



Food Hotel China 2019

Shanghai, China
November 12-14, 2019

After witnessing a decline in exports to China in 2015, U.S. agricultural and food product exports rebounded in 2016, growing by 7% to USD 25.2 billion in total exports. China is also, according to USDA statistics, the largest importer of agricultural and related products from the Southern United States. Aside from soybeans and coarse grains, the region's largest export items, pork, processed fruit and tree nuts saw tremendous growth between 2015 and 2016. The 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.

Food Hotel China, held for over 20 years in Shanghai, has been widely recognized by the industry players as a leading show for the HRI channel. There were 2,450 exhibitors coming from 43 countries and regions during the 2017 edition including over 91,000 buyers in attendance, Food & Beverage managers as well as chefs. It serves as an ideal platform not only for product showcase and procurement but for communication in foodservice solutions as well.

Participation Fee: 9m² corner booth space for \$1,419; \$1,219 if you register and pay before June 12, 2019
9m² in-line booth space for \$1,269; \$1,069 if you register and pay before June 12, 2019

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services
- 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: August 31, 2019 (No refunds for cancellation after August 12, 2019)

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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