



FHW CHINA 2014

广州国际特色食品饮料展览会



展后报告

Post Show Report



2014年11月11-13日

中国进出口商品交易会展览馆 (广州·琶洲)

11-13 NOV. 2014

China Import & Export Fair Complex,
Guangzhou, China

www.fhwchina.com



Official Partner



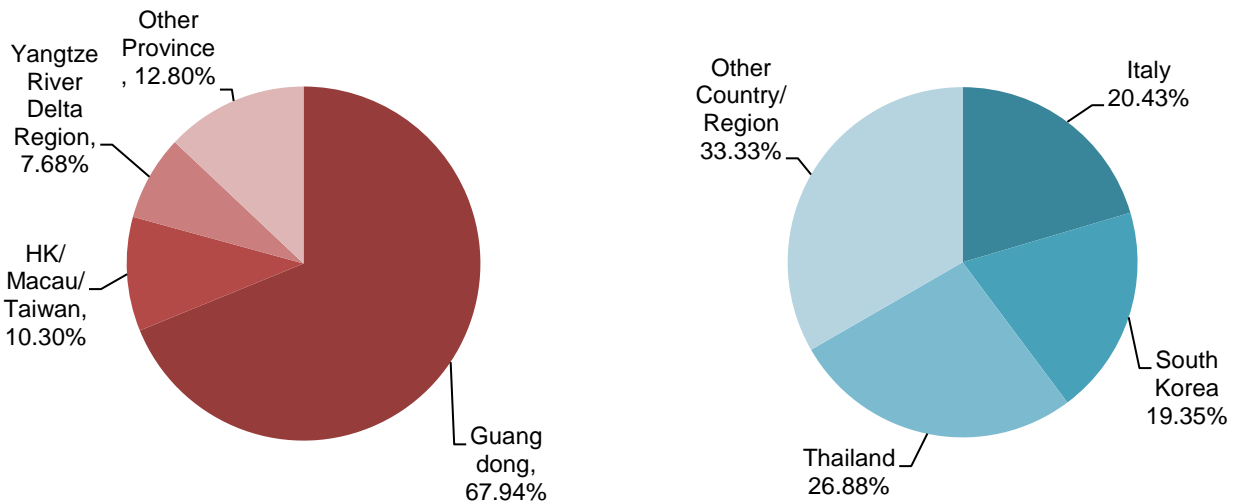


FHW CHINA 2014 General Information

FHW CHINA 2014 drew to a successful close at Hall 13.2, Area B, China Import and Export Fair Complex on November 13, 2014. The total exhibition area exceeded 8,000 square meters. About 400 enterprises from 20 countries and regions (including China) participated, among which 50% were oversea companies. The exhibits covered over 40 categories, thousands of them had been seen in China market for the first time. Opening at November 11, the 3-day fair attracted over 12,000 person-time buyers and more than 5,200 registered trade buyers. There were 9 on-site activities, like seminar, tasting event and business match meeting. Over 40 well-known traditional and new media did comprehensive report on FHW CHINA 2014 before, during and after the fair. The media partners included "China Food Newspaper", "Food Industry Weekly", "Purchasing" magazine, "Food Focus Thailand" (Thailand), "Beverage & Food World" (India), Guangdong TV, Guangdong TV Exhibition Channel , 21food.cn, foodmate.net, hc360.com and FOOD2CHINA. Official website, WeChat and other social media platforms were also used to achieve comprehensive promotion of the fair.

Below is basic data of FHW CHINA 2014 and its caparison with FHW CHINA 2013:

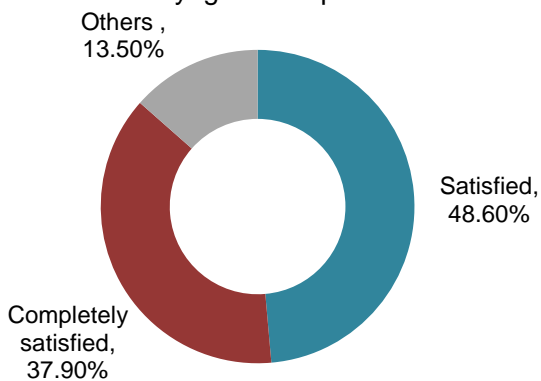
About 400 enterprises from 20 countries/regions (China included) participated in FHW CHINA 2014. Figure 1 is regional distribution of the exhibitors.



