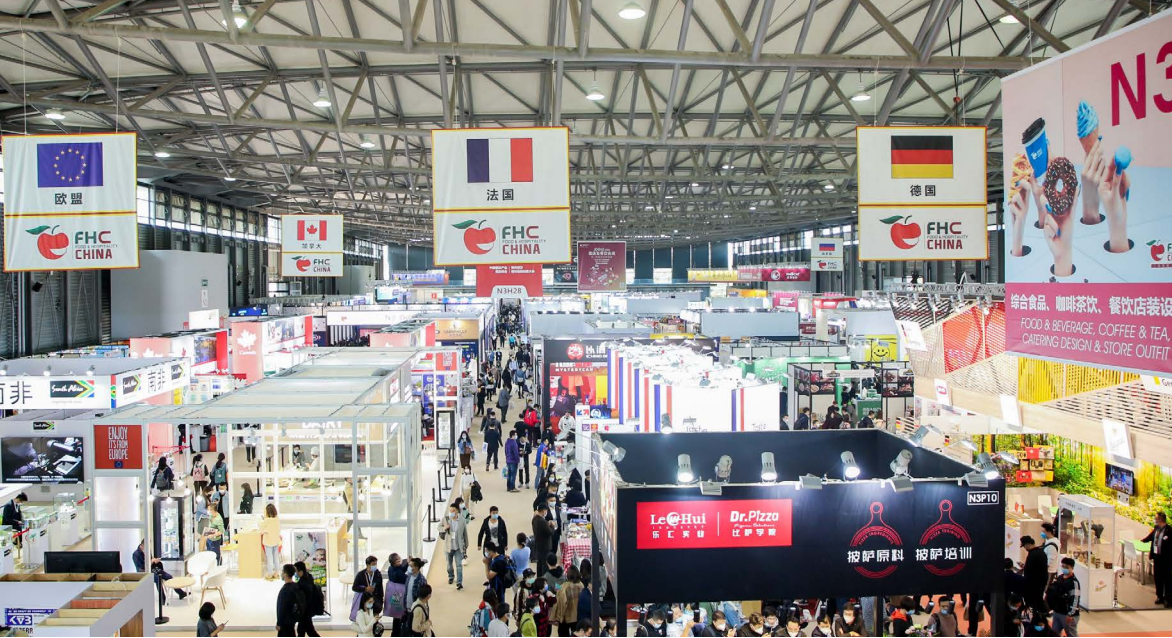


# The 25th FHC Shanghai Global Food Trade Show

/ SHAPING THE FUTURE OF FOOD /

Nov. 9-11, 2021 | Shanghai New International Expo Centre (SNIEC)





## FHC 2021,

## Inviting you to join the Food, Beverage & Hospitality market in CHINA

After 25 years of growth and development, FHC - Shanghai Global Food Trade Show, has become one of the leading trade fairs in the food and catering industry. With a huge market demand in China, FHC provides an important platform for major multinational companies to enter the Chinese food and beverage market.

Despite the challenging times, FHC still reached 150,000 square meters with 2,500+ exhibitors in 2020. FHC has seen a participation from both exhibitors (via local partners) and professional buys from nearly 50 countries and regions around the world.

In 2021, the exhibition will further enhance the presence of local and international exhibitors and online B2B platforms. Furthermore, the B2B platforms – SYgle, EZbuy will be bridging oversea suppliers to key players in China.

