

# FHC South China Global Food Trade Show

**11-13 May, 2024**

Guangzhou· Canton Fair Complex Zone A+D

**Co-located** 2024 HOTELEX Guangzhou - International Hospitality Equipment & Foodservice Expo  
27<sup>th</sup> China Bakery Exhibition  
2024 EXPO Food Guangzhou  
2024 EXPO Franchise Guangzhou

**Organizer** Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd  
Guangzhou Sinobake International Exhibition Co.,Ltd

**Co-organizer** All-China Bakery Association

**Contractor** Guangzhou Sinobake International Exhibition Co.,Ltd





## FHC South China Global Food Trade Show landing in Guangzhou in 2024 !

The 2024 editions of FHC South China Global Food Trade Show is powered by FHC Shanghai taking over 25 years of experience, resources, global business network and professional operation experience to the Guangdong province.

Informa Markets and partners have identified the South China market as the key area in the region as the premium international trade hub for the F&B industry. On May 11-13, 2024 at the Guangzhou Canton Fair FHC South China will be the best platform to have a direct approach to the region's leading importers, distributors, retailer, hospitality outlets, ecommerce buyers.

Co-located with HOTELEX Guangzhou, China Bakery, EXPO Food Guangzhou and EXPO Franchise Guangzhou with 150,000 sqm of exhibiting space, over 1,500 international food, beverage and hospitality suppliers and over 200,000 industry buyers this mega B2B event will further enhance the overall synergy with the key players in the region.



## EXHIBITION SCALE



**150,000+ m<sup>2</sup>**  
Exhibition Area



**200,000**  
Professional Visitors



**1,500 +**  
Exhibitors



**10+**  
Events

## NEW ECOSYSTEM FROM INNOVATIVE LINKAGE



## EXHIBIT CATEGORIES



**Meat**



**Aquatic Products**



**Bakery & Light meals;  
Coffee & Tea**



**Leisure Food, Sweets,  
Chocolate**



**Condiments & Oil**



**High-end Food Supply Chain**



**Catering & Intelligent  
Shop Design**



**Beverage**



**Dairy**



**Kids Food**

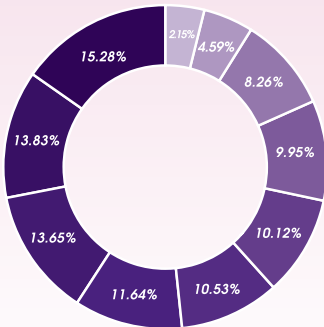


**Food Packaging & Design**



**Hotpot Ingredients & Supply**

## VISITORS' DISTRIBUTION



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

## EVENTS

Hall

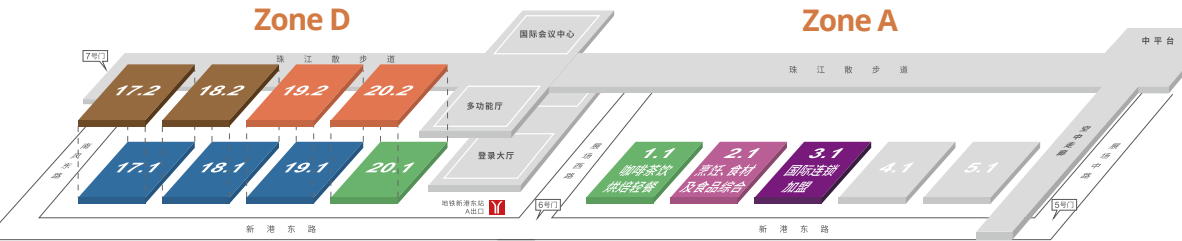
■ Forums	2024 China Bakery Exhibition - China Baking Summit	20.1
	Coffe & Tea Industry Forum	2.1
	Super Chefs Cooking Competition Summit	2.1
■ Competitions	2024 Mid Autumn Cultural and Creative Packaging Design Competition	17.2
	2024 Greater Bay Area Baking Competition	20.1
	2024 China Coffee Roasting Championship - Guangzhou Division	20.1
	2024 Shanghai Fashion Drinks Competition - Guangzhou Division	1.1
	2024 China Cup Tasters Championship Final	1.1
	Super Chefs Cooking Competition	2.1
■ Theme Areas	2024 Guangzhou Internatinal Fashion Drinks, Baking and Food Festival	20.1
	2024 China Baking · Intelligent Manufacturing Factory	17.1



# LAYOUT

## 2024 FHC South China Global Food Trade Show

Guangzhou·Canton Fair Complex Zone A+D



### Zone D 1F

- Bakery Equipment (17.1, 18.1, 19.1)
- Bakery, Coffee & Tea (20.1)

### Zone D 2F

- Mooncake, Filling and Packing (17.2, 18.2)
- Raw Material & Packing (19.2, 20.2)

### Zone A 1F

- Bakery, Coffee & Tea (1.1)
- Food & Cooking Ingredients (2.1)
- International Franchise (3.1)

Co-Locating with: (1.1 - 3.1)

- 2024 HOTELEX Guangzhou - International Hospitality Equipment & Foodservice Expo
- 27<sup>th</sup> China Bakery Exhibition
- 2024 EXPO Food Guangzhou
- 2024 EXPO Franchise Guangzhou

## STAND PACKAGES

**SPACE ONLY**  
(minimum area 18m<sup>2</sup>)

- On Site Rate: USD 350
- Early Bird Rate: USD 280
- Published Rate: USD 385

(Mandatory fees USD 500)

Bare floorspace, ideal for large exhibitors or national pavilions who wish to build their own stand.

**WALK ON STAND**  
(minimum area 9m<sup>2</sup>)

- On Site Rate: USD 445
- Early Bird Rate: USD 455
- Published Rate: USD 480

(Mandatory fees USD 500)

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



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