



POST SHOW REPORT 2019

FOOD AND HOSPITALITY CHINA



FHC 2019,

A HISTORIC SUCCESS OF FOOD TRADE AND CONNECTIONS !



On November 14, 2019, the 23rd FHC Shanghai global food exhibition came to a close in Shanghai new international expo center. Compared with previous years, this year's exhibition has a larger scale and more diverse exhibitors, with 3,500 exhibitors from 48 countries and regions around the world on the same stage. Catering and foodies have come from all over the world, and no one wants to miss this once-a-year high level exhibition. A total of 133,751 trade visitors were attracted in the three days, a year-on-year increase of 13%.

ZHANG XUEQIANG

Shanghai Sinoexpo Informa Markets
Managing Director

A handwritten signature in black ink, appearing to read 'Zhang Xueqiang'.





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15 HALLS COVERING ALL ASPECTS OF FOOD SERVICE

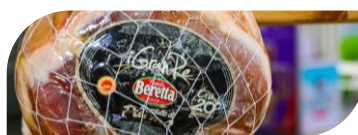


6 HIGHLIGHTED CATEGORIES FOR OVERALL FOOD EXPERIENCE

SNACKS & CONFECTIONERY



MEAT & SEAFOOD



DAIRY & EDIBLE OIL



CATER SOURCE

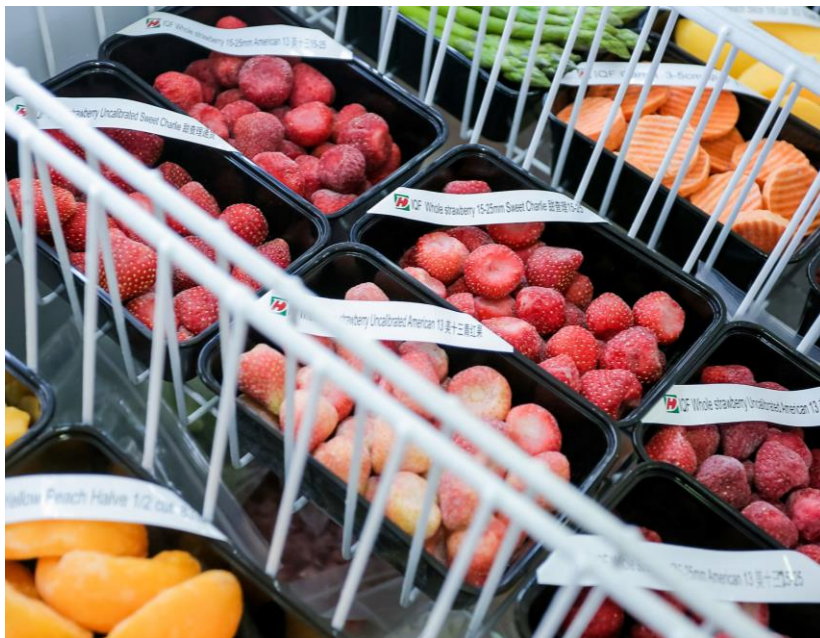


COFFEE & BAKERY



CATERING DESIGN





THE EXHIBITORS



3,500

EXHIBITORS
AND BRANDS WITH 43%
INTERNATIONAL

↑ **+16%**
Vs 2018

15

EXHIBITION HALLS
COVERING 180,000 M²

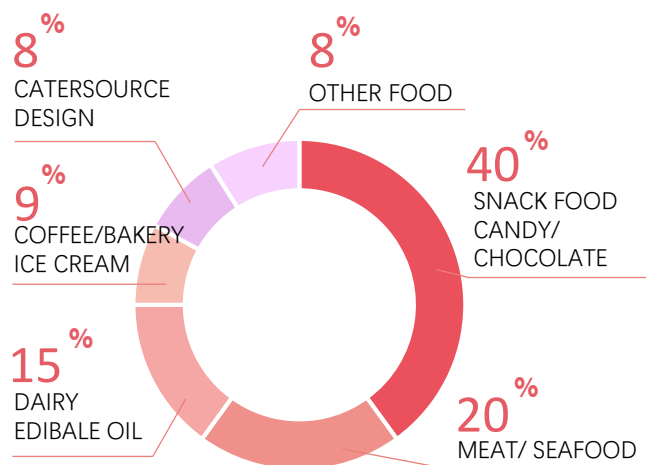
49

INTERNATIONAL COUNTRIES
AND REGIONS

15,000

PRODUCTS DEMONSTRATION
PER DAY

EXHIBITORS DISTRIBUTION



“

Exhibitor testimonial

FHC was a great platform for our companies in the German Pavilion. They have been representing the best products and industries from Germany and had the chance to meet with important buyers with whom they could discuss business opportunities. We have already confirmed our participation for next edition and we hope that even more companies will participate in the German Pavilion!”

Mr. Jens Urban,

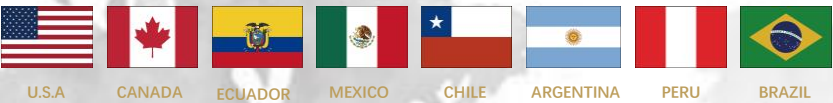
*Head of Division for Trade Fairs Federal
Ministry of Food and Agriculture, Germany*