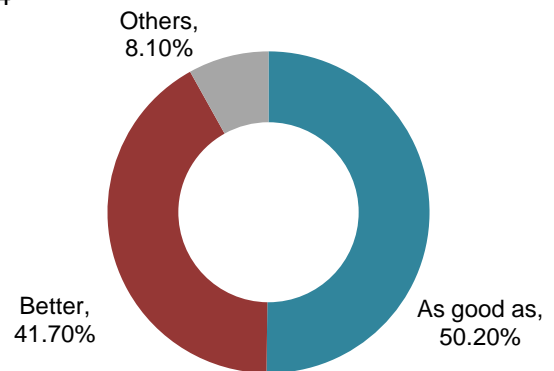
FHW CHINA 2014 domestic exhibitors were mainly from Guangdong (67.94%), Hong Kong/Macau/Taiwan (10.30%) and Yangtze River Delta region (Jiangsu, Zhejiang and Shanghai: 7.68%); international exhibitors were mainly from Thailand (26.88%), Italy (20.43%) and South Korea (19.35%).

Figure 1 Regional distribution of Chinese/international exhibitors

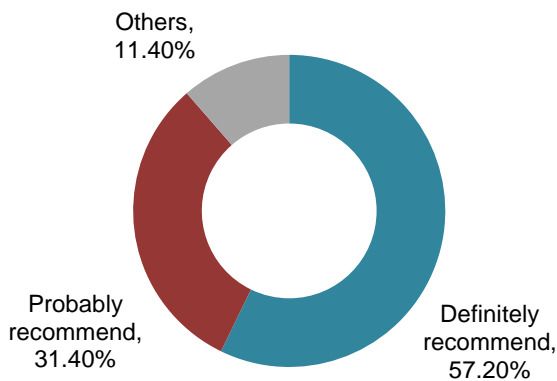
Exhibitor survey: general opinion towards FHW CHINA 2014



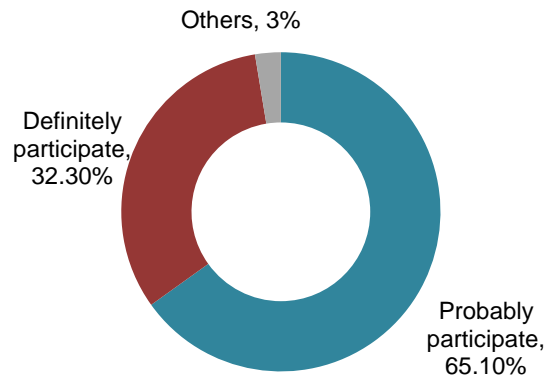
48.6% of the exhibitors were satisfied with the participation experience at FHW CHINA 2014; 37.9% of the exhibitors were completely satisfied with the participation experience at FHW CHINA 2014



50.2% of the exhibitors feel FHW CHINA is as good as other familiar fairs; 41.7% of the exhibitors feel FHW CHINA is better than other familiar fairs.



31.4% of the exhibitors choose “probably recommend FHW CHINA to colleagues, friends or acquaintances”; 57.2% of the exhibitors choose “definitely recommend FHW CHINA to colleagues, friends or acquaintances”



65.1% of the exhibitors chose “probably participate in the next FHW CHINA”; 32.3% of the exhibitors chose “definitely participate in the next FHW CHINA”

Figure 2 FHW CHINA 2014 exhibitor survey

“The fair was very successful. We met some serious buyers who were really interested in our products. And oh, the coffee events are very interesting”

— **Mr. Marco Limonta, GM of Torrefazione Poli SRL (coffee manufacturer) from Italy**

“We bring a lot of good coffee powder and roasted coffee beans .Many buyers showed interest to purchase good coffee products from Uganda”

