



Post Show Report of FHC Beijing 2007

Report Date: 17 July 2007

SHOW NAME: FHC Beijing 2007
SHOW DATES: 13 – 15 June 2007
VENUE: Hall 1 & 2, China World Trade Centre (CWTC), Beijing, China

GENERAL DESCRIPTION:

FHC Beijing 2007 ended on Friday, 15 June with a total of 6,142 trade visitors. This year, the three-day exhibition which displayed all types of fresh and preserved foods, beverages, food service equipment and hospitality interiors, showcased 100 companies from 19 countries and regions with strong international participation from France, Greece, Malaysia, Philippines, Spain, Sri Lanka, Poland and USA.

Alongside the show, numerous of value-added activities took place. From the Ultimate Barista Challenge® to the Gold Card Wine Day tasting and the Great Chefs of Beijing Gala Lunch, all these events have attracted much hype and attention and have helped achieve our objectives of bringing trade buyers together and providing them even more reasons to be at FHC Beijing.”

Responses to the exhibition and its complementary events have been tremendous. Mr Xia Yan, Product Development Manager of Shanghai Ted Foodstuffs Development enthused, “We are glad that apart from having a booth at the show, we have also participated in the Great Chefs of Beijing Gala Lunch by being a sponsor. The turnout at the lunch was very good and I was very impressed by the VIPs that attended the event. We will definitely sponsor the next Great Chefs Gala Lunch again.” The guest list of the gala lunch included the Board of Directors of METRO Cash & Carry; representatives of the Beijing Organising Committee of the Olympics Games, senior managers and decision makers of leading hotels such as Westin Beijing, China World Hotel, Kempinski, St. Regis and Grand Hyatt Beijing; as well as local and international media.





The first Hostec Beijing Marketplace Conference, themed “Focus on the Future: Trends in Technology for the Hospitality Industry” was also well received. Delegates were given insights to IT development and applications in the hospitality industry. Ms Janet Zhang, Finance Manager of Days Hotel & Suites said, “I’ve enjoyed the conference especially the presentation on how to identify IT fad vs trend. It is also interesting to know how common daily-used products like our mobile phones and ipods can play a part in improving our services and increasing our efficiency in the hospitality industry.” The Hostec Beijing Marketplace exhibition, which featured big IT brand names such as Infrasys, Micros-Fidelio, Microsoft and ParTech, was organised by Accuvia; and the conference was co-organised by Accuvia and China Hotel Association.

The METRO-FHC Beijing Culinary Arts Competition, another major highlight at FHC Beijing 2007 attracted a record high number of 150 competitors from group establishments such as the Westin, Raffles, Peninsula, Kempinski and the Shangri-La. The Outstanding Chef and Young Talent Awards went to Bob Zhang Jing of The Westin Beijing Financial Street and Kevin Che of the Grand Hyatt Beijing Hotel respectively.

The next FHC event, **FHC China** will take place in Shanghai from **14 to 16 November 2007 at the Shanghai New International Expo Centre, Pudong**. FHC China, China’s largest imported food & drink expo have confirmed national / regional pavilions from Australia, Austria, Canada, China, France, Germany, Greece, Hungary, Ireland, Italy, Japans, Korea, Mexico, New Zealand, Singapore, Spain, Taiwan Region, UK, Uruguay and USA; and there are many more in the pipeline. 2007 will be its biggest ever showing, spanning across three halls, marking an increase of more than 20% over the last edition held in 2006.



FHC China 2007
14 – 16 November 2007,
Hall E1, E2 & E3, SNIEC, Pudong, Shanghai
www.fhcchina.com

FHC exhibitions scheduled for the following years

FHC China 2008	4-6 Dec 2008, SNIEC, Shanghai
FHC Beijing 2009	June 2009, Beijing
FHC China 2009	Nov - Dec 2009, SNIEC, Shanghai

Taking this opportunity we would express our thanks to all exhibitors and visitors contributing to the success of the show. We look forward to seeing you at next FHC s.

FHC Beijing 2007 Organiser
China International Exhibitions Ltd



EXHIBITION'S FACTS:

Show Title:	FHC Beijing 2007 The 7 th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery and Retail Industries		
Website:	www.fhcbeijing.com.cn		
Dates:	13 – 15 June 2007		
Show Hours:	13 & 14 June	–	0930 to 1700 hours
	15 June	–	0930 to 1600 hours
Venue:	Halls 1 & 2, China World Trade Centre (CWTC) No. 1 Jianguomenwai Avenue, Beijing 100004, China		
Organisers:	Genertec International Advertising Exhibition Co Ltd China International Exhibitions Ltd (CIE)		
Contact:	China International Exhibitions Ltd (CIE) Room 2402 Singular Mansion, No. 318 – 322 Xian Xia Road Shanghai 200336, China Tel: +86 21 6209 5209, Fax: +86 21 6209 5210 Email: fhc@chinaallworld.com		