THE INTERNATIONAL EXHIBITORS

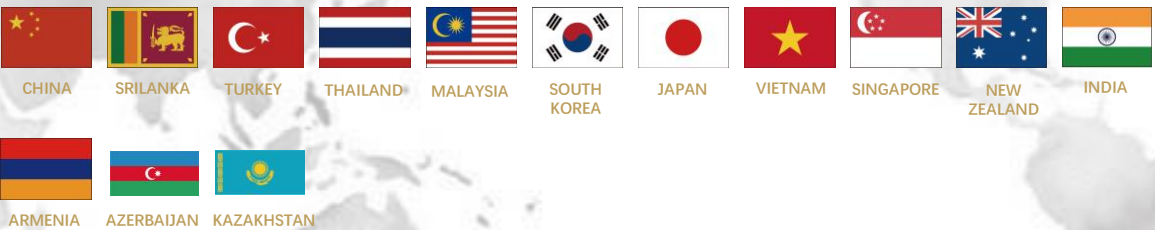
EUROPE



AMERICA



ASIA & OCEANIA



AFRICA



THE VISITORS

133,751 ^{↑ + 13%}
Vs 2018

VISITORS
FROM 110 COUNTRIES

40%

PROFESSIONAL VISITORS
ARE IMPORTORS AND DISTRIBUTORS

79%

FOUND THEIR
TARGET PRODUCT

96%

VISITORS SATISFIED
WITH THEIR VISIT



TOP 10
VISITORS'
COUNTRIES

1. China
2. Korea
3. Japan
4. Malaysia
5. USA
6. Italy
7. France
8. Singapore
9. Thailand
10. Australia

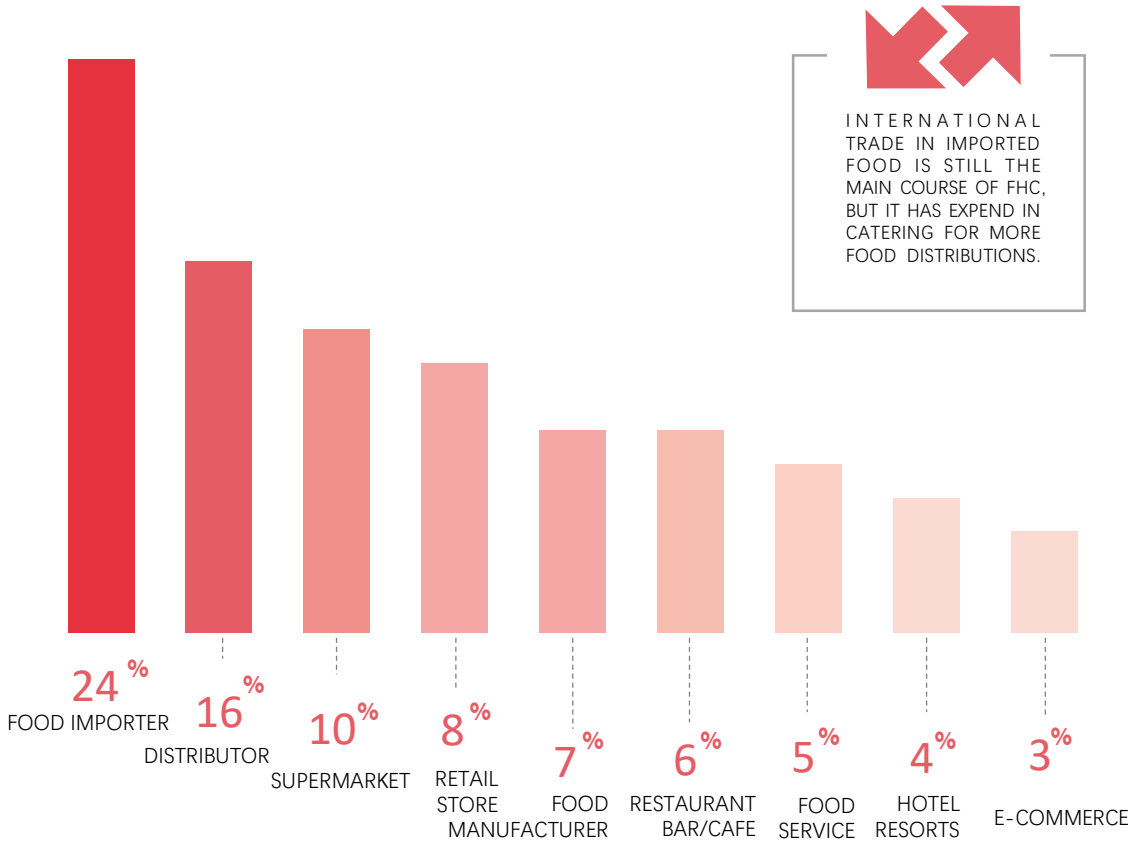


Visitor testimonial

It is a pleasure to participate in the FHC2019. There are not only various categories of exhibition areas, but also multiple professional summit forums. Rich on-site activities meet various needs in the food industry. Our team learned about new technologies in professional forums and exchanged experiences with peers. I hope that in the future we will have a long-term cooperation with FHC and will participate again next year, looking forward to a more perfect FHC.

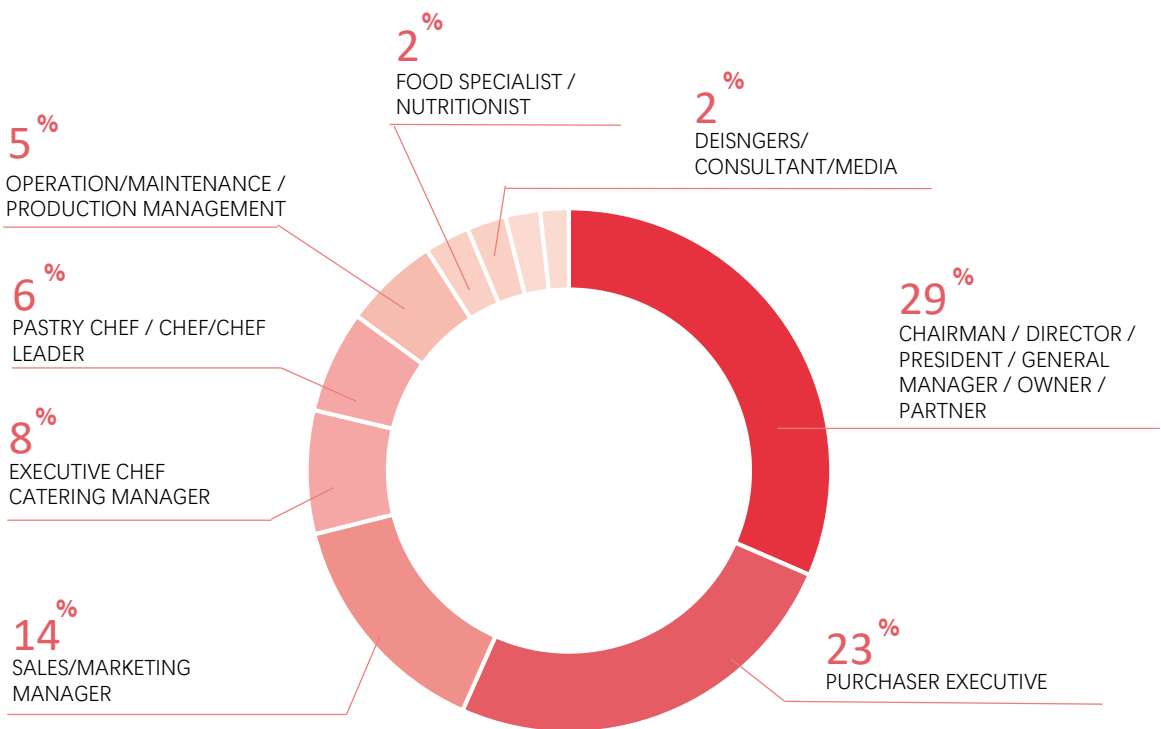
THE VISITORS

TOP 10 VISITORS DISTRIBUTION



THE VISITORS

VISITORS POSITION DISTRIBUTION





FHC UNIQUE EVENTS

600+
MEDALS

200+
JUDGES

1200+
CONPETITORS

FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION

538

CONTESTANTS

80

JUDGES



40

GOLD MEDALS

209

SILVER MEDALS

259

BRONZE MEDALS

The 21st China International Culinary Arts Competition had taken place on the 12th -14th Nov at FHC 2019. The purpose of the competition is to train young chefs and strengthen the development of Western food in China. This year, there are total 538 contestants joint this Western and Chinese cooking items and compete 18 categories, generated 24 in gold, 209 silver and 259 bronze, which also means that the future event will march into an international event with higher reputation. The organizer Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd invited total 80 judges from around the world to attend this competition and 63 of them is qualified as WACS.

