

PRESS RELEASE

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## New Beijing – The New Food & Drink Olympian

### FHC Beijing 2009 – 8<sup>th</sup> Edition, 9 – 11 June 2009

The 2008 Beijing Olympics proved to be the event that launched Beijing onto the world's stage and in doing so opened its food & wine markets to the world.

Beijing is home to more than 17million and closely situated to some of China's largest and fastest growing second tier cities including Qingdao, Tianjin and Dalian, just taking into account these 3 cities brings their population total to a staggering 44million.

Imports of international food & wine are increasing rapidly as Beijing's emerging middle class embraces western food & wine.

FHC Beijing 2009 is the leading international food & hospitality trade show for Beijing and North East China focusing on the **Food, Drink, Wine, Foodservice, Bakery and Retail industries**.

Now, in its new bigger venue, the 13,000sqm NEW HALL of the China National Agriculture Exhibition Centre, Beijing, FHC Beijing 2009 will showcase:

**Importer & Distributor Zone** – open to Chinese importers and distributors importing and supplying international food, drink, wine, dairy, bakery, coffee, foodservice and hospitality products

**Wine & Spirits** – dedicated feature area including international wine makers, local importers, distributors and agents, wine seminars, tastings and a showcase Gala wine lunch connecting FHC Beijing 2009 wine exhibitors to both international and local Executive Chefs, General Managers, F&B Directors, and Sommeliers.

**Great Chef's of Beijing Gala Lunch** – a demonstration of culinary excellence including teams of chefs from Beijing and North East China's international branded hotels and invited guests including Executive Chefs, General Managers and F&B Directors from both international and local hotels and restaurants.

**Olive Oil** – dedicated feature area including international olive oil producers, local importers, distributors, agents and olive oil use and health education seminars and tastings.

**Coffee** – demand for coffee more than doubled between 2003 and 2006 and is growing by over 10% per year. FHC Beijing 2009 features the world renowned **Ultimate Barista Challenge** and will cement Beijing's standing as a centre of coffee excellence in China.



9 - 11 June 2009 ® China National Agriculture Exhibition Centre, Beijing, China

**Food Safety and Food Health** – with the recent melamine milk powder incident food safety is a top priority for Chinese consumers and this presents greater opportunities for international food & drink manufacturers. A series of essential food safety seminars will be proposed to inform and educate the domestic market on the quality, variety, production and health benefits of western food & wine.

To meet Beijing and North East China's imported food & drink importers & distributors and hotel, restaurant, catering and retail trade buyers you should exhibit at FHC Beijing 2009, 10 to 12 June, The NEW HALL, China National Agricultural Exhibition Centre, Beijing, China. Beijing's leading international food & hospitality trade show.

***About the organisers:***

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance has had a fully staffed office in Shanghai since 1994. The company's stable of events include industries such as 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](http://www.chinaallworld.com).

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