

## 23rd Food and Hotel China (FHC)

The **23<sup>rd</sup> Food and Hotel China (FHC)** is set to take place on the **12-14 November 2019** and is set to be bigger and better than ever before. The **FHC** is an international exhibition for food, drink, hospitality, foodservice, bakery, and the retail industries. It is a leading trade show for international companies looking to introduce their products into the Chinese market.

The Western Cape Department of Agriculture will be returning and again arranging a pavilion at the FHC which will be taking place in Shanghai New International Expo Centre (SNIEC) in Shanghai, China.

FHC China 2019 forecasts to cover about 180,000 square metres of exhibition area and hosting 120,000 trade buyers, 3,500 companies from over 48 countries from Asia and other regions. The exhibition is exclusively for imported products.

**Does your company wish to participate? If yes, to participate in this event companies must, among other things, meet the following requirements:**

- Have been in business for at least 12 months
- Possess a proven business track record
- Be competitive in the South African market
- Be export-ready and/or have previously exported
- Have the capacity to timeously supply any export orders arising out of the visit
- Have a valid and current tax clearance certificate

**Approved companies will be covered 100% or partially for the following costs:**

- The costs of return flights;
- The costs of the stand;
- The cost of accommodation;
- The costs related to the transport of the product to trade show one way (max 50 kg)

**Targeted sectors for this event include: Agro-processing (excluding wine as there is a pavilion coordinated by WOSA for ProWine 2019).** Please note that the completed application forms, together with supporting documentation, **must be submitted by no later than Tuesday the 30<sup>th</sup> April 2019.**

**NOTE: Any approved companies interested in B2B engagements will be required to pay a lead development and administration fee of R 5,000 to CATALYZE. This amount will cover the cost of B2B matchmaking for the event with the FHC Golden Distributors List.**

Date: 12-14 November 2019

Venue: Shanghai New International  
Expo Centre (SNIEC)

**RSVP: [events@catalyze.co.za](mailto:events@catalyze.co.za)  
by Tuesday, 30 April 2019**

Please confirm if you are interested in attending this event by e-mailing the above address. If you cannot open the attached documents they will send you the required application form and checklist as requested. Further details are as follows:

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