PARTIAL JUDGES OF FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION



朱一帆



叶卫



Alan Orreal



邱琼



钟伟



Perry Yuen



Otto Weibel



Benny Dong



JAKE KIM



宋皇志

涂志祥
Simon Tho

邵庆宏



夏金龙

FCICAC has become the only accredited competition of the World Chefs Federation (WACS) in China since 2015.



Post Show Report



13

FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION

第二十一屆 F H C 中國國際烹飪藝術比賽



2019 WINNERS

Plated Western Three Courses Menu
Ko Chang Geon

Western Finger Foods Display
Shin minkyu

Chinese Three Hot Dish Display
蔡安鎮

Chinese Three Cold Appetizer Display
江芝嫻

Western Beef Main Course
方卢斌、閻鎔、林韋臻 LIN, WEI-CHEN、
PARK JAE WAN

Western Hand Made Pasta
李子文、鞠一扬、陈世龙、黄柏華

Western Barramundi Main Course
王海超、李子文、刘宇圻、孙玮晨、廖名義、
賴季煒、Jeong Eung Young

Western Spring Chicken Main Course
閻哈、胡嘉秀、姜沛良、任政、邹亚茹

Western Beef Main Course
賴季煒、曾楷勛、林蔭松、洪巍

Western Pork Main Course
李洋、楊士哲、陈大辉

Western Barramundi Main Course
曾楷勛、陈颖

Chinese Beef Main Course
陈勇

Chinese Chicken Main Course
刘会敏、陳鉉明

Chinese Pork Main Course
沙永鹏、黄厚雷、梁宇锋

Chinese Barramundi Main Course
楊錦騰

21ST FHC CHINA PASTRY & BAKERY COMPETITION



106
CONTESTANTS

46
JUDGES

The FHC China International Pastry & Bakery Competition is a competition that belongs to the FHC China International Culinary Arts Competition. It is judged according to the rules of the WACS. On the other side, it is different from the FHC China International Culinary Arts Competition. The dessert baking judges will score and award medals and certificates to the WACS-certified baking competition. During the 3-day competition period, 7 competition categories were competed, divided into two categories: LIVE & DISPLAY, of which there were 3 Live-makings and 4 Displays. The organizer, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd, invited 46 dessert baking judges from all over the world to taste and score on the spot, and select the winners. The 21st China International Pastry & Bakery Competition has a total of 106 participants. Among them, 19 gold medals, 24 silver medals, and 16 bronze medals were singled out.

PARTIAL JUDGES LIST

2019 WINNERS

Gold Medal For Buffet Showpiece-display
卫雯悦、黄梓怡、徐志宇、张世强

Gold Medal for Fondant Cake-display
王广超、王亚楠

Gold Medal for Petit Fours-display
王嘉怡

Gold Medal for Plate Dessert-Live
张思琴、Shin eunji、Park sangsou、姚含

Gold Medal for Chocolate Cake-Live
江凯、姜美如、江雪

Gold Medal for Bread Baking And Display-live
张波、潘永睿、赵小璇、刘宜芳、文诗妮



Eric Perez



Kenny Kong



程术



钱晓



叶卫

2019 FHC CHINA INTERNATIONAL YOUNG CHEFS COMPETITION



48

CONTESTANTS

12

INTERNATIONAL GOURPS

4

JUDGES

12 International and Regional teams cooked off against the clock to prepare a function for 12 persons. Each kitchen team is consist of 4 people, one team manager and three qualified chefs.

Each team will prepare a themed buffet Table for 12 persons and hot food (Main Course), one kind of dessert as plated service with side dishes and decoration in accordance with modern nutritional standards, to be served by the Organizer.

For 2019 IYCC competition, 12 teams is from America, South Africa, South Korea, Taiwan China, Hongkong China, Philippine, Malaysia, Malaysia Penang, Australia, Singapore, Vietnam and China. The organizer Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd invited 4 excellent and professional judges of WACS as senior judges. The Gold medal team is South Korea, Taiwan Region, China, Hongkong China, Malaysia Penang and Malaysia (the highest score is followed as South Korea, Taiwan China, China)

2019 TOP 3 WINNERS

Gold Trophy:
SOUTH KOREA

Gold Trophy:
TAIWAN REGION, CHINA

Gold Trophy:
CHINA

JUDGES LIST



Dale Lyman



Daniel Menezes

Muller Andreas Josef
Walter

Rick Stephen





THE 7TH SHANGHAI FASHION DRINKS COMPETITION-SH DEVISION



Shanghai Fashion Drinks competition is hosted by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. since 2014, it has experienced six sessions of accumulation. Through the designation and creativity, it can play a role in making drinks and stimulate the creativity of drink R & D. As to drive the development of the beverage market and lead the future trend.

During the 3-day competition period, it is divided into the preliminary competition and the final competition. The preliminary competition is the designated raw material creative drink, and the final competition is the creative drink with theme. The contestants need to make five cups of the same drink in ten minutes. The organizer invited 5 founders and R & D directors from well-known brands in the industry to conduct on-site evaluation and scoring, from which the winners were selected.

There are 20 participants in the Shanghai Fashion Drinks competition. Among them, three of the players have successfully reached the national finals next year.

20

CONTESTANTS

6

JUDGES

JUDGES LIST



翟川



陈倩雯



吴建仲



靳爽



林茗媚



欧阳志安

FHC TOP 3 WINNERS

Champion:

孙晓丹

Runner-up:

潘烨多

Third-place:

杨丽

2020 CHINA LATTE ART CHAMPIONSHIP – EAST CHINA



China Latte Art championship is a professional coffee competition initiated by the world coffee activity pioneers based on fine coffee. It is the second largest coffee competition in the world and the highest arena of coffee latte art. The top ten competitors with the highest score in the preliminary competition will enter the rematch, and the whole process of the rematch will be completed on the console. In the second round, each contestant needs to finish six drinks: two groups of the same Macchiato and two groups of the same latte. The top eight players with the highest scores in the second round of the competition will be promoted to the Shanghai finals next year. In the three-day competition, we have 25 contestants competing for 8 places and invited 7 professional judges to score for them. The competition attracted a lot of audience to watch. I hope our competition can provide you with a more professional environment and platform!

