



FHC Hotel & Restaurant China 2020

10-12 November 2020, SNIEC, Shanghai

The 24th International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries

Photo: Colourbox, #106474

133,000 professional buyers visited 3,500 exhibitors at FHC in November 2019

After more than 20 years of development, FHC – Shanghai Global Trade Show has become a leading trade show in China's Food & Hospitality market. Under the huge market demand of Chinese catering industry, FHC is committed to creating an important platform for multinational companies to enter the Chinese food and beverage market. In its 23rd edition, it reached 180,000m² exhibition area, with 133,751 trade visitors, an increase of 13% over the last year, and 3,500 exhibitors, breaking all records of previous exhibitions

NB! The Trade Council has increased the financial support for export promotion events from 50% to 75%. This means that we can now offer you participation at even more attractive prices.

Once again, we are delighted to be able to invite you to participate at the Danish national pavilion at the FHC show in Shanghai.

Danish Agriculture & Food Council is organizing the Danish pavilion for the 8th time - with the Confederation of Danish Industry as co-organizers. The Trade Council has already now granted 50% subsidy to our stand and the increased subsidy is expected to be granted in June.

A prime location has been secured and co-financing from the Danish Trade Council has been granted already, paving the way for a successful participation.

We offer you a turnkey stand complete with furniture, full graphic walls, shared storage, and with DAFC as your only contact point for all practical issues.

THE REASONS TO GO

The FHC show with its location in Shanghai and its concurrent events is attracting the right decision

makers within retail/ supermarket, hospitality and contract catering, traders/ distributors/ whole sellers, institutional catering, manufacturing, consultants/management/services.

WHO SHOULD JOIN?

Companies in the food industry aiming at Chinese retailers, food service, importers or manufacturers within Meat, Dairy, Seafood, Food Ingredients, Bakery & Pastry, Drinks, Wine & Spirits, Snacks & Confectionary and Organics.

For more information, please visit: fhcchina.com

New, reduced prices

6 sqm.: 12,400 DKK (excl. VAT)
9 sqm.: 18,200 DKK (excl. VAT)
12 sqm.: 21,400 DKK (excl. VAT)
15 sqm.: 36,700 DKK (excl. VAT)
18 sqm.: 58,500 DKK (excl. VAT)

HOW TO REGISTER

Please use the registration form to register and return to Danish Agriculture & Food Council, Michael Stahlschmidt

Registration deadline:
19 June 2020 to mis@lf.dk



UDENRIGSMINISTERIET
The Trade Council



Confederation of Danish Industry



Danish Agriculture
& Food Council

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OUR EXHIBITION EXPERIENCE

Danish Agriculture & Food Council has vast experience in organizing national pavilions during many years all over the world.

In China, each year we usually have 3 national pavilions along with several sector pavilions.

COORDINATION MEETING: OTHER ELEMENTS

A coordination meeting will be held in August for the registered participants about the design and contents of the stand, and other possible program elements in Shanghai: networking dinner, reception at the stand etc.

OTHER SERVICES

The organisers will be happy to assist you with further co-ordination of e.g. interpreters, B2B-meetings with potential partners or customers, contacts to printers of brochures. We co-operate with the Trade Council China and selected partners in China.

CONTACT



Danish Agriculture & Food Council
Michael Stahlschmidt
mis@lf.dk, +45 3339 4236



The Confederation of Danish Industry
Søren Falck
srfk@di.dk, +45 3377 3484



THE PACKAGE:

Our participation package at FHC 2020 contains:

- Open and inviting Design in central location
- Turnkey stands
- Wall-to-wall graphics
- Complete with meeting table and chairs etc.
- Everything pre-arranged, arrive last-minute
- Small shared stock room with limited storage, coffee/ tea, refrigerator
- Coordination of services provided by the exhibition organizers
- Coordination of joint freight and customs clearance
- Coordination of joint travel and hotel reservation through BCD Travel Agency
- One-stop-Shop: Danish Agriculture & Food Council will be your contact for practical matters.
- Price 6 sqm. Open/ shared stand space DKK 12,400 excl. VAT
- Price 9 sqm stand: DKK 18,200 excl. VAT
- Price 12 sqm stand: DKK 21,400 excl. VAT
- Price 15 sqm stand: DKK 36,700 excl. VAT
- Price 18 sqm stand: DKK 58,500 excl. VAT

Trade Council of Denmark is supporting this event financially. The prices are net prices, meaning prices after deduction of the subsidy.



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- We hereby register for participation in the event as described in the invitation:
Participation fee, 6 sqm. (2 x 3 m, W x D, open/ shared space) DKK 12,400 excl. VAT, after 75% subsidy
- We hereby register for participation in the event as described in the invitation:
Participation fee, 9 sqm. (3 x 3 m, W x D) DKK 18,200 excl. VAT, after 75% subsidy
- We hereby register for participation in the event as described in the invitation:
Participation fee, 12 sqm. (4 x 3 m, W x D) DKK 21,400 excl. VAT, after 75% subsidy
- We hereby register for participation in the event as described in the invitation:
Participation fee, 15 sqm. (5 x 3 m, W x D) DKK 36,700 excl. VAT, after 75% subsidy
- We hereby register for participation in the event as described in the invitation:
Participation fee, 18 sqm. (6 x 3 m, W x D) DKK 58,500 excl. VAT, after 75% subsidy

The prices are all net prices, meaning prices after deduction of the subsidy from the Trade Council of Denmark. Subsidy has already been applied and granted in principle by now.

All Danish companies with a CVR number in Denmark are welcome to participate. All below details must be filled in.

NB! Based on a minimum total pavilion size of 90 sqm. / 8 stand exhibitors.

NB! Participation cannot be made dependent of special location and design, e.g. corner exhibit and multiple open sides of the stand

Company _____

Address _____

Postal Code _____ City _____

Danish CVR number _____

Contact person _____

Title _____

Direct telephone _____

E-mail _____

Date & signature _____

Please return the completed registration form to Danish Agriculture & Food Council
Please return *no later than* **19 June 2020** to Michael Stahlschmidt, mis@lf.dk

Registration is made in accordance with DAFC's terms of participation (attached)

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC is comprised of:

- 1) a binding registration form filled in and signed by a duly authorised representative of the company, and
- 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation, as well as the services to be provided by DAFC, are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DAFC is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DAFC.

DAFC's handling of services is conditional on not being delayed or prevented by *force majeure*, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DAFC. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to pay the cost indicated for participating in the export promotion event. DAFC's cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DAFC reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows:

- 1) 100% on account with binding registration,
- 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included.

If DAFC's terms of payment are not met, DAFC reserves the right to consider the agreement repudiated under section 6. If the invoices issued are not paid by the deadlines set, DAFC is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be applied for by DAFC. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DAFC. Thus, DAFC has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted. If a company, for any reason, cancels its participation, the company must pay the full participation fee, including any subsidy, if the subsidizing partner decides to withdraw its subsidy to the company's participation as a consequence of the company's cancellation.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their necessary insurance for their employees and goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.