

Post Show Report of FHC Beijing 2009

Show Name: FHC Beijing 2009
Description: The 8th International Exhibition for the Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries
Show Dates: Tues 9th to Thurs 11th June 2009
Venue: New Hall, China National Agriculture Exhibition Centre, Beijing
Website: www.fhcbeijing.com.cn
Next Edition: June, 2011

SHOW REVIEW

FHC Beijing 2009 returns for its 8th successful edition



FHC Beijing 2009 confirmed its position as the largest, longest running and leading international food and hospitality event in Beijing for Beijing and North East China, highlighting the region's growing appetite for imported food & hospitality products.

The importance of FHC Beijing 2009 as an essential trade platform for exporters to China was confirmed by the attendance of many VIPs at the opening Ceremony. 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, Mr. Brendan Jennings, General Manager, China International Exhibitions. And attended by dignitaries from national pavilions and exhibiting countries including Canada, EU, Italy, Korea, Poland, Singapore, Thailand and the USA.

The New Hall, China National Agriculture Exhibition Centre proved to be an excellent choice of venue with its large column free space, convenient location and well recognized name. Moving FHC Beijing 2009 to the New Hall helped organisers, China International Exhibitions grow the show from 5,500sqm to 8,000sqm, representing a large 45% increase.

6,625 professional visitors from hotels, restaurants, importers, distributors, retail, manufacturing and catering attended were treated to coffee from Macau, dairy products from Korea, fruits from Thailand, pizza from Canada, tea from Sri Lanka, wines from Argentina and much more.

“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. We are looking forward to the next event.”

Mr. Daniel Aylmer, General Manager, Westin Chaoyang Beijing

“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

Some 112 exhibitors, representing a 12% increase from 2007, participated from over 17 different countries and regions including 8 national pavilions from Argentina, Italy, Korea, Poland, Spain, Sri Lanka, Thailand and the USA. Argentina, Italy, Korea Dairy Industry Association and Thailand participated for the first time at FHC Beijing 2009 with national pavilions.

“FHC Beijing 2009 was very useful for us as we made excellent contacts from Beijing and North China. We will exhibit at FHC 2009 in Shanghai and at the next FHC Beijing.”

Mr. Mauricio Pellegrino, Area Promotion – Fairs, PROARGEX, Argentina

Spain was the largest exhibitor with 180sqm and 20 exhibitors. Metro Cash & Carry was second with 144sqm and Italy third with 108sqm. Over the 3 show days Italy presented seminars from their booth on coffee, cheese & ham, pasta, olive oil, water and wine including features on authentic Italian cuisine by Michelin Star Chef Mr. F. Ugoletti.

FHC Beijing 2009 featured an excellent range of professional events and seminars running alongside the exhibition. These were a tremendous success and well received by hundreds of industry professionals.

The Great Chefs of Beijing Gala Lunch, which showcased leading chefs from 8 premium hotels and catered to 100 industry VIP's and guests, including hotel & restaurant General Managers, F&B, Executive Chefs, retailers, importers & distributors, media and partners. The participating hotels and their chefs were:

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| • Westin Chaoyang Beijing (Official Hotel) | Tim Hunt, Executive Sous Chef |
| • Grand Millennium Beijing | Marco Mazzei, Executive Chef |
| • Marriott Group | Marco Ropke, Executive Pastry Chef |
| • Novotel Peace Hotel Beijing | Adrien Alexandre, Executive Chef |
| • Peninsula Beijing | David Ball, Executive Sous Chef |
| • Sofitel Wanda Beijing | Sakal Phoeung, Executive Chef |
| • St Regis Beijing | Giordano Faggioli, Executive Chef |
| • Westin Beijing Financial Street | Michael Emmenegger, Pastry Chef |



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

The 5th International Culinary Arts Competition saw some 65 chefs compete over the 3 days competition. Standards were extremely high and 5 gold, 20 silver and 24 bronze standards were awarded by an international panel of Judges.

“The Great Chefs Lunch and International Culinary Arts Competition enables Beijing to showcase our chefs’ talents in a competitive environment. We hope Marriott International can continue participating and competing.”

Ms. Amy Chan, General Manager, Courtyard by Marriott Beijing

BOLS-Legends Master of Flair Bartending Competition organised by China Barman Club showcased the impressive juggling and mixing skills of bartenders from across China.