20
CONTESTANTS

7
JUDGES

JUDGES OF 2020 CHINA LATTE ART CHAMPIONSHIP -EAST CHINA DIVISION



赖威宏



张凯华



朱坚



王路平



肖兵



郑沛伦



陈颖

FHC TOP 3 WINNERS

Champion:
蒋中鹏

Runner-up:
吴俊文

Third-place:
王小山

Qualified Competitors

黄泽辉

肖勇

万凯

华杰

杨杰

2020 CHINA BREWERS CUP SHANGHAI - DIVISION



With the continuous rapid development of the coffee industry in the country and the rise of coffee culture, the international market is more focused on China. The competition was introduced to China by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. in 2013, and has been committed to promote the concept of Chinese coffee culture. As a global coffee professional event authorized by WCE, the organizer has been leading the Pace, looking at the competition last year, the total number of participants in this competition was as high as 300. During the three-day competition period, it was divided into compulsory service brewing and open service brewing. The organizer invited 17 excellent judges to taste and score on the spot, and selected the winners. Player. This event marks the fine coffee is a tandem production area, manor, technology, flavor, performance. A total of 25 players signed up for the Shanghai Sub-Region Contest. The top five players in the final will advance to the 2020 China Brewers Cup Finals.

25

CONTESTANTS

17

JUDGES

FHC TOP 3 WINNERS

Champion:
张晓博

Runner-up:
吴满满

Third-place:
罗丽婷

Qualified Competitors

陆泓铮
许文浩



CHINA MASTER BARTENDER COMPETITION (EAST CHINA DIVISION)



It is regarded as the most fair and impartial international competition with the longest history and the most authoritative in the industry. CMBC has the strongest team of judges in China. Adhering to the principle of providing a platform for bartenders and serving the bar industry China Master Bartender Competition (East China Division) was held during November 12th-14th in Hall W4 of Shanghai New International Expo Center. A total of 11 competitors took part in this competition. We are honored to have three master bartenders to be the judges onsite. After two days of fierce competition, the top three bartenders appeared in East China Division.

11

CONTESTANTS

3

JUDGES



FHC TOP 3 WINNERS

冠军 *Champion:*
黄珂

亚军 *Runner-up:*
王晓虹

季军 *Third-place:*
郑辉







FHC LEADING FORUMS

150+
SESSIONS

130+
SPEAKERS

10,000+
AUDIENCE

THE 12TH INNOVATION AND ENTREPRENEURSHIP CATERING INDUSTRY FORUM



November 13th, 2019, the new media Canyinjie gathered more than 20 catering industry giants from all over the country in Shanghai. More than 600 catering practitioners from all over the country gathered together, it is a series forum: 12th "Food Innovation Future" in the catering industry. A catering industry upgrading feast with the theme of "food innovation in the future: upgrading cognition and building core competitiveness" had a successful conclusion in Shanghai.

PARTIAL GUESTS



食久记创始人
may Lin



至尊披萨创始人
Chen Tianlong
陈天龙



24漂流茶
创始人
Duan Ping
段平



智创联合品牌
机构创始人
Feng Shao
风少



食神供应链
创始人
Gao Lei
高磊



佐大狮
联合创始人
Gu Xiao
顾晓



蚝门九式
创始人
蚝爷
(陈汉忠)



餐饮界新媒体
创始人
He Jiu
鹤九



鱼非鱼
创始人
Liu Feng
刘峰



深圳市烹饪协会
副会长
Liu Yongzhong
刘永忠



争光机制
创始人
Liu Zhengguang
刘争光



鹿角巷
副总裁
Lu Kaiheng
卢凯恒



吉刻联盟
创始人
Shi Xiaoming
史晓明



饮食ip渠道智库
创始人
Wu Kanzi
吴愍子



《头条参考》
新媒体总监
Zhao Yan
赵岩

20 MASTERS

600 CATERING PEOPLE

2019 CHINA CATERING INDUSTRY TRENDS SUMMIT

In the past few years, the catering industry has been going forward in the wave of consumption upgrading, iterating and innovating at a shocking speed. The catering operators are not only the beneficiaries of opportunities, but also facing great challenges brought by turbulence. In less than ten years, the catering industry has completed the comprehensive innovation from the top to the bottom, from chef's thinking to product thinking, from extensive management to lean management, from husband and wife shop mode to comprehensive advanced brand development, and the industry has created a blooming art situation. The birth of "China catering industry trend summit" is based on the current situation. Based on Shanghai's innovative advantages and macro vision, it hopes to establish a link with the national catering industry and explore the future together.

19

TRENDSETTERS

320+

TREND FOLLOWERS



上海连锁经营协会
副会长
中烹协休闲简餐委
员会执行主席
汪志刚



麦当劳大中华区
高级总监
李永锋



可口可乐高级总监
严晓雪



凑凑火锅*茶憩营
销长
杨婷婷



豫园文化餐饮集团
副总裁
叶志尧



麦吉machimachi
执行董事
刘雪文



寻花吻茶创始人
杨春雷



椿风养生茶饮创始人
胡开基



燕庭燕窝品牌创始人
王芳



大肆撸串创始人
孙梦鸽



大渝集团市场部
拓展总经理
董海林



尺盈商业设计
创始合伙人
陈浩



上海极十企业咨询
有限公司
创始人兼CEO
史远



美团点评战略
客户发展部
高级经理
李明



心动美食栏目嘉宾主持
餐饮投资人
钟建弘



五条人商业战略中心
品牌总监
黄仕达



慕玛披萨品牌总监
柴阳冉



美食家 品牌策划人
香港鲜入围煮合伙人
沈涛



ELLE Cafe-彼此企业管理咨询
上海有限公司总经理
张子骅

A NEW FUTURE FOR CATRINING INNOVATION SUMMIT



4

BRANDS

5

DESIGNERS

Excellent food design and marketing always follow the trends of the industry and the psychological changes of consumers in time which can capture the excitement of consumers and stimulate their desire of purchase easily and directly. Also, good design and marketing methods can be used to improve the products to help clients find new increasing points in the retail industry.

Well-known designers, for example, Lingbo Zeng, Xiaoming Zhang, Guanru Li and excellent representatives from the food industry will be gathered together to discuss as well as explore the development of food packaging design and marketing.



