



9 – 11 June 2009 @ China World Trade Centre, Beijing

#### MEDIA RELEASE

16 April 2008 For  
Immediate Release

### **Food & Hospitality Expo for Beijing and North China**

2009 will mark the return of FHC Beijing, the 8<sup>th</sup> edition of this international exhibition for food, drink, hospitality, foodservice, bakery and retail industries targeting the Beijing and the North China market from 9-11 June 2009 at China National Agriculture Exhibition Centre.

“With all the publicity and excitement of the Beijing 2008 Olympics it is easy to lose sight of the fact that this Capital city of 16 million, is also the tourist hub for all China and business center for the North China market and is in itself, a vast market for food, beverages and hospitality supplies. A region that cannot be ignored by exporters of food, wine, confectionery, bakery, chinaware, glasses and hospitality supplies, seeking a foothold in this market” said Brendan Jennings, General Manager, China International Exhibitions Ltd the organisers of FHC Beijing.

With the addition of 10,000 hotel rooms, plus the upgrading of cold storage, warehousing and distribution for food and beverages, there is no doubt that Beijing’s hospitality industry has received a major boost from hosting the Olympics this year. However, this new hospitality infrastructure is long overdue in a Capital city whose population is growing by half a million per year and is the principal destination for international tourists visiting China. A total of 126 million tourists visited China in 2007 representing a 14.5% increase on 2006 figures according to the China National Tourist Authority, CNTA. While the WTO forecasts China will be the No. 1 tourist destination in the world by 2012.

The HORECA trade of hotels, restaurants and catering organisations, fueled by tourist and business travelers remains the market at present for food and beverages in Beijing. The growth for the future will come from the increasingly affluent and internationally exposed Chinese middle class. The Olympics will play a role here with introducing Chinese to a range of new cultures and foods. However with GDP growing at over 10% per annum, the youth of China today will have much more disposable income than their parents to spend on imported luxuries including food and wine in the future. “Now is the time to make an impact on this market and establish brand awareness and FHC



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Beijing offers a professional organised event to help companies make the right contacts” commented Mr. Jennings.

As the only food and hospitality exhibition in North China specifically targeted at international companies, FHC Beijing 2009 offers a unique platform for exporters and traders entering this market or those serving existing customers. The last show held in June 2007 attracted an audience of 6,142 buyers, with 42% coming from hospitality, 24% from retail and supermarket and 21% from food distribution trades. Visitors came principally from Beijing and the major cities of Tianjin, Qingdao, Dalian, Shenyang and Harbin in North China. Offering a complete range of visitor groups and from different cities to match the varied customer targets of the 154 exhibitors from 21 countries and regions.

FHC Beijing 2009, [www.fhcbeijing.com.cn](http://www.fhcbeijing.com.cn) is now open for reservations from National Pavilion organisers and individual companies.

***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 some of China’s most prestigious industry event for 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](http://www.chinaallworld.com).*

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