Ultimate Barista Challenge-Showdown! saw international barista from China, Korea and the USA compete head-to-head for the title of Ultimate Barista. The title only being won on the last day of competition by Ultimate Barista, Mr. Lorenzo Perkins from Medici Café, Austin, Texas. Parallel to the Showdown! organisers, Wholecup Coffee Consulting educated and entertained trade visitors through demonstrations and seminars on maximising coffee profits from bean to cup.

Do not miss the next FHC events in China!

FHC China 2009, The 13th International Exhibition for the Food, Drink, Hospitality, Foodservice, Bakery and Retail Industries will take place in Shanghai from **18-20 November 2009** at the Shanghai New International Expo Centre (SNIEC). For more information please visit www.fhcchina.com

FHC China 2010, The 14th International Exhibition for the Food, Drink, Hospitality, Foodservice, Bakery and Retail Industries will take place in Shanghai from **11-13 November 2010** at the Shanghai New International Expo Centre (SNIEC).

FHC Beijing 2011, The 9th International Exhibition for the Food, Drink, Hospitality, Foodservice, Bakery and Retail Industries will take place **June 2011**. For more information visit www.fhcbeijing.com.cn

The organisers of FHC Beijing 2009 would like to express their thanks to all exhibitors and visitors contributing to the success of FHC Beijing 2009. We look forward to seeing you at next the FHC China 2009 exhibition in Shanghai.

 <p>S H A N G H A I</p>	<p>FHC China 2009 18 - 20 November 2009 Hall W1, W2 & W3, SNIEC, Pudong, Shanghai www.fhcchina.com</p>
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FHC BEIJING 2009 EXHIBITION FACTS & FIGURES

Show Name & Description: **FHC Beijing 2009**
The 8th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries

Exhibition Area:	8,000 sqm
Direct Exhibiting Companies:	108
Indirect Participating Companies:	4
Total Number of Participating Companies:	112
Total Number of Official National / Regional Pavilions:	8
Total No. of Countries or Regions being represented:	17

National / Regional Pavilions include: (in alphabetical order)
Argentina, Italy, Korea, Poland, Spain, Sri Lanka, Thailand and the USA

Countries or Regions include: (in alphabetical order)
Argentina, Canada, China, Germany, Hong Kong, Italy, Japan, Korea, Macau, Poland, Russia, Spain, Singapore, Sri Lanka, Thailand, UK and the USA

Website: www.fhcbeijing.com.cn

Dates: Tues 9th to Thurs 11th June 2009

Venue: New Hall, China National Agriculture Exhibition Centre
No. 16, Dongsanhuan Bei Road, Chaoyang District, Beijing

Events:

- The Great Chefs of Beijing Gala Lunch
- The 5th International Culinary Arts Competition
- The Ultimate Barista Challenge – Showdown!
- Bols-Legends Master of Flair Bartending Competition

Professional Seminars:

- SGS China Food Safety Services & Hospitality Hygiene Solution, presented by Mr. Thomas Wang, SGS China Food North Regional Manager
- The Structure of the US Red Meat Food Safety System, presented by Mr. Joel Haggard, Director, USMEF
- Twinings of London – The Legend of a 300 Year Tea Brand, presented by Mr. Stephen H.B. Twining, Director of Corporate Relations, R. Twinings & Co. Ltd
- Spanish Olive Oil, presented by Mr. Na Wei from 'Na- Xiao Zui – Family Kitchen' and EXTENDA - Agency for the promotion of Andalucía
- Spanish Wine, presented by IPEX - Agency for the promotion of Castilla-La Mancha

Onsite Pictures



FHC BEIJING 2009 VISITOR FACTS & FIGURES

<u>Source</u>	<u>Yr 2007</u>	<u>Yr 2009</u>
From Beijing	4,418	4,670
From other areas of China except Beijing	1,083	1,410
Overseas	641	545
Total	6,142	6,625

Total Visitors	6,625	+8%
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Piazza ITALIA
意大利广场

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ABOUT THE ORGANISER

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance (formerly known as the Montgomery Network) has had a fully staffed office in Shanghai since 1994. Its stable of events include industries such as 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

Organisers:

China International Exhibitions Ltd (CIE)



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