英国联合饼干
中国区总经理
Cullen Zhang



甲骨文创意
有限公司
创始人及首
席创意官
刘文



上海爱哆哆实
业有限公司
创始人/总经理
周普



深圳裕华意商
贸有限公司
创始人
唐华



深圳大家库设
计有限公司
总经理设计总监
张晓明



青橙供应链
创始人
&CEO
徐建



深圳市平面设计
协会秘书长
曾令波



L3Branding
创始人兼创意总监
李冠儒



深圳平面设计
协会会员
林邵斌



CATERING BRAND DESIGN & FISSION MARKETING SUMMIT



This summit invites industry experts with practical experience, growth effect, profound insight and future potential to share the most vivid cases and collide with the most profound views. Together with 800 catering people, the summit will make a voice from four dimensions: brand upgrading, visual presentation, environmental design and fission marketing, so as to help more catering people grow, explore the answers of the industry and feel the future together Pulse.

18

EXPERTS

800

CATERING PEOPLE

PARTIAL GUESTS



子然设计创始人
Hu Ziran
胡子然



子然设计
品牌总监
Jia Haiyang
贾海洋



汉源品牌定位
金牌讲师
Li Xiangyu
李湘渝



古鲁奇公司
设计总监/创办人
Li Xuheng
利旭恒



子然品牌空间
设计总监
Liu Baichuan
刘百川



蛙来哒
联合创始人
Luo Qing
罗清



窄门学社
蕃茄资本
创始人
Qin Yong
卿永



天财商龙
运营总监
Suo Zongjun
索宗军



餐创天下
创始人
Xin Yubin
辛玉彬



亿元商学院院长
裂变营销教练
Zhou Yiyuan
周一元

2019 FHC INTANGIBLE CULTURAL HERITAGE AND SHANGHAI CATERING DEVELOPMENT SUMMIT

On the day of the opening ceremony of FHC, Shanghai restaurant and cuisine Association and Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd. held 2019 FHC intangible Cultural Heritage and Shanghai Catering Development Summit. More than 300 professionals met with famous Shanghai catering experts and gourmets to discuss the protection, inheritance and development of intangible cultural heritage of Shanghai catering and the development of Shanghai catering, and build a blueprint for Shanghai catering development together.

300+

INDUSTRY EXPERTS



新民晚报副刊部
副主任、主编
Gong Jianxing
龚建星



中华食神
全国十佳厨师
Li Yaoyun
李耀云



味Fusion创意
厨房创始人
Qian Yibin
钱以斌



上海市服务经济
研究会秘书长
Shao Jianhua
邵建华



上海作家
美食评论家
Shen Jialu
沈嘉禄



上海市餐饮烹
饪行业协会
会长
Shen Siming
沈思明



上海本帮菜
烹饪技艺传承人
中国十大名厨
Zhou Yuanchang
周元昌

SPEAKERS LIST



HOTLINK NEW RETAIL: 1ST ZHENGHE ISLAND NEW RETAIL TRIBE ANNUAL MEETING AND STORE FAIR LAUNCH CEREMONY SUMMIT FORUM



On November 13, the summit forum for the launching ceremony of the first Zhenghe island new retail tribe annual conference and store Expo was held in the E5 Hall of FHC site of Shanghai New International Expo Center. Zhenghe Island relatives, new retail tycoons, store Expo allies and professional visitors gathered together to talk about enterprise transformation and industry change, build a store Expo ecological chain, and participate in Zhenghe island new retail event.

INVITEES FOR SUMMIT FORUM



正和岛副董事长
黄丽陆



首旅（如家）
集团总经理
孙坚



首旅（如家）
集团CDO
胡隽



店帮主创始人
店博会发起人
正和岛新零售
部落秘书长
张水青



阿里云智能
新零售业务部
解决方案总经理
戴涛



知卓投资集团
董事长
WAYZ.AI维智
科技创始人
陶闻



艾佳生活创始人
潘定国



盛景集团合伙人
富基控股创始人
《第三次零售革命》作者
颜艳春



2019 FHC INTERNATIONAL OLIVE OIL SUMMIT



8

EXPERTS FOR OLIVE OIL

13

OLIVE OIL BRANDS
PARTICIPATE IN TASTING

The 2019 FHC International Olive Oil Summit was successfully concluded with the attention of many international oil competition judges. They are EVO IOOC President Antonio G. Lauro, NYIOOC International Jury Eleftheria Germanaki and other 8 speakers who came from home and abroad. They taught oil knowledge and Tasting method on-site; Exhibitors were also fully displayed in the summit. During the tasting session, the guests tasted 13 kinds of oil samples provided by the exhibitors and satisfied with that. The oil samples were from Italy, Spain, Greece and China and other countries and regions. Our speakers invited the audience to participate in the tasting session and the atmosphere was quite harmonious on that time.

EXPERTS LIST



EVO IOOC国际评审团创始人、主席及裁判组组长
Antonio G. Lauro



中国意大利烹饪学院联合创始人
Cristina Corsini



农学家
Eleftheria Germanaki



数据威食品行业资深数据分析师
Emma Lin 林姿瑛



TERRA CTERA SA 市场营销和出口经理
Emmanouil Karpadakis



OLIVE BREEZE COMPANY 创始人
Michael Tsimpimpakis



国际橄榄油专家、教育家及演讲嘉宾
Nicholas Coleman



OLIVE BREEZE COMPANY 营销和出口经理
Vaso Tsimpimpaki

2019 FHC GLOBAL DAIRY FORUM



The 2019 FHC Global Dairy Forum was successfully concluded. Thanks to the sharing and guidance of the top experts in the industry, it has proposed a new direction for the developing dairy industry and promoted the healthy development of the dairy industry worldwide. Head of Tmall International Foods & Home Industry and food industry senior data analyst in ECDataway have elaborated on the e-commerce platform of the current dairy industry, and the audience has benefited a lot. In addition, Top Pastry Chef of China Club, initiated by China Pastry Master Louie Ye and a group of young pastry chef in the pastry industry in China, successfully held the opening ceremony in the forum. It provided a meager strength for the Chinese pastry industry.

