



Food and Hotel China 2017

Shanghai, China

November 14-16, 2017

Shanghai has been a major trading and financial post for centuries; therefore it is not a coincidence that Food and Hotel China is held in this city. Moreover, Shanghai has hosted this tradeshow for more than 20 years. This is a great opportunity for SUSTA registered companies to exhibit their products in an appealing and dynamic market as is the Chinese specialty food market. The following metrics also demonstrate China's potential: China urbanizes more than 20 million residents per year currently accounting for 750 million urban dwellers; its middle class is expected to double from 33 million to 62 million by 2020. At the same time, Chinese consumers are seeking to broaden their culinary experiences and tastes by consuming more western food products.

In 2016, 53,295 visitors attended Food and Hotel China from both China and overseas. Most of the visitors are decision makers within their respective industries, most of them are retailers 42%, importers and distributors 23% and 18% belong to the hospitality sector.

Fees: \$1,500

Fee Includes:

- Includes furnished booth space and interpreter services
- Up to 100lbs gross weight of sample products from a US consolidation point to the show using SUSTA's designated freight forwarder
- No refunds will be issued for cancellations after the registration deadline

Registration Deadline: August 11th, 2017

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Product Description: Suitable products include, but are not limited to: Bakery/Confectionery (finished products) -Snack Foods - Juices - Grocery and Canned Goods - Wine/Beer - Non-Alcoholic Beverages - Dried Food (Fruits/Nuts) - Baking Mixes and Ingredients - Dairy Products (CNCA Approved) - Baby Foods - Breakfast Cereals - Health Foods - Frozen Foods - Ready-to-eat foods

Industry Focus: Food service products, Ingredients, Natural/Health, Produce and Retail food products

50% CostShare

Apply now for 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! Learn more about 50% CostShare.

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