



# Food & Hospitality China

Shanghai, China  
November 12-14, 2024

China is the 2nd-largest consumer market and importer in the world. China imported over \$236 billion worth of agriculture imports from around the world in 2022, up 7.4 percent from 2021. Within its trade partners, the U.S. has continued to establish its importance to the Chinese market and its demand by supplying a growing number of agricultural products, peaking at \$41 billion in 2022, another record year and topping the \$35 billion recorded in 2021. While bulk products made up 70 percent of China's total agricultural imports from the United States, consumer products have continued to grow strength to strength, more than tripling its imports from \$2 billion in 2019 to \$7.2 billion in 2022, with southern United States playing an important role as a key supplier to the market.

Food and Hospitality China, better known as FHC, is a leading comprehensive exhibition platform in China for the food and beverage industry. With 24 years of history, FHC covers categories such as meat, seafood, dairy, snacks, sweets and confectionery, beverages and more. The foodservice-oriented show regularly attracts up to 100,000 professional visitors and thousands of exhibitors from countries and regions worldwide each year.

## Participation Fee:

- **Corner booth:** \$1,419; **Early Bird Special:** \$1,219 (if you register and pay before June 12, 2024)
- **In-line booth:** \$1,269; **Early Bird Special:** \$1,069 (if you register and pay before June 12, 2024)

## Fee Includes:

- 9m<sup>2</sup> booth and standard furniture package
- Interpreter services (please request in advance if needed)
- Market Briefing and tours
- Reimbursement of up to \$1,000 in sample shipping costs, with proper documentation

**Registration Deadline: August 31, 2024 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

**Product Description:** Bakery/Confectionery (finished products), Snack Foods, Juices, Grocery and Canned Goods, Wine/Beer, Non-Alcoholic Beverages, Dried Food (Fruits/Nuts), Baking Mixes and Ingredients, Dairy Products (CNCA Approved), Baby Foods, Breakfast Cereals, Health Foods, Frozen Foods, Ready-to-eat foods

**50% CostShare:** Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

## Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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