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DAIRY EXPERTS



酷币城堡
国际销售经理
Cheryl Brett



英国驻沪总领事
Chris Wood



融滋和味·餐
料仓网CEO
Ding Bo
丁博



数据威食品行业
资深数据分析师
Emma
林姿瑛



新加坡烘焙联盟
导师会长
Kenny Kong



AHDB乳品
高级出口经理
Lucy
Randolph



天猫国际
大食品居家
行业负责人
Sonic
西闪



临床营养师
Stan Jin金星



资深西点教学
老师
俞淑芳



怡安食品
CEO
Wilson Liu
刘巍



中国甜点大师
Louie Ye
叶卫



杭州柏悦酒店
总经理
Peter Zhou
周宏斌



彭氏西餐学校
创始人
Peng Cheng
彭程



上海巧克力寇公司
首席巧克力大师
Andy Zeng
曾敬文



法国雷诺特
大中华区总监
Léon Li
李程



宁波柏悦酒店
行政副总厨
Terry Wang
王伟



杭州
FoamyFoamy
法式甜点创始人
Wang Minqi
王敏琪



上海知名西点大师
Cary Cheng
程术



希尔顿酒店
大中华区及蒙古
集团餐饮高级
运营经理
Jacqueline Qiu
邱琼



华润置地酒店旅
游与健康事业部
运营副总监
餐饮管理总监
Percy Zou
邹靓



美食与美学生活
方式
专栏作家
媒体人
Antoine Qian
钱小昆



和平饭店
行政饼房厨师长
Glen Qian
钱晓



ChemLinked
食品法规研究员
Lennie Tao
陶蕾妮



重庆兰莱高等
甜点厨艺学校
校长
Yanjie Lei
雷彦杰

2019 FHC INTERNATIONAL IMPORT AND EXPORT MEAT FORUM

The 2019 FHC International Import and Export Meat Forum came to a successful conclusion. Many guests and professional buyers gathered to share the current meat market situation and future development trends. We were very honored to invite many celebrity speakers, including the Minister of Agriculture of Ireland, the Chief Executive of Bord Bia, the President of the Canadian Beef Association, and Executive director of Meituan "Food Platform" supply chain business. Besides, due to the high demand of consumers for meat products, speakers also mentioned hot topics such as food safety and the use of science and technology in the food industry as well, more issues have sparked heated discussions on the spot.

15 SPEAKERS FROM ASSOCIATIONS AND SUPPLY CHAIN COMPANIES



美团餐饮供应链业务
(快驴进货) 采购负责人
Bart Fu
付辉



迪士尼33俱乐
部餐厅厨师长
Edward Zhong
钟伟



荷兰肉类协会(COV)
国际事务总监
Frans van
Dongen



中荷猪业联盟总裁
Jan
Cortenbach



欧盟项目
亚洲经理Bord Bi
Kieran
Fitzgerald



OLIVE BREEZE
COMPANY 创始人
Michael
Tsimpapakis



加拿大牛肉
协会总裁
Michael
Young



Café Gray
Deluxe厨师长
Peter Lin
林韦龙



RFID智能标签市场
开发经理
Polly Zhao
赵春野



OLIVE BREEZE
COMPANY
营销和出口经理
Vaso
Tsimpapakis



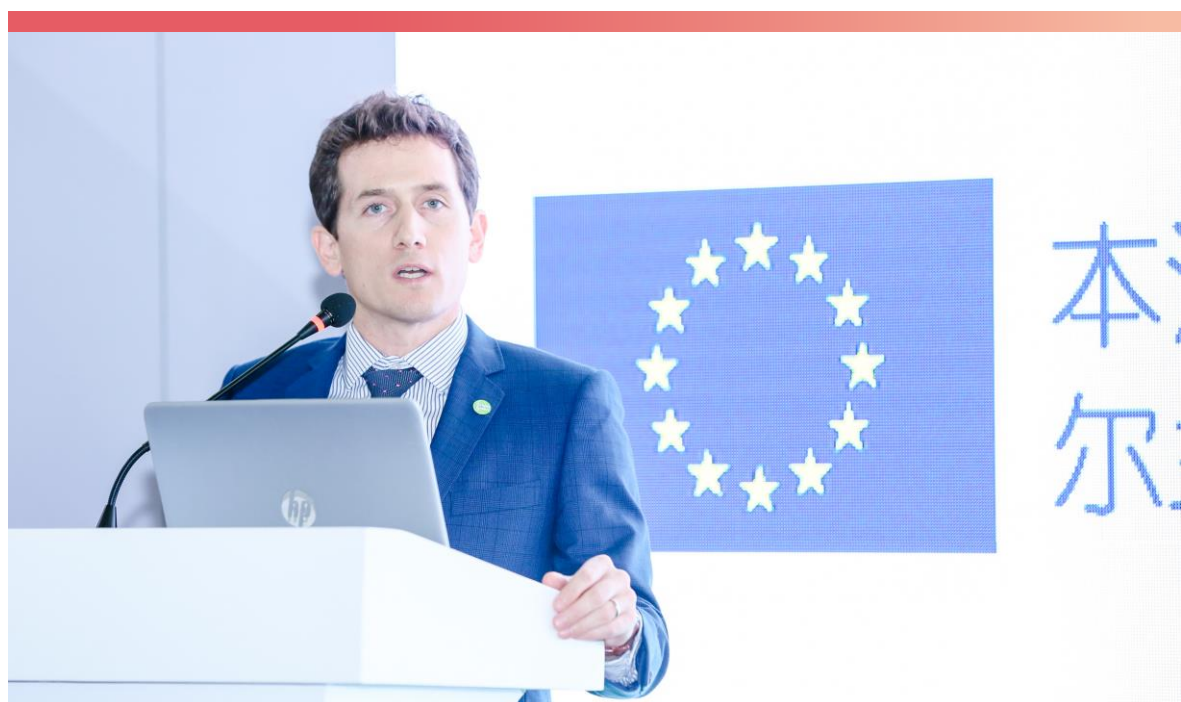
ChemLinked
食品法规准入分析员
Jocelyn Sun
孙悦



ChemLinked
食品法规咨询师
Severus Zhang
张帆



ChemLinked
食品合规领域编辑
Anne Peng
彭琪美



CHINA FRESH PRODUCE CONFERENCE 2019

7

GLOBL FRESH LEADER

12

DOMESTIC FRESH DEALERS

In the fresh forum area, the current hot platform executives were invited to share the latest market opportunities and the best "value trend" strategy of fresh agricultural products in China. Also, the organizers invited functional departments and industry professionals to discuss many hot and difficult topics, such as the upgrading and breakthrough of fresh products, cold chain logistics industry of catering supply chain, the integration and planning of upstream and downstream industries, cold storage equipment technology, etc. In order to promote the healthy development of fresh Logistics industry, it is necessary to improve the operation efficiency of cold chain logistics, reduce the cost of cold chain logistics, and grasp the fresh matching of cities.