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





FHC BEIJING 2007



EXHIBITION'S STATISTICS

Exhibition Area:	5,500 sqm
Direct Exhibiting Companies:	138
Indirect Participating Companies:	16
Total Number of Participating Companies:	154
Total Number of Official National / Regional Pavilions:	11
Total No. of Countries or Regions being represented:	21
<u>National / Regional Pavilions include: (in alphabetical order)</u> China, France, Greece, HOSTEC, Malaysia, Philippines, Poland, Russia, Spain, Sri Lanka, USA	
<u>Countries or Regions include: (in alphabetical order)</u> Australia, Austria, Canada, China, Germany, Greece, France, Hong Kong SAR, India, Italy, Korea, Malaysia, Philippines, Poland, Russia, Singapore, South Africa, Spain, Sri Lanka, Thailand, USA	

VISITORS' FIGURES

Source	Yr 2007	Yr 2006	Change (%)
From Beijing	4,289	3,598	+19.2%
From other areas of China except Beijing	1,083	950	+14.0%
Overseas	641	549	+16.8%
Press	129	80	+61.3%
Total	<u>6,142</u>	<u>5,177</u>	+18.6%

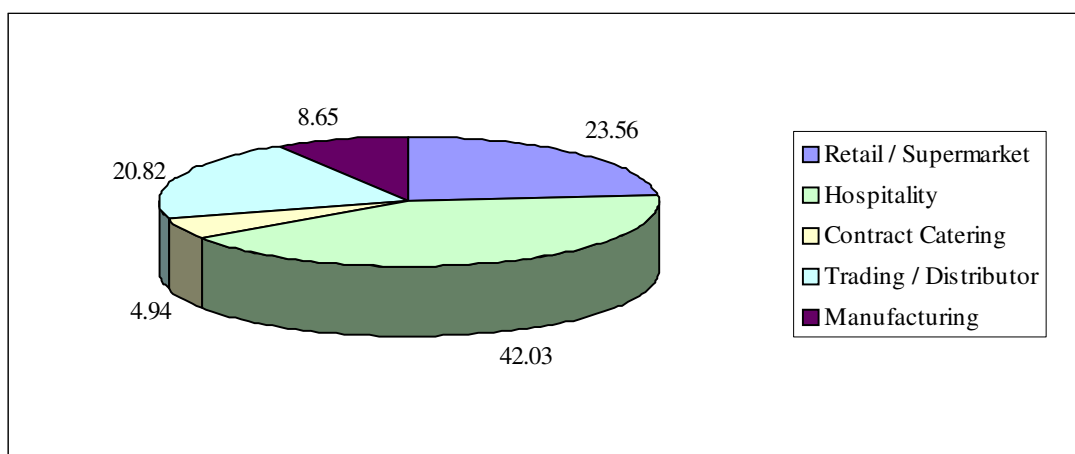
Total Visitors	6,142	+ 18.6 %
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VISITORS BREAKDOWN BY JOB TITLE / FUNCTION

<u>Job Title / Function</u>	<u>Percentage (%)</u>
Senior Management (Owner, Investor, Director, GM, CEO, CFO, etc)	30.83
Operational Management (Manager, Team Leader, Department head)	25.00
Chef	14.70
Purchasing	13.55
Sales & Marketing	9.52
Engineering	1.53
General Staff	2.96
Others	1.91
Total	100.00

VISITORS BREAKDOWN BY SECTOR

<u>Sector</u>	<u>Percentage (%)</u>
Retail / Supermarket	23.56
Hospitality	42.03
Contract Catering	4.94
Trading / Distributor	20.82
Manufacturing	8.65
Total	100.00



VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST*
TOTAL NO OF INTERESTS: 22,539

Products / Services	No. of Indicated Interest
Bakery / Finished Products	912
Beer	644
Beverage, Non-alcoholic	618
Canned Food	652
Carpets, Fabrics & Furnishings	218
Cereal	478
Chilled Food	648
Chilling / Freezing Equipment	706
Chinese Liquor	301
Chocolate	692
Cleaning & Maintenance Equipment	309
Coffee & Beverage Service Equipment	1,028
Condiment & Jams	547
Confectionery / Finished Products	424
Dairy Products	524
Display & Storage	389
Dried Food	325
Egg Products	465
Food Processing Equipment	1368
Food Service Equipment	897
Front Office Technology	161
Frozen Food	406
Fruits & Vegetables	442
Furniture, Lighting & Interior Supplies	182
Gourmet Food	360

Products / Services	No. of Indicated Interest
Guest Amenities / Services and Consumables	183
Health & Functional Food	600
Ice Cream	511
Industrial Bakery & Confectionery Equipment	302
Ingredients	314
Ingredients / Agents / Essences	335
In-Room Technology	124
Juices	392
Low Alcoholic Drink / Alcopops	374
Meat / Poultry	324
Oil including Olive Oil	403
Organic Food	363
Packaging Materials & Equipment	306
Pasta	316
Pizza Equipment	281
Private Label	135
Retail Bakery & Confectionery Equipment	404
Seafood	286
Snack Food	362
Spirits / Liquor	336
Tableware & Accessories	442
Tea & Coffee	496
Washing & Dry Cleaning Equipment	87
Wine & Fortified Wine	817
Others	273

Note: Visitors may have indicated more than one product / service interest.