



# FHC Hotel & Restaurant China 2019

12-14 November 2019, SNIEC, Shanghai

The 23rd International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries

For the past 24 years, Food & Hotel China (FHC) has grown to become the leading tradeshow for international companies looking to introduce their products into the Chinese market - a market that is continuously evolving as the country's economy grows and its middle-class consumer base expands.

The 22nd edition of Food & Hotel China (FHC) closed on the 15 November 2018. The show was bigger than ever, expanding to 120,000m<sup>2</sup> and hosting over 3,000 companies from 48 countries and regions. FHC welcomed 118,274 trade visitors over three days - representing a 23% increase in attendees and ensuring a lively and action-packed show floor.

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 7<sup>th</sup> time - with Confederation of Danish Industries as co-organizers. The Trade Council has already now granted subsidy to our stand.

A prime location has been secured and co-financing from 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.

Looking ahead to 2019, the FHC exhibition area will increase by 50% to an unprecedented 180,000 square meters. The major professional exhibition areas and a wide range of international events are all very exciting.

Three new pavilions were added to meet the needs of domestic and international audiences at FHC for international food and service.

## WHO SHOULD GO?

FHC and ProWine China combine traditional exhibition stands where participants can display product and meet with trade customers, together with numerous seminars, conferences, competitions and training events, all designed to give even more reason to visit the exhibition.

FHC is relevant for you if you are selling products or services within: Bakery, Food & Non-alcoholic Drinks, Tea & Coffee, Meat, Seafood, Wine & Spirits, Beer, Retail & Hospitality Food Service & Technology, Packaging Materials.

For more information, please visit: [fhcchina.com](http://fhcchina.com)

## HOW TO REGISTER

All Danish companies with a CVR number in Denmark are welcome to participate.

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

**Registration deadline: 24 May 2019 to [mis@lf.dk](mailto: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, last year we organized 3 national pavilions: at SIAL China, Biofach China and FHC, on top of that we also organized sector pavilions at FMA, SIAL China and Restaurant & Bar.

This year, we are also organizing the Danish national pavilions at SIAL China and Biofach China as well as sector pavilions at SIAL, FHC and Restaurant & Bar.

## 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](mailto:mis@lf.dk), +45 3339 4236



Confederation of Danish Industry  
Søren Falck  
[srfk@di.dk](mailto:srfk@di.dk), +45 3377 3484



## THE PACKAGE:

Our participation package at FHC 2018 contains:

- Open and inviting Design in central location
- Turnkey stands
- With 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 stand: DKK 24,600 excl. VAT
- Price 9 sqm stand: DKK 36,900 excl. VAT
- Price 12 sqm stand: DKK 49,300 excl. VAT
- Price 15 sqm stand: DKK 74,000 excl. VAT
- Price 18 sqm stand: DKK 98,664 excl. VAT
- Price 4,5 sqm SME space: DKK 18,450 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) DKK 24,600 excl. VAT, after 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 36,900 excl. VAT, after 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 49,300 excl. VAT, after 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 74,000 excl. VAT, after 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 98,664 excl. VAT, after subsidy

**We hereby register for participation as an SME company for 4.5 sqm. open space in the common open SME section, Participation fee DKK 18,450 excl. VAT**

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 by now.

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

The former 3-time rule from the Trade Council, excluding companies that had participated 3 times already at the same event, has now been lifted, meaning that all companies are welcome to participate at the subsidized price.

NB! Based on a minimum total pavilion size of 150 sqm. /10 stand exhibitors and expected subsidy.

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

Company

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Address

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Postal Code

City

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Danish CVR number

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Contact person

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Title

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Direct telephone

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E-mail

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Date & signature

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Please return the completed registration form to Danish Agriculture & Food Council  
Please return *no later than 24 May 2019* to Michael Stahlschmidt, [mis@lf.dk](mailto:mis@lf.dk)

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

## Conditions for participation in export promotion events under the auspices of the Danish Agriculture & Food Council – DAFC, 25 November 2013

### 1. Basis of the agreement/contract

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

- 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 paying the cost indicated for participating in the export promotion event. DAFC' 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. In the event that DAFC' terms of payment are not met, DAFC reserves the right to consider the agreement repudiated in accordance with 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.

### 7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their own necessary insurance for their own employees and own 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.