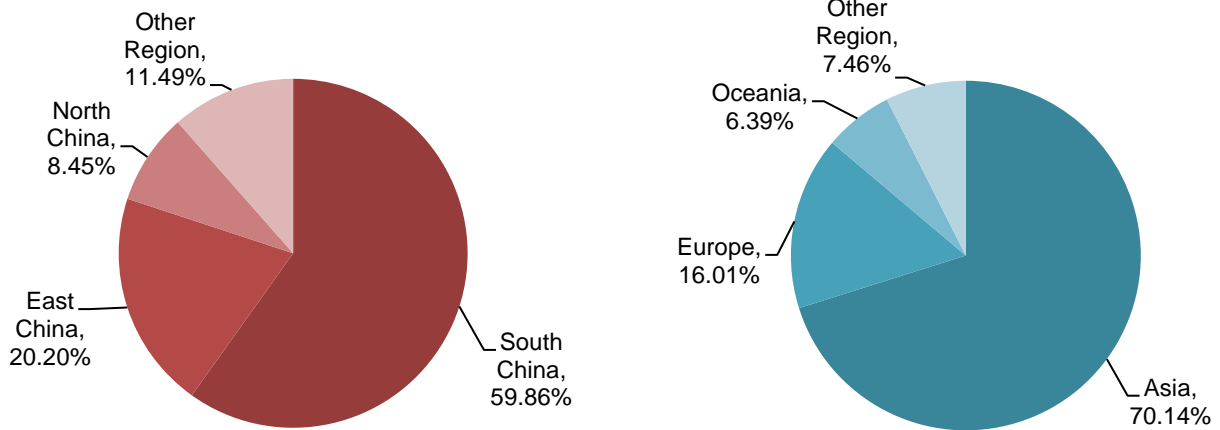
— **Mr. David Iwaka, GM of Beijing Chenao Coffee Co., Ltd. (a Sino-Uganda joint venture company)**

“Quite a few South Korean companies participated in FHW CHINA 2014. It’s well organized. The organizer arranged many business matching for us with buyers from Hong Kong and South China.”

— **Mr. Stanley Sung, manager of NatureCell. Co., Ltd. from South Korea**

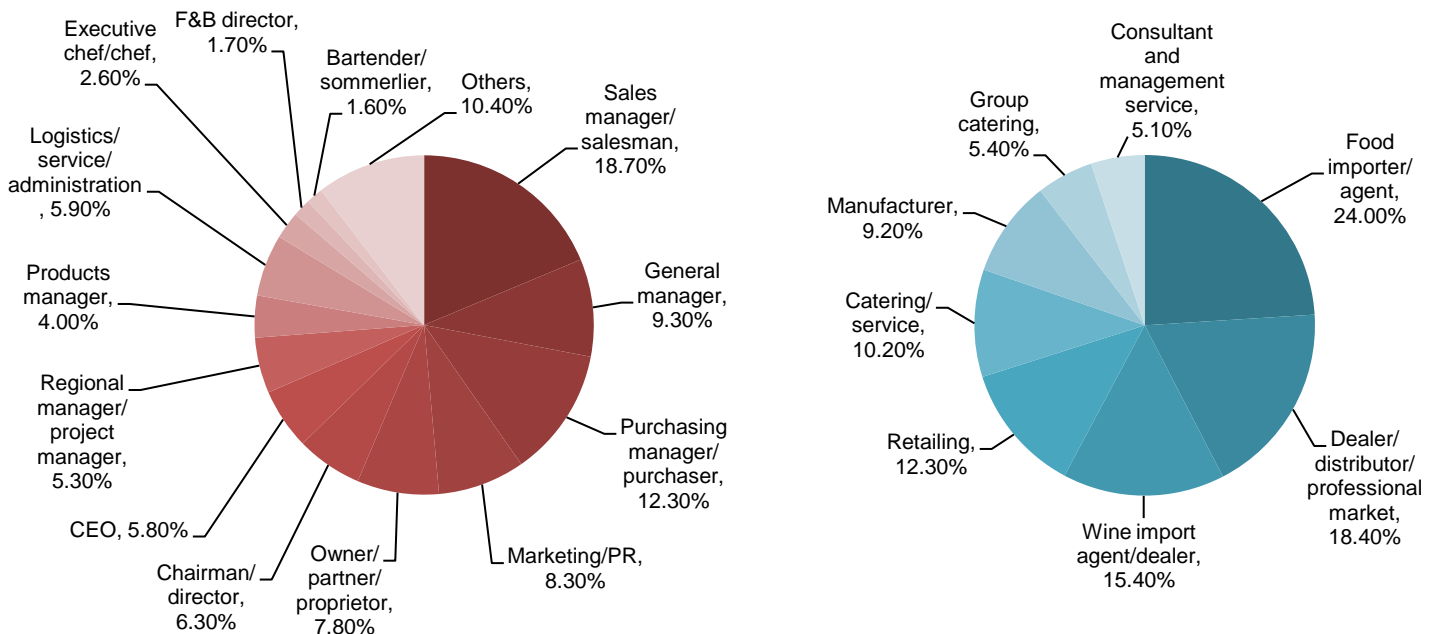
—Voice of FHW CHINA 2014 Exhibitors

FHW CHINA 2014 opened at Hall 13.2, Area B, China Import and Export Fair Complex on November 11, 2014. The 3-day fair attracted over 12,000 person-time buyers and more than 5,200 registered trade buyers, break the records of all previous sessions.



