



USAPAVILION

/ SHAPING THE FUTURE OF FOOD /

Nov.12 - 14, 2024

Shanghai New International
Expo Centre(SNIEC)





Over the past decade, US exports to China have risen by 115 percent, making them the **United States' 3rd-largest export market for goods and agriculture** and the fastest growing export market than any other top US trade partner.

Imports of U.S. consumer-oriented agricultural products enjoyed a rebound in 2016, with China importing **US\$2.9 billion for the first 11 months of the year**, a 35% increase for the same period in 2015.

The United States is **China's number one supplier of agricultural, fishery, and forestry products** with more than US\$20 billion in U.S. agricultural exports in 2015.

South China imports of U.S. fresh fruits continued to climb in 2016, reaching **\$194 million**, an increase of 15 percent from 2015.

After 26 years of growth and development, FHC Shanghai Global Food Trade Show has become one of the leading trade exhibitions in the food and beverage industry. Under the huge market demand in the Chinese food and catering industry, FHC has become an important platform for major multinational corporations to enter the Chinese market. It hosted by Shanghai Sinoexpo Informa Market International Exhibition Co., Ltd. and Shanghai Cuisine Association, China Chamber of Commerce of I/E of Foodstuffs, Native Produce And Animal By Products, Major theme exhibition areas and exciting forums are about to kick off!



200,000
Exhibition Area



150,000
Visitors



50+
Countries &
Regions



3,000+
Exhibitors

Exhibit Categories



**Meat &
Aquatic
Product**



Leisure Food



Dairy



**Sweets &
Chocolate**



**Catering
Supply Chain
& Raw
Material**



**Condiments
& Oil**



Coffee & Tea



**Bakery &
Light Meal**



**Food
Processing &
Packaging**



**Prefabricated
Dishes &
Central
Kitchen**

Testimonials

Exhibitors Comments

KFIA organized Korea Pavilion for the first time at FHC 2021 with 17 companies and supported them through operating an online biz-matching programme. Even with the restriction on travel & quarantine measures, we were impressed with the quality of the buyers who were mostly the decision-makers with actual purchasing power. It was a great chance for us to find its interest and demand of Chinese buyers seeking new Korean products, and we look forward to participating in the show in the upcoming years.

Korea Food Industry Association Specialist
Taekyung Kim

Visitors Comments

I am very glad to visit such a large-scale exhibition and see so many kinds of procurement resources. Despite the ongoing impact of the pandemic on the economic environment and more online business exchanges than ever before, offline exhibitions are more efficient for business expansion. In this process, I can also make many friends in the industry and share my experience in dealing with market challenges, which is of great help to both of us.

Professional Visitor



Exhibition Highlights



FHC Golden Apple Award



International Competitions



Summits & Forums



FHC has invited high-quality exhibitors from over 50 countries and regions around the world for many years. In the review of 2021 FHC Shanghai Global Food Trade Show has welcomed 15 countries and regions from Belgium, Denmark, France, Spain, Germany, Italy, Canada, the United States, Russia, Japan, South Korea, Malaysia, South Africa, Brazil, Austria, China Taiwan and more than 200 overseas enterprises. For 26 years, thanks to the rich experience accumulated in organizing professional trade exhibitions and the global resource network, FHC has been committed to creating an important exhibition and exchange platform that meets the needs of the Chinese food and beverage market, providing high-quality exhibition services for the entire industry.

Digital B2B Platforms

SYgle.com is the B2B trade platform for Food & Hospitality in China. Introduce your products to the largest database of Chinese F&B professionals sourcing for International products.

SYgle will create your online store in Chinese and English with over 6,000 suppliers displaying more than 44,000 products. A dedicated customer service will support you in optimizing your presence and maximize your connections.



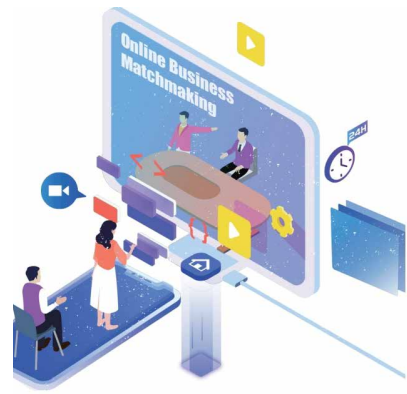
EZbuy

EZBuy is your digital store on WeChat, the most used app in China. Providing quick and easy access information to buyers, your products and details uploaded on SYgle will be mirrored on this app to facilitate the connection with over 48,000 buyers directly on their phone.



Online Business Matchmaking

Promote your brand and products directly to key buyers of your industry. After sharing your products details we will be scouting for the best matching buyers for you and organise an online meeting with them. You will also receive a full report after the meeting together with all the contacts and details of the buyers attending.



USAPAVILION

Organized & Managed by Oak Overseas, Ltd.

SERVICE & AMENITY PACKAGE

Minimum 9 square meters per package

Optimize precious time with a cost-effective turnkey booth package.
(Other furnishings and 24-hour power available at additional cost.)

- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on site in Shanghai
- Marketing support services from the U.S. Agricultural Trade Office, including local promotion to importers, on-site market briefing, and ongoing market assistance during the show
- Exclusive USA Pavilion Exhibitor Lounge access with internet
- Assistance with hotel accommodations and shipping
- One individual entry in official show directory and USA Pavilion directory
- Exhibitor passes (as needed, with a maximum of 5 per booth)
- Strong USA identification - focal point for international importers and brokers
- Daily booth cleaning
- Full booth design & construction
- Fascia board with firm name
- Carpeting
- One lockable reception counter
- Two shelves
- Lighting
- One electrical outlet, 220 volt, 13 amp
- One round table
- Three chairs
- One Trash Bin

USA PAVILION PACKAGE RATES

Turnkey Booth Package

*Minimum 9 square meters per package.

USD\$710/sqm

Space-Only Package

*Minimum 36 square meters per package.

USD\$470/sqm

Corner Premium

USD\$500/corner

RESERVE
YOUR
BOOTH



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