

FOOD AND HOSPITALITY SOUTH CHINA 2022

SHAPING THE FUTURE OF FOOD

25-27 MAY, 2022 | Guangzhou • Poly World Trade Center Exhibition Hall

Organizer: Sinoexpo Infoma Markets

Co-located: Hotelex & Expo Food & Expo Franchise & China Bakery Exhibition

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www.Fhcchina.com

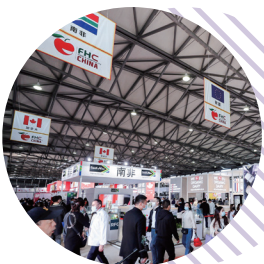
Food & Hospitality South China launching in Guangzhou: the capital of the Food & Beverage industry of the Greater Bay Area

Informa Markets, the leading organizer of trade only shows in China, expands its portfolio with the introduction of Food & Hospitality South China which will be held at the Poly World Trade Center on 25th – 27th May 2022.

Powered by FHC this newly launched mega B2B event will further enhance the overall synergy co-locating alongside well-established brands like HOTELEX, Expo Food, China Bakery, Franchising Guangzhou.

Guangzhou is a Large-Port Megacity strategically located in the heart of the Pearl River Delta Economic Zone and the capital of the Guangdong province. Guangdong's annual F&B revenue exceeded 430 billion yuan in 2020 and it is considered the premium international trade hub for the F&B industry.

This not-to-be-missed annual trade only show will provide companies a great opportunity to meet key industry players, associations, importers and distributors.



Snapshot of Food & Hospitality South China 2022



60,000 m²
Exhibition Area



75,000 +
Trade Visitors



2,000 +
Exhibitors



30+
Countries & Regions

Why Food & Hospitality South China?

1

China has become the world's largest food import market, with more than 192 countries and regions exporting food to China. As China's biggest F&B province, Guangdong's annual food & hospitality revenue has exceeded 430 billion yuan in 2020.

3

The constant economic development of Guangzhou is so dynamic and active to influence and drive the economic growth in the neighboring provinces like Hunan, Guangxi, Yunnan, Guizhou etc.

5

Powered by FHC Shanghai and co-located with HOTELEX / Expo Food Guangzhou / Expo Franchise Guangzhou / China Bakery Exhibition this B2B event will benefit from over 30 years experience of organising trade shows in China

2

Guangzhou is classified as a Large-Port Megacity, and it's located in The Greater Bay Area, including the Pearl River Delta, Hong Kong and Macao, offering significant business opportunities for Food and Beverage companies.

4

A rapidly increasing number of foreign temporary residents and expats in Guangzhou is boosting imported food & beverages together with the higher demand from the growing local middle class

6

Endorsed by the key local associations and partners, Food & Hospitality South China will be the best platform to successfully develop the right connections and penetrate the market

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

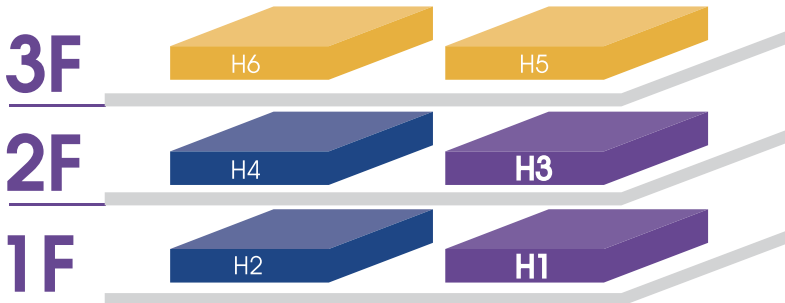
Visitor Profile

- CAFE / TEA SHOP / BAKERY / RESTAURANT
- FOOD & BEVERAGE MANUFACTURER / PROCESSING
- FOOD & BEVERAGE IMPORTER / AGENCY / DISTRIBUTORS
- SUPERMARKET / RETAIL SHOP / GROCERY
- HOTEL / EDUCATION / MEDICAL / AVIATION
- RESTAURANT CHAIN / FRANCHISE STORE
- CONTRACT CATERING / CENTRAL KITCHEN
- E-COMMERCE / LIVE STREAMING / LOGISTICS
- CATERING SERVICE PROVIDER
- OTHER SERVICE

Layout Plan

Food & Hospitality South China 2022
Poly World Trade Center Exhibition Hall

Hall 1 & Hall 3



- H1 & H3 Food & Hospitality South China (Guangzhou)
- H2 & H4 Expo Franchise Guangzhou
- H5 & H6 Expo Food Guangzhou

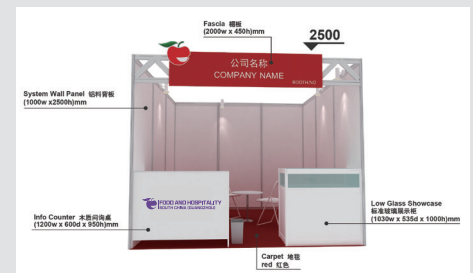


SPACE ONLY

Normal Rate US\$ 400 / m²
Early-Bird Rate US\$ 375 / m²
(Deadline: Sept. 30, 2021)

(minimum area 18m²)

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



WALK ON STAND

Normal Rate US\$ 480 / m²
Early-Bird Rate US\$ 430 / m²
(Deadline: Sept. 30, 2021)

(minimum area 9m²)

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

Co-located Shows

Expo Food Guangzhou

Focused on South China's food and hospitality market for almost 10 years, the Expo Food Guangzhou will be more focusing on local cuisine and products with featured exhibition areas: leisure food, beverage, meat and aquatic products, healthy food, machinery and equipment five exhibition areas. It aims to provide one-stop procurement and networking platform for professional purchasers from star hotels, restaurant chain, supermarkets in South China.

30,000 m² Exhibition Area
45,000 + Trade Visitors
1,000 + Exhibitors



Expo Franchise Guangzhou

The exhibition is targeted on the rapidly developing franchise industry and especially in hotel and catering chain franchises. Expo Franchise Guangzhou is an ideal platform for investors and franchisees to negotiate and seize business potential.

10,000 m² Exhibition Area
15,000 + Trade Visitors
250 + Exhibitors

广州
连锁



China Bakery Exhibition

Supported by All China Bakery Association (ACBA), China Bakery Exhibition will be committed to provide more cutting-edge, comprehensive and broad communication platform for professionals in the baking industry, and to create unlimited business opportunities for bakery enterprises!

80,000 m² Exhibition Area
120,000 + Trade Visitors
900 + Exhibitors



Supporting Associations

- Guangdong Chain Operations Association
- China Chamber of International Commerce Guangzhou Chamber of Commerce (CCOIC Guangzhou)
- Professional Chef Committee of Guangdong Food Culture Research Association
- All China Bakery Association (ACBA)
- Guangdong Food Circulation Association
- The United Association of Food and Beverage Merchants of Macao
- Hong Kong Federation Of Restaurants & Related Trades
- Macao Cooking Association

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