FHW CHINA 2014 Chinese buyers were mainly from South China (59.86%) , East China (20.20%) and North China (8.45%) ; overseas buyers were mainly from Asia (70.14%) , Europe (16.01%) and Oceania (6.39%)

Figure 3 Regional distribution of domestic/international buyers



76.63% of the professional buyers were president of a company, enterprise owner, general manager, purchasing manager, or F&B director, who had the decision-making power on purchasing. The figure on the right is the composition of buyers' industry

Figure 4 Composition of titles of domestic /international buyers



Professional business matching service for VIBs (Very Important Buyer)

The most remarkable highlight of FHW CHINA 2014 was the comprehensive and considerate service for the buyers. The “Very Important Buyer (VIB) Program” invited large supermarkets, five-star hotels, hotel management groups, food wholesalers, restaurants, wine traders and importers to visit the fair and communicate with FHW CHINA exhibitors. VIBs enjoyed exhibits preview before the fair, one-on-one guidance during the fair and follow-up services after the fair. Furthermore, FHW CHINA 2014 cooperated with FOOD2CHINA (the only imported food B2B e-commerce platform in China) to hold a reverse business matching event. It used “online matching, offline meeting” mechanism to provide buyers comprehensive and in-depth business matching service.

Part of the VIB List

Chain Supermarket	China Resources Vanguard	Food Trade	Guangdong Foodstuff Imp. & Exp. (Group) Corp.
	Park n Shop		Lorence & Company
	OLE Supermarket		Guangzhou Huaxin Trading Co., Ltd.
Hotel	The Ritz-Carlton Guangzhou	Beverage Trade	Guangzhou Shunjing Drinking Water Co., Ltd.
	Shangri-La Hotel Guangzhou		Shenzhen Nongbo Natural Soda Sales Co., Ltd.
	Crown Plaza Hotel Guangzhou City Centre		Huasheng Coffee
E-Commerce	Yihaodian.com	Wine Trade	France Kamadi Wine
	FOOD2CHINA		Watsons Wine Cellar
	HC360.com		Guangzhou Zhujiang Beer Group Co., Ltd.
Manufacturer (Imported Food Operator)	Pepsi Co., Inc.	Group Catering	Guangzhou Baiyun International Airport catering Co. Ltd.
	Guangzhou Fengxing milk Co., Ltd.		Guangdong Tong Yi Expressway Service Area Co. Ltd.
	Guangzhou Wahaha Ltd.		Guangzhou Jiajing Restaurant Co., Ltd.
Restaurant	Yum! Brands, Inc.	Logistics & Cold Chain	Guangdong Swire Cold Chain Logistics
	Guangzhou Tang Yuan Restaurant		Guangzhou Le Cube Food Co., Ltd.
	Guangzhou Greenery Restaurant		Shun Hao Cold Chain



P.1-3 FOOD2CHINA Business Matching for International food entrepreneurs and Chinese Buyer



全球系列食品及餐饮用品展览会 INTERNATIONAL FOOD AND HOSPITALITY EXHIBITION

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“For targeted purchase, I am more willing to attend on-site business matching meeting than negotiate at the booth. I am satisfied with the business matching service and wish the fair got better and better each year.”

—**Liu Ke, general manager of Huarun Vanguard Supermarket (Food Department)**

“I have been following FHW CHINA with great interest. Some of the high-end featured products were really impressive. I hope to see more oversea exhibitors at FHW CHINA 2015”

—**Chen Rong, commodity specialist of Yihaodian**

“I saw some very characteristic products that met the requirements of high-end F&B service. I really appreciated the VIB service.”

—**Hu Jiaquan, business development director of The Ritz-Carlton Guangzhou**

“I found quite a few really special exhibits. The international exhibitors were impressive. On-site service was satisfactory as well. I wish for a better FHW CHINA each year!”

—**Su Zhaojia, Planning department manager of Guangzhou Huaxin Trading Co., Ltd.**

“Having attended the fair for several years, I could obviously feel that it became more mature each year. This edition was brilliant. I wish FHW CHINA became better and better.”

—**Zhang Beili, general manager of Guangzhou Yue Ming Trading Co., Ltd.**

“This year, the quality of exhibits was better than before. I have found what I was looking for at the fair. I will definitely come next year.”

—**Lin Weidi, purchasing manager of Lorence & Company**

