



## Food Hotel China 2021

Shanghai, China  
November 9-11, 2021

China remains one of the most dynamic markets for food exporters around the world and establishing market access and demand in China is financially rewarding for southern companies. The Chinese market is benefiting from improved income levels, westernization and the implementation of the second-child policy. Current trends are showing increased demand for infant food, condiments and sauces, as well as pet food. With the market saturated with big established international brands, many importers are looking for new and exotic brands and products to supply the market, and the Southern United States is beginning to turn into a prime supplier for China and this is likely to continue as more buyers discover the region.

With 23 years of history, Food Hotel China (FHC) is a leading trade shows in the foodservice industry in China, attracting over 3,000 exhibitors from 48 countries and regions, with over 118,000 professional visitors in 2019. Products covered at FHC include food, beverages, meat, seafood, oils, dairy, produce, beer, bakery, tea and coffee, chocolate, wine and spirits, etc., making FHC an ideal platform for suppliers and exporters of foodservice products to meet and establish relationship with buyers and traders from China and the surrounding regions. It serves as an ideal platform not only for product showcase and procurement but for communication in foodservice solutions as well.

### Participation Fee:

**Corner booth:** \$1,419; **Early Bird Special:** \$1,219 (if you register and pay before June 9, 2021)

**In-line booth:** \$1,269; **Early Bird Special:** \$1,069 \$ (if you register and pay before June 9, 2021)

### Fee Includes:

- 9m<sup>2</sup> booth and standard furniture package
- Interpreter services (please request in advance if needed)
- Market Briefing and tours
- Up to 100lbs gross weight of sample products from a US consolidation point to the show using SUSTA's designated freight forwarder\*

*\*Fresh/frozen/chilled products may be subject to separate allowances*

**Registration Deadline: October 15, 2021 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

**Product Description:** 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

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.



## Food Hotel China Virtual Trade Show

Virtual  
November 9-11, 2021

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Due to the COVID-19 pandemic and subsequent travel restrictions for international travelers, SUSTA is now offering the opportunity to exhibit at Food Hotel China 2021 virtually! The virtual option will allow you to display your products without traveling to the trade show. SUSTA's consultants in China will be on-hand to distribute your product samples and flyers as well as facilitate virtual meetings with potential customers. Please join SUSTA for this virtual trade show, which will allow you to attend Food Hotel China and connect with Chinese buyers without ever leaving your home!

**Participation Fee: \$500**

### Fee Includes:

- Booth space to display products and marketing materials
- Market Briefing
- Interpreter services (please request in advance if needed)
- Virtual scheduled one-on-one meetings with pre-selected Chinese buyers
- Post show follow-up report with trade leads
- Sample shipping of up to 25 lbs. gross weight (which includes the weight of all packing materials) from a US consolidation point to the show using SUSTA's designated freight forwarder\*

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