



FHC China runs from 4 - 6 December 2008 and offers a unique platform for international companies to present their products to the top end of the Chinese retail and hospitality market. There were 17,043 trade visitors attending last year's event and importantly, 33% of these visitors came from outside Shanghai.

Food Adelaide have committed to take 18sqm in the "Australian Food Exporters" area which includes additional space for 4 other Australian food exporters wishing to exhibit at China's leading international food and wine event.

The Australian Food Exporters area has been designed to create a large and highly visible presence for Australian companies and is situated adjacent to the Wine Australian area which is headed by the Australian Wine & Brandy Corp stand. By securing this space, Australian food exporters will benefit from the overall branding of an Australian area to enhance their opportunities of meeting buyers/distributors.

The cost of exhibiting at FHC China within the Australian Food Exporters area in standard shell scheme 9sqm stand is US\$3,852. Included in the stand is carpet, system walls, fascia board with exhibitor name, lighting, information counter, wall shelving, 1 x 5 amp socket, 1 x square table with 3 x chairs, and waste basket.

FHC China is China's largest gathering of international food, wine and hospitality suppliers boasting 800 participating companies from 40 countries and 22 official national pavilions at last year's event.

Please contact your local Export Solutions office for further information on telephone 1300 559 619 or ross@exportsolutions.com.au