

MEDIA RELEASE

Date: Immediate Release

FHC Beijing 2009 Delivers High Quality Visitors

FHC Beijing 2009 returned to Beijing for its 8th successful edition 9 to 11 June 2009, delivering high quality professional visitors from Beijing and North East China. Once again, FHC Beijing confirmed its position as the largest, longest running and leading international food & hospitality trade show for the region.

The region's growing appetite for imported food & hospitality products was clearly on show at FHC Beijing 2009. As regional buyers from trade, hospitality, retail, manufacturing and catering attended to buy a wide variety of imported food, drink, wine, hospitality & foodservice equipment. Approximately 93% of all products on display were imported, presented by national pavilions, international exhibitors and domestic importers and distributors. Business was brisk and many contracts were negotiated onsite.

“Demand and maturity for imported products in this region is growing. It has its own tastes and needs. The market has huge potential and connecting to it in Beijing will deliver the best results and long-term growth.” Said Mr. Justin Pau, Project Manager, FHC Beijing 2009

Exhibitors and visitors reiterated this view.

FHC Beijing is a must visit for all hospitality leaders and an opportunity to see the latest food and beverage products available and soon to be available here in Beijing.”

Mr. Daniel Aylmer, General Manager, Westin Chaoyang Beijing

“FHC Beijing helped us achieve our desired goal to meet many end-users from hospitality industry in Beijing & North China.”

Mr. Ding Peng - General Manager, Angliss Beijing Food Service Limited

“As an international retailer, Carrefour is always willing to offer more choice and new ideas to our customers. FHC Beijing was a real opportunity for us to make new contacts in the food industry and enhance our import product range. We'll be there for the next show.”

Mr. Romain Bechet, Beijing Imported Products Manager, Carrefour China

FHC Beijing 2009 was bustling with activity, business meetings and events over its 3 days. Exhibitors increased 12% from 2007 to 112 from 17 different countries including 8 national pavilions from Argentina, Italy, Korea, Poland, Spain, Sri Lanka, Thailand and the USA, several participating for the first time.

9 – 11 June 2009 ♦ New Hall, China National Agriculture Exhibition Centre, Beijing

FHC Beijing 2009 attracted 6,625 focused trade professional visitors, representing an 8% increase from 2007 and importantly delivered high quality regional visitors from Beijing and North East China, including Tianjin, Qingdao, Dalian, Harbin and Shenyang.

The New Hall, China National Agriculture Exhibition Centre proved to be an excellent choice of venue for FHC Beijing 2009. Its large column free space and convenient location helped organizers, China International Exhibitions grow the show from 5,500sqm to 8,000sqm a massive 45% increase.

FHC Beijing 2009 was officially opened by his Excellencies Mr. Cesar Mayoral, Ambassador of Argentina and Mr. Carlos Blasco, Ambassador of Spain, Mr. Du Fu Tai, Director, China Food Industry Association, Mr. Bian Jiang, Vice Secretary, China Cuisine Association and Mr. Brendan Jennings, General Manager, China International Exhibitions, with many other dignitaries from national pavilions and exhibiting countries attending.

The professional events and seminars taking place alongside FHC Beijing 2009 were a great success. Bringing hundreds of senior level industry trade professional visitors to the show and presenting them with a wide range of networking and educational platforms. Events at FHC Beijing 2009 included The Great Chefs of Beijing Gala Lunch, The 5th International Culinary Arts Competition, Ultimate Barista Challenge-Showdown!, BOLS-LEGENDS Master of Flair Bartending Competition and seminars from SGS, USMEF, Twinings of London, EXTENDA and IPEX.

FHC Beijing will return June, 2011. For more information please contact the organisers.

The next FHC event takes place in Shanghai this year, perfectly timed to capitalize on Shanghai's pulsating EXPO 2010 buzz and demand for imported food & hospitality products.

FHC China 2009, 18 - 20 November 2009

The 13th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries Pre-registration has opened for trade visitors and please visit www.fhcchina.com to register and access the latest show information.

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 & beverage technology; woodworking technology; furniture manufacturing and accessories; wood & wood products. For more information, please visit www.chinaallworld.com.

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