



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.

The Australian Wine and Brandy Corp (AWBC) have committed to the lead stand on a "Wine Australia" area which includes additional space for 12 Australian wine companies wishing to exhibit at China's leading international food and wine event.

FHC China has committed to make the Wine Australia area the focal point for wine exhibits at the event which will again include the Gold Card Wine Day. The GCWD is part of the FHC China program where approximately 20 China based importers/distributors take tables for one day during the event offering tasting. GCWD enables Australian wine producers to meet a number of the elusive Chinese wine distributors during the actual event.

The cost of exhibiting at FHC China within the Wine Australia area in special shell designed 9sqm stand is US\$4,014. Included in the stand is carpet, system walls with AWBC graphics, fascia board with exhibitor name, fluorescent lighting behind fascia board, information counter plus 1 x folding chair, tall glass showcase with down light, 1 x 5 amp socket, 1 x square table and folding chair, 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)