



10 – 12 November 2020
Shanghai New International Expo Centre

Be a part of FHC China 2020



Organised by



Australian Representative



About FHC



Dates: 10 – 12 November 2020

Location: Shanghai New International Expo Centre, China

For the past 25 years, FHC China has grown to become a leading trade show in China's Food & Hospitality market. As a regional event, FHC China attracts genuine trade buyers from across China, including the major business hubs and emerging wealthy coastal markets.

The last edition reached 180,000sqm of exhibition area, with 133,751 trade visitors – an increase of 13% over the last edition. FHC is an important platform for multinational companies to enter the Chinese food and beverage market.

Statistics

- 3,500 exhibitors and brands from 49 international countries and regions
- 15 exhibition halls totalling 180,000sqm
- 133,751 visitors from 100 countries
- 15,000 products demonstrations per day

Who can you meet?

- Food Procurement Officials from government agencies
- Owners and procurement personnel of Catering companies, Restaurants and Cafés
- Distributors, Importers and Retailers from the Food and Beverage industry
- Food and Beverage manufacturers
- Chefs from Hotels, Resorts, Catering companies, Restaurants and Cafes

Organised by



Informa is listed on London Stock Exchange and a member of FTSE 100, with over 11,000 colleagues working in more than 30 countries. Informa Markets organises some 500 exhibitions around the world each year.



Appointed Informa Markets' exclusive representative in Australia and New Zealand, we are in direct contact with the organising team. Our role is to assist all Australian and NZ businesses interested in participation at FHC China.

Why exhibit in the Australian pavilion?

The Australian Pavilion is a key destination for trade buyers looking to source high quality imported products. The Australian Pavilion in the same great location in Hall N3 - offering excellent visitor traffic and exposure for Australian companies.

We provide a 'one stop shop' by simplifying the exhibiting process and managing your entire stand build - so you can arrive, set up your display and focus on presenting your products at the show.

Exhibiting options - Australian Pavilion

OPTION 1

Australian Stand Package

Your own stand alongside other Australian businesses in Hall N3. Overhead branding across the pavilion using Australia's Nation Brand with a "Walk-On" solution that includes:

- Flexible stand sizes starting from 9sqm.
- Fascia Name Board with your Company Name and Logo in colour
- 2.5m high walls in your stand
- Carpeting and Daily Stand Cleaning



Illustrative design only

Plus, the following entitlements:

Items	9 sqm	12 sqm	15sqm	18sqm
White Lockable Cabinet with your Logo printed on the front	1	1	2	2
White Standard Round Table	1	1	1	2
Black Standard Chairs	4	4	4	8
Spotlights	3	4	5	6
13A Power Outlet (for laptop, mobile devices, or TV)	1	1	1	2
Waste bin	1	1	2	2
Brochure Rack	1	1	2	2
OR your option to Exchange for:				
Flat Wall Shelves	3	3	6	6

The 2.5m high walls in your stand are reserved for your branding and product message. Our stand builder will print and install quality digital graphic and 'direct stick' to the walls, to give the best presentation of your brand and product messaging.

Printing and installation at additional cost.

Services such as renting of Audio Visual, Refrigeration, additional Furniture and ordering of Wall Graphic are available through the Australian Exhibitor Form, which will be available closer to the show dates.

Participation costs

Price starts from USD 5,495 for a 9sqm stand.

Option to pay in AUD is available

Exhibiting options - Australian Pavilion

OPTION 2

Custom Build

Ideal for large exhibitors who would like to build their own custom stand design within the Australian Pavilion in Hall N3.

- Available for stands from 18 sqm in size.
- We can assist with design and obtain competitive pricing from our reliable stand builder.



Custom build

OPTION 3

Shell Scheme

The cheapest option, and ideal where you are taking a small stand in a specific location around the Halls.

- The “walk on package” comprises an eco-friendly system build; fascia with your name and stand number; and furniture including info counter and meeting table and chairs.
- We can dress up the build with high quality wall graphics, to complement your product display.



Illustrative design only

Participation costs: Price starts from USD 4,770 for a 9sqm stand.

This information is a guide only – refer to the stand documentation for complete details of the build and furniture inclusions.

Book your stand

To secure your stand in the Australian Pavilion, please contact Nurziah Masagoes at Export Solutions or fill out the form via the link below.

[Book a stand form](#)



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Financial assistance for Australian Exhibitors (EMDG)

Exhibitors may be eligible for financial assistance to obtain a grant or rebate of part of the cost of exhibiting through the Export Market Development Grant (EMDG) scheme. **Applications are now open.** Contact us to find out if your business is eligible or for more information about this grant program.

[Find out more](#)



exportsolutions.com.au