



11 – 13 November 2010 ♦ Shanghai New International Expo Centre (SNIEC), Pudong

MEDIA RELEASE

For Immediate Release

China rebound boosts food and wine imports

Shanghai, 20th April 2010

Following the uncertainty of 2009, China starts 2010 with an astonishing 11.9%, year on year growth in the economy for the first quarter of 2010. Consumer demand has replaced exports as the engine of growth with Chinese consumers spending and importing more than in the USA and creating a trade deficit for the last 12 months. This new consumer driven economy is fueling food and wine imports, bringing reality to the forecast by the China Food Industry Association, that China will become the world's largest market for food imports by 2018. FHC China 2010, the country's premier food and wine trade show will again be the focus for the food and wine trade when the show returns to Shanghai for its 14th edition from 11-13 November 2010.

The 2009 edition of FHC China attracted 849 companies from 61 countries and regions, 29 pavilions and 20,810 trade visitors. The rebound in the economy and surge in imports is reflected by the record demand for space at FHC China 2010 in November. Currently more than 80% of the space occupied last year has already been booked by returning exhibitors, with 'many companies and pavilions expanding their areas', according to Brendan Jennings, GM for China international Exhibitions Ltd, the show organiser. Jennings added that 'Argentina and Germany have increased from one to two blocks each. France will grow from two to four blocks, half wine and half food, while Taiwan region, Spain and Italy have each booked a record 1,000 sqm to display their regions' best food, wines and beverages for 100 companies per pavilion. From the Americas there will be returning pavilions from USA, Canada, Chile and Brazil, while Asia is again strongly represented by groups from Thailand, Singapore, Korea, India, Vietnam and Japan. Currently we have reserved an additional 30% more space than we had at FHC China 2009, to accommodate the growth in demand'.



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FHC China covers all food and beverages from fresh to preserved to frozen foods, meat, fish, fruit and vegetables, confectionery, tea & coffee and wine & spirits. The fastest growing sectors of meat, wine and coffee, each have their own dedicated areas of specialist exhibitors within the show, supported by a number of sector relevant activities including butchers training; barista and coffee roasting competitions; Sommelier tutorials; and wine competitions.

A feature unique to FHC China is the number of food importers that actually exhibit at the show. Importers provide that vital link for international producers and traders seeking to enter the China market. At the last edition of FHC, there were 78 importers and distributors exhibiting and they provide a significant opportunity for exchange of business with international companies. The organisers predict that at FHC China 2010 there will be even more importers participating, confirming the importance of this show for the China market. 'Importers and distributors for food and wines take stands at FHC because they know they will do business with their customers for the hospitality and retail sector but also because they know they will meet many new potential international partners who join the international pavilions. We view the support we receive from importers as confirmation of the importance of FHC for the China market, particularly as these same companies do not join other shows in China', commented Jennings.

To reserve space at FHC or for more information and the post show report of FHC China 2009, please visit to www.fhcchina.com.

About the organiser

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance has had a fully staffed office in Shanghai since 1994. Its stable of events include industries such as food & beverage; hospitality & retail; packaging; processing; pharmaceutical technology; brewing technology; woodworking technology; furniture manufacturing and accessories; wood & wood products. For more information, please visit www.chinaallworld.com.

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