade Agency (ITA) Shanghai Office



FHC has provided a platform for the global expansion of Korean food companies that have been unable to go abroad since COVID-19. All Korean companies have returned home, pledging to participate again next year.

**Yongsun Joo, Manager of Shanghai Office
Korea Trade-Investment Promotion Agency (KOTRA)**



We are very glad to bring two brands to participate in FHC this year, whether it is the national brand Yurun for 30 years, or the Italian brand Beretta for more than 200 years. We are old friends with FHC and have witnessed the development and changes of the Chinese meat markets together.

**Stephanie Xie, General Manager of Marketing Department
China Yurun Food Group Limited.**



It is a great honor to participate in FHC, so that LIHOO'S can present their latest achievements and expand their business. As an industry event, the exhibition is highly professional and gives us the opportunity to build connection with more partners within the industry closely.

**PK Yu, Vice General Manager
LIHOO'S(Shanghai)Food Technology Co.,Ltd**



FHC
FOOD & HOSPITALITY
CHINA

2024 FHC SHANGHAI GLOBAL FOOD TRADE SHOW

12-14 November 2024

Shanghai New International Expo Centre (SNIEC), China

Stand Type	Early-Bird Rate Deadline: Mar. 31, 2024	Normal Listed
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① SPACE ONLY	US\$410/SQM	US\$435/SQM
② WALK ON STAND	US\$505/SQM	US\$530/SQM

(Mandatory Registration Fee: US\$ 500)

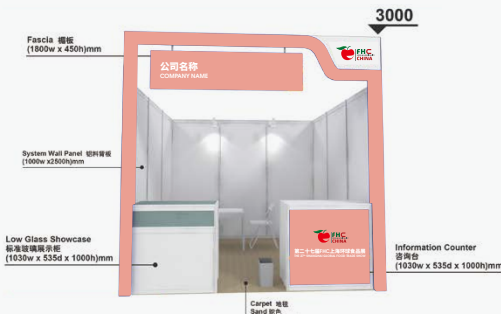
② WALK ON STAND US\$530 per m² (minimum area 9m²)

Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket, low glass showcase.

EARLY BIRD RATE
US\$505 per m²

Area/SQM	9	12	15	18	21	24	27	30
10W Longarm Spotlight(ML002)	2	2	3	4	4	5	6	6
220V Socket(Max 500W)	1	1	1	2	2	2	3	3
Low System Showcase(MA05)	1	1	1	2	2	2	3	3
Information Desk(MA01)	1	1	1	2	2	2	3	3
Square Table (MA08)	1	1	1	2	2	2	3	3
Folding Chair (C08)	3	4	5	6	7	8	9	10
Waste Basket (M16)	1	1	1	2	2	2	3	3

WALK ON PACKAGE (Minimum 9m²)



①



SPACE ONLY US\$435 per m²

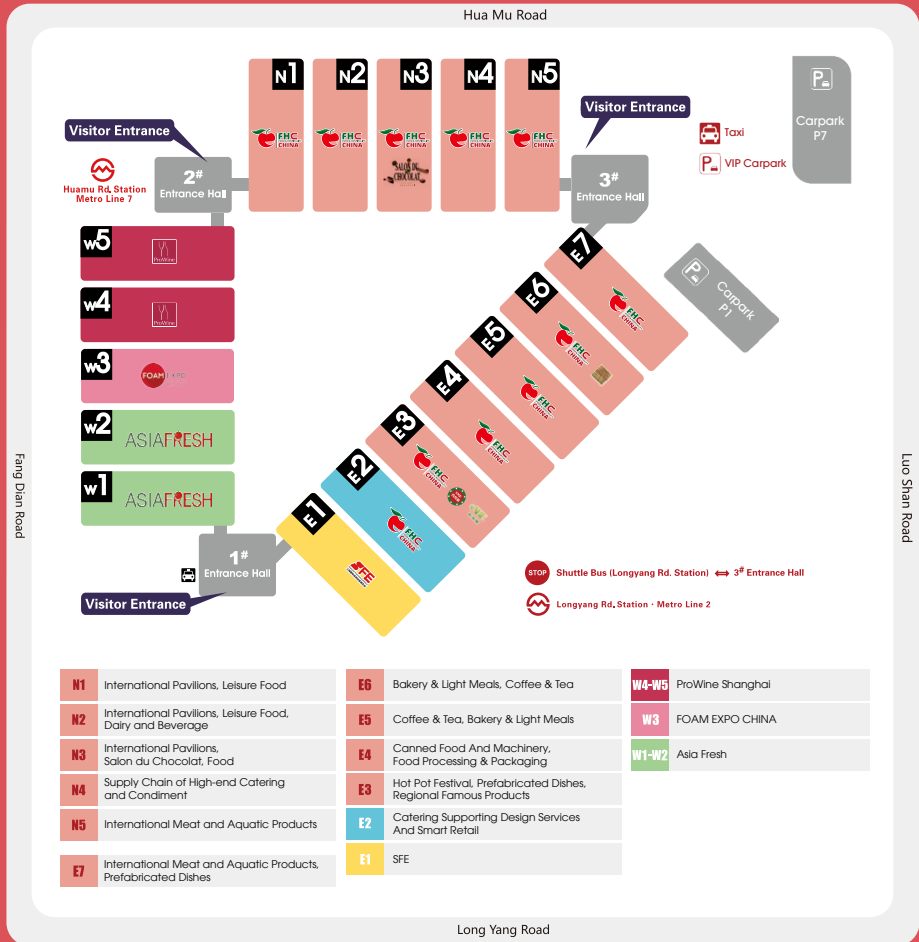
(minimum area 18m²)
Bare floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

EARLY BIRD RATE
US\$410 per m²

THE 27th SHANGHAI GLOBAL FOOD TRADE SHOW

12-14 November 2024

Shanghai New International Expo Centre (SNIEC)



N1	International Pavilions, Leisure Food	E6	Bakery & Light Meals, Coffee & Tea	W4-W5	ProWine Shanghai
N2	International Pavilions, Leisure Food, Dairy and Beverage	E5	Coffee & Tea, Bakery & Light Meals	W3	FOAM EXPO CHINA
N3	International Pavilions, Salon du Chocolat, Food	E4	Canned Food And Machinery, Food Processing & Packaging	W1-W2	Asia Fresh
N4	Supply Chain of High-end Catering and Condiment	E3	Hot Pot Festival, Prefabricated Dishes, Regional Famous Products		
N5	International Meat and Aquatic Products	E2	Catering Supporting Design Services And Smart Retail		
E7	International Meat and Aquatic Products, Prefabricated Dishes	E1	SFE		

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