ARCTIC SOLUTIONS
CEO兼创始人
Bjorn van der Veen



本来生活
运营总经理
Bian Ning
卞宁



天天果园&城市超市
水果供应链负责人
Huang Jing
黄晶



十全十美集团总
经理
Peng Jiuyuan
彭继远



EUROFRESH
DISTRIBUTION &
ASIAFRESH
DISTRIBUTION
杂志主编
Pierre Escodo



沃尔玛中国
生鲜采购负责人
Vincent Yeh



叁拾加水果店
副总裁兼采购经理
Zhu Qi



NEW CATERING·NEW INSIGHT-CHINESE CATERING “NEW VARIABLE ”SUMMIT



On November 12th, 2019, New Catering New Insight—Chinese Catering “New Variable ”Summit was held at the Shanghai New International Expo Center in conjunction with 2019 FHC Shanghai. The summit was jointly hosted by Meituan /New Catering Insight, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd, together with industry associations, industry giants, industry chain and 1000+ catering people to discuss the “new variables” of Chinese catering, interpreting new Dining cheats.

PARTIAL SPEAKERS



洪公外卖课堂
创始人
An Shen'an



汤先生创始人
Chen Huabin
陈华滨



老北京传统小吃
协会会长
Hou Jiahou



沪上阿姨
创始人
Shan Weijun
单卫钧



辣府Mr王
总经理
Shi Zhefeng
史浙锋



袁家村
线上运营总经理
Hu Jiawen
胡嘉文



新雅粤菜馆
营销策划总监
Mao Yong
毛勇



虾吃虾涮
创始人
Niu Yan
牛艳



新荣记副总裁
Pu Shiqiu
浦世球



香天下上海
分公司总经理
Qin Siqin
覃思钦



美团点评
餐饮大客户总经理
Sun Hongxia
孙红霞



李先生新零售
市场总经理
Wang Zijian
王紫剑



杨国福麻辣烫
副总裁
Xu Mingzhe
徐明哲



德膳餐饮集团
副总裁
Yin Yujie
尹玉洁



無邪创始人
Zang Bei
藏北



吉祥馄饨创始人
Zhang Biao
张彪



那时新疆创始人
Zhang De
张德



王品集团营运长
Zhao Guangfeng
赵广丰

THE FIRST CHINA POTATO INDUSTRY FORUM



On November 12th, 2019, the First China Potato Industry Forum (CPF) was held at the Shanghai New International Expo Center in conjunction with the Shanghai International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries. Co-sponsored by China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products, Shanghai Jijie Information Technology Co., Ltd. and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. Co-sponsored by China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products, Potato Industry Branch, Maikang Food (Qingdao) Co., Ltd. Qingdao, 00086 Brand Management Consulting Co., Ltd. a number of enterprises and social organizations organized and co-organized. The CPF invited a number of giants in the potato industry to participate as guest speakers and roundtable forum participants.

INVITEES LIST



2019 CHINA BAKING NEW FORCE BRAND SHARING CONFERENCE



Beyond bounds, technology wins. From the first line to the fourth line, each economic support point has different survival characteristics, and the constant is the characteristic specialty product line that fits the local taste. From WeChat to e-commerce operations, return to the line from the line. In 2020, there are new opportunities, and the operating entities are not desperate. Among the many chains, the characteristics of classic products have become the winning point. The new power brand once again hit the giant market, and the survivors survived. Beyond bounds, the perpetrators look at the market, and the wrecked are self-proclaimed. Beyond the bounds, the 2019 China New Power Brand Sharing Conference will show you the most in the routine.



INVITEES LIST



熊猫不走蛋糕
市场总监
Huang Jianfeng
黄剑锋



33m' artisan food
客户关系经理
Huang Zhen
黄祯



贵阳核桃妈妈
食品有限公司
研发总监
Li Jiayi
李佳艺



北京辛迪焙瑞
食品有限公司
董事长
Liu Dan
刘丹



玉田县包记
食品有限公司
销售运营总监
Mi Jinming
米金明



北京汇耀康瑞科技
有限公司
联合创始人Zhang
Zhuangzhuang
张壮壮



韩焙机械科技
(上海)有限公司
市场总监
Zhao Xiangxi
赵向玺



不二制油(张家港)
有限公司
研发部总监
藤本谦二郎

2019 U.S. CRANBERRY BEVERAGE FORUM



American Cranberry Market Association made its debut at 2019FHC Cranberry Drinks Forum. Ms. Sarah Gelpi Hooker of the American Cranberry Market Association brings the latest cranberry industry information. This forum also invited Professor Wu Qichuan to deliver a keynote speech on "Application and Development of Healthy Cranberry Products, the publish of R&D achievements", and shared cranberry application in drinks with audience.

EXPERTS



Assistant Director,
Market Development
Sarah Gelpi Hooker



大叶工学院食品
科学系教授
吴启川







FHC EXCLUSIVE INNOVATIONS

4

MOCK-UP ROOMS

3

IMMERSIVE SHOW AREA

300+

MATCH MAKING SETS

PIZZA+ BREAD: FLOUR AS AN ITALIAN ART



The Pizza & Bread: Italian Art is an exciting event organized by Sinoexpo Informa Markets, Pizza e Pasta Italiana, the Italian leading magazine for pizza industry since 1990 and Scuola Italiana Pizzaioli, one of the first Italian pizza school in Europe since 1990 for the first time in FHC!

The show focused on the art of flour in pizzeria: craft pizza and stylish bread for restaurants prepared by two artists of Italian pizza, and providing cooking lessons and tasting all day long for audiences.



GUESTS OF COMPETITION



Italian Master Pizza Teacher
Angelo Silvestrini



Master Teacher
Graziano Bertuzzo

BAKERY IMPRESSION THE FOURTH SEASON

Baking impressions in 2019 still kept the original scale in the fourth quarter, digging into the four major sections of the mid-point revival, 5 meal baking, extreme single product, IP application, 17 main creative staff, nearly 100 participating companies, 60 from the terminal The store's outstanding management staff worked together to build it, with more than 68,000 visitors at the scene, making "Baking Impressions · The Fourth Season" once again explode the baking industry in Shanghai. An assortment of comprehensive solutions for high-quality products, "5 meal baking" that breaks the boundaries of the industry, IP application concepts that guide the future trend of the industry, and "mid-point revival" with strong market momentum. We hope that each sector content can expand the industry. The market brought some touches and lessons.

60

EXCELLENT STORE
MANAGEMENT



2019 FHC SHANGHAI COFFEE AND FOODIE FESTIVAL



2019 FHC Shanghai Coffee Foodie Festival recruited 60 stores from all over the country, attracting 1,000 audiences to visit it and share the foodie, funning and coffee stories with each other. The Discovery Theatre invited 11 experts to share their store stories within 2days, from store opening to production, and experience of store fun.

2019 FHC COFFEE TOWN CHINA



2019 FHC Coffee Town-Coffee Champion Show invited 9 domestic guests to produce 1,500 cups of coffee per day. It not only brings wonderful live performances, but also delivers the coffee aesthetics to all audiences. Cup Test invited 7 raw bean traders to share nearly 50 types of coffee beans, among which there may be world high quality beans. Bring unique coffee bean products and spread the drip process from coffee bean planting technology to finished coffee beans.

