



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.

Meat & Livestock Australia (MLA) have committed to the lead stand on an "Australian Red Meat" area which includes additional space for 6 Australian meat and livestock companies wishing to exhibit at China's leading international food and wine event – but only 2 spots remain!

The Australian Red Meat area has been designed to create a large and highly visible presence for Australian red meat exporters in the one convenient location at FHC China. The MLA will act as the reception point offering general information on Australia's red meat and livestock industry. There will also be opportunities for Australian companies to display and cook their meat with the MLA looking into hosting a red meat tasting event during FHC China.

The cost of exhibiting at FHC China within the Australian Red Meat 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](mailto:ross@exportsolutions.com.au)