## FHC 2021 Snapshot



**200,000** m<sup>2</sup>  
Exhibition Area



**135,000+**  
Trade Visitors



**3,500+**  
Exhibitors

# Exhibit Categories



MEAT



SEAFOOD



BAKERY & LIGHT FOOD,  
COFFEE & TEA



SWEETS & SNACKS



CONDIMENTS  
& OIL



HIGH-END INGREDIENTS  
SUPPLY CHAIN



CATERING &  
INTELLIGENT STORE DESIGN



BEVERAGE



DAIRY



BABY FOOD



DELIVERY &  
TAKEAWAY INDUSTRY  
CHAIN  
& PACKAGING



HOT POT INGREDIENTS  
AND SUPPLIES

# Previous International Pavilions



Germany



France



Austria



Italy



Canada



Belgium



Russia



Netherlands



South Africa



USA



Japan



Brazil



Republic of  
Ireland



Spain



Turkey



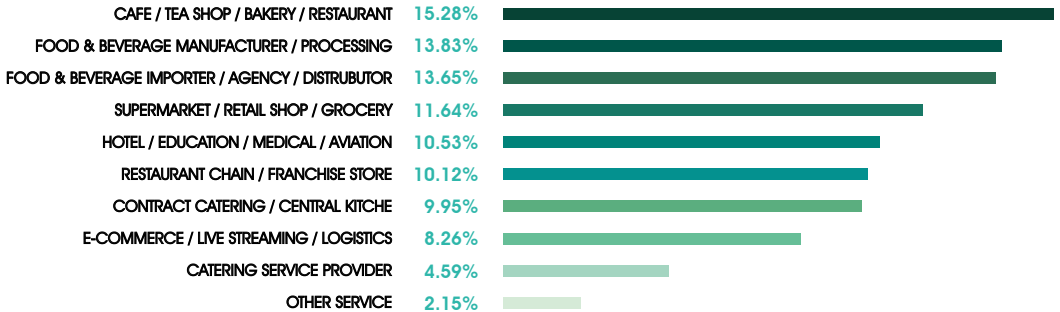
United  
Kingdom



Australia



# Visitor Profile





## Supporting Programs

- FHC INTERNATIONAL OLIVE OIL SUMMIT
- FHC INTERNATIONAL IMPORT AND EXPORT MEAT & SEAFOOD FORUM
- CATERING INDUSTRY INNOVATION AND ENTREPRENEURSHIP
- CHINA – CANADA SEAFOOD INDUSTRY DEVELOPMENT SUMMIT
- 2020 FOOD DELIVERY INDUSTRY CONFERENCE
- FHC GLOBAL DAIRY FORUM
- FHC INTERNATIONAL LEISURE FOOD FORUM
- CHINA SEAFOOD SUMMIT 2020
- 2020 CHINA CATERING INDUSTRY TREND SUMMIT
- 2020 SEAFOOD SUSTAINABLE DEVELOPMENT SUMMIT FORUM CHINA

## 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.

### ▪ China Latte Art Championship - East China Division

It is the second largest coffee competition in the world and the highest arena of latte art.

### ▪ China Brewers Cup – Shanghai Division

The focus of this event is to improve the players' skill of using filters to brew their own coffee and providing extraordinary taste of specialty coffee.

### ▪ Shanghai Fashion Drinks Competition – Shanghai Division

This event plays a role in stimulating the drinks creativity and driving the development of beverage market.



# Why Exhibit



# How to Participate

## Stand type

SPACE ONLY  
WALK ON STAND

## Early-Bird Rate (as of Mar. 31, 2021)

US\$410/SQM  
 US\$510/SQM

## Standard Rate

US\$435/SQM  
 US\$530/SQM



# Advertisement Support

FHC provides exhibitors with various channels as below. Please contact FHC sales representative for advertising and sponsorship program details to enhance your presence at the show.

- Online Advertisement
- On-site Advertisement
- Events Sponsorship
- Printing Advertisement



# B2B Digital Platforms

Facing the difficulties of international travel, FHC has developed a number of cloud based B2B platform to enable internal suppliers to connect with their existing customer and meet new partners in China.

## SYgle

A vertical B2B website covering the hospitality, food & beverage industries. Create your company digital store here and increase your business potential anytime anywhere.

Page View: **6,217,310**

Suppliers: **5,000**

Buyers: **500,000**

Product: **39,521**

(Data duration: 2019.10-2021.1)



## EZbuy

**Buy Food, Beverage & Hospitality Products Easily**

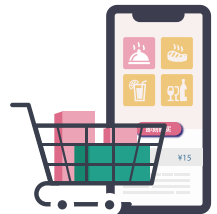
EZbuy is an online one-stop sourcing platform for high end food, beverage and hospitality industries. VIP users can create their own online shop and upload all their products and attract potential buyers. This mini programme is available on Wechat where buyers are able to source for products and an easily share information within Wechat.

**EZbuy Strength**

- Used by food, beverage and hospitality key buyers
- Easily accessible on Wechat
- Direct connection with potential Chinese buyers



Wechat scan the code to enter EZbuy



## B2B Service Package

- Exclusive online store on SYgle in English and Chinese
- EZbuy online store
- Online matchmaking webinar
- dedicated promotion to all FHC buyers database



Contact sales team for more details

# FHC Shanghai Global Food Trade Show

## Shaping the Future of Food

The 25<sup>th</sup> International Exhibition for Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries

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