



2023 FHC SHANGHAI GLOBAL FOOD TRADE SHOW

/ SHAPING THE FUTURE OF FOOD /

Nov. 8 – 10, 2023

Shanghai New International
Expo Centre(SNIEC)



Organize:

sinoexpo | informa markets

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



Reawaken with FHC to anticipate a pick-up in food & beverage business!

China's economy begins to reopen after three years shutdown of COVID-19. The restriction for outbound and inbound travel is no more a question especially for international business. Chinese government will strengthen fiscal policy adjustment and step up fiscal expansion to aid economic recovery.

2023 is a golden chance for import and export traders from food, beverage and catering industry to re-enter the market, and participate in exhibitions to trigger new prosperity. FHC Shanghai Global Food Trade Show 2023 will be welcoming more than 3,000 exhibitors from 50 countries to show their products onsite. It will be your ideal platform to meet with customers, importers and agents. FHC 2023 also is a hub to help you keep the personal contact going and earn business potential.

Order a booth to expand your business in Chinese market right now!

FHC 2023 Snapshot



200,000 m²
Exhibition Area



135,000+
Trade Visitors



3,500+
Exhibitors

Exhibit Categories



Meat & Aquatic Product



Leisure Food



Dairy



Sweets & Chocolate



Catering Supply Chain & Raw Material



Condiments & Oil



Coffee & Tea



Bakery & Light Meal



Agricultural products & Government Pavilion



Canned Food & Machinery

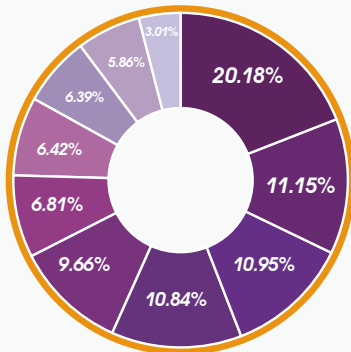


Food Processing & Packaging



Prefabricated dishes & Central Kitchen

Visitors Distribution



- Café / Tea Shop / Bakery / Restaurant
- Catering Service Provider
- Food & Beverage Manufacturer / Processing
- Food & Beverage Importer / Agency
- Food & Beverage Distributor
- E-commerce / Live Streaming
- Franchise Chain / Franchise Store
- Hotel / Education
- Supermarket / Retail Shop / Grocery
- Medical / Aviation

Previous International Pavilions



Belgium



Denmark



France



Spain



Germany



Italy



Austria



Canada



U.S.



Japan



South Korea



Malaysia



South Africa



Brazil





Parts of Events

- 2023 FHC Shanghai International Coffee & Food Festival
- 2023 FHC China International Culinary Arts Competition
- 2023 FHC China International Pastry and Bakery Competition
- 2023 Shanghai Fashion Drinks Competition
- 2023 China Cup Tasters Championship



Parts of Conferences

- FHC International meat Import and Export Forum
- Future Food Design Conference
- China Canned Food Technology Progress and Innovation Development Forum
- China Brand Innovation and Development Forum



Digital B2B Platforms

SYgle.com is the B2B trade platform for food & hospitality in China. Introduce your products to the largest database of Chinese F&B professionals sourcing for International products.

SYgle will create your online store in Chinese and English joining with over 6,000 suppliers displaying more than 44,000 products. A dedicated customer service will support you in optimizing your presence and maximize your connections.



EZbuy

EZBuy is your digital store on WeChat, the most used app in China. Providing quick and easy to access information to buyers, your products and details uploaded on SYgle will be mirrored on this app to facilitate the connection with over 48,000 buyers directly on their phone.



Online Business Matchmaking

Promote your brand and products directly to key buyers of your industry. After sharing your products details we will be scouting for the best matching buyers for you and organise an online meeting with them. You will also receive a full report after the meeting together with all the contacts and details of the buyers attending.



2023 FHC SHANGHAI GLOBAL FOOD TRADE SHOW

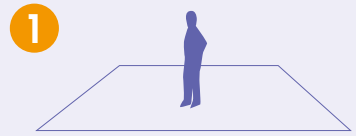
Nov. 8 – 10, 2023

Shanghai New International Expo Centre (SNIEC), China

Stand Type	Early-Bird Rate Deadline: Mar. 31, 2023	Normal Listed
------------	--	---------------

1 SPACE ONLY US\$410/SQM US\$435/SQM

2 WALK ON STAND US\$505/SQM US\$530/SQM



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

2 WALK ON STAND
US\$530 per m²

(minimum area 9m²)

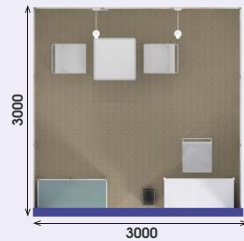
Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket, low glass showcase.

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



Perspective view



Layout plan



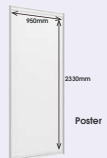
Fascia Size



Low Glass showcase (MA05)



Information Counter



Poster