2019 FHC FUTURE CATERING DESIGN MOCK-UP

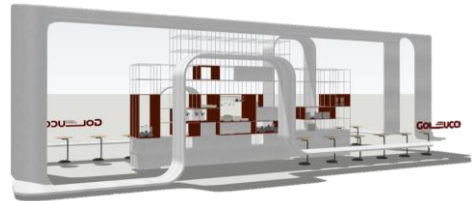


Future Catering Design Mock-up Room is a new event launched by FHC this year. Various type of catering mock-up room with up-to-date design will be shown on site. Leading the industry trend, blooming inspiration, Feeling the future of catering design.



舌华录
“餐饮人的精髓记录”

上海沈敏良室内设计有限公司



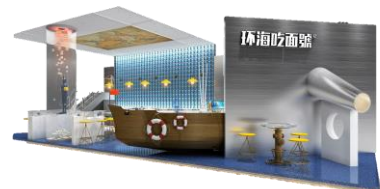
餐饮空间对生活的再定义
“极富流动性的空间”

古鲁奇建筑咨询（北京）有限公司



坚硬的外壳，柔软的饮食
“享受生活从此刻开始”

子然设计深圳分公司



小海鲜大世界
“环海吃面号出征”

子然设计北京总部

2019 FHC BUSINESS MATCH-MAKING SALON



PARTIAL BUYERS

绿地G-super

卜蜂莲花

联华

麦德龙

家乐福

华润万家

苏宁易购

京东集团

本来生活

盒马鲜生

Business match-making is one of the free value-added services for exhibitors provided by FHC. Nearly 300 professional buyers (from association members, regional purchasing groups, supermarket stores, convenience chains, specialty stores, e-commerce, catering and other different channels) are invited. Business match-making will provide a platform for buyers and exhibitors. Through this integration of supply and demand, the trade process can be more targeted and effective. Thousands of exhibitors participated in business match-making activities, conducted efficient negotiation and business match-making, and a large number of orders were dealt on that day.

300+

BUYING LEADS

Part of the buyers groups

Greenland G-super/LOTUS MARKET/Metro AG

Carrefour/CR Vanguard/SUNING/JD/Benlai/Freshhema

SHANGHAI CATERING INTANGIBLE CULTURAL HERITAGE EXPO



Exhibited Brands

上海老饭店
 下沙烧卖
 乐满家
 凯司令
 功德林
 南翔馒头
 古猗园
 国际饭店
 大富贵
 宝山点然
 小绍兴
 杏花楼
 松江广利
 王宝和
 王家沙
 绿杨村
 老正兴
 金山堰菜
 三林桶蒸糕
 东泰祥
 沈大成
 周舍
 云丽莎
 一心斋
 三林老八样

The Shanghai catering Intangible cultural heritage expo zone hosted by Shanghai restaurants cuisine association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. opened in Shanghai New International Expo Center on November 12. There are 26 national, municipal, district and Hong Kong Intangible Cultural Heritage enterprises from Shanghai catering industry on the site, showing their relevant skills and achievements. Through intangible cultural heritage dishes, picture display, on-site performance and explanation by intangible cultural heritage inheritors, visitors can learn the culture of Shanghai catering intangible cultural heritage and understand catering intangible cultural heritage culture.

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TIME HONORED BRANDS

非遗餐饮品牌

300+

CUISINE & PRODUCTS

非遗菜品及产品



FHC WISHES TO THANK ITS PARTNERS!

INTERNATIONAL PRESS



SOCIAL PRESS



NATIONAL PRESS



FHC THANKS ALL SPONSORS!

21ST FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION



2ND CHINA INTERNATIONAL YOUNG CHEF COMPETITION



21ST FHC CHINA PASTRY & BAKERY COMPETITION



THE 7TH SHANGHAI FASHION DRINKS COMPETITION – SHANGHAI DIVISION



FHC THANKS ALL SPONSORS!

2019 FHC COFFEE TOWN CHINA



2019 FHC SHANGHAI COFFEE AND FOODIE FESTIVAL



2020 CHINA BREWERS CUP - SHANGHAI DIVISION



FHC WISHES TO THANK ALL SPONSORS!

2020 CHINA LATTE ART CHAMPIONSHIP-EAST CHINA DIVISION



PIZZA+ BREAD: ITALIAN ART



SHANGHAI CATERING INTANGIBLE CULTURAL HERITAGE EXPO



INFORMA INTERNATIONAL NETWORK EVENTS

MARKET LEADING FOOD & HOSPITALITY EVENTS



2020



3 - 6 March
FHA - HoReCa
Singapore

catersource
The Show for Catering & Event Professionals

9 - 12 March
Catersource
Las Vegas



29 March - 1 April
Hotelex & Expo
Finefood Shanghai
China



31 March - 3 April
FHA - Food
& Beverage
Singapore



31 March - 3 April
ProWine Asia
Singapore



16 - 18 April
Food, Hotel &
Tourism Bali
Indonesia



27 - 29 April
Hotel Plus - Shanghai
Hospitality Design
& Engineering Expo
China



19 - 22 May
Seoul Food & Hotel
South Korea



21 - 23 May
Expo Food
Guangzhou
China



3 - 5 June
Food & Hotel
Myanmar
Yangon



3 - 5 June
IFE China
Guangzhou



11 - 13 June 2020
Food & Hotel India
Mumbai



16 - 19 June
Fispal Food Service
São Paulo



22 - 24 July
HOTELEXPO & Speciality
Food Indonesia
Indonesia



1 - 3 September
Natural & Organic Asia
Hong Kong



1 - 3 September
Restaurant & Bar
Hong Kong



1 - 3 September
Gourmet Asia
Hong Kong



1 - 4 September
Abastur
Mexico City



9 - 12 September
Food & Hotel Thailand
Bangkok



10 - 12 November
Food & Hotel China
Shanghai



10 - 12 November
ProWine
Shanghai



25 - 27 November
Food & Hotel Hanoi
Vietnam

2021



27 - 29 April
Food & Hotel Vietnam
Ho Chi Minh City



18 - 21 May
HOFEX
Hong Kong



18 - 21 May
ProWine Asia at
HOFEX
Hong Kong



Spring 2021
Seoul Food & Hotel
South Korea



28 - 31 July
Food & Hotel Indonesia
Jakarta



21 - 24 September
Food & Hotel Malaysia
Kuala Lumpur



E: info@informa.com informamarkets.com



informa markets

Post Show Report



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SAVE THE DATE



10-12 NOVEMBER 2020
SHANGHAI NEW INTERNATIONAL EXPO CENTER



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www.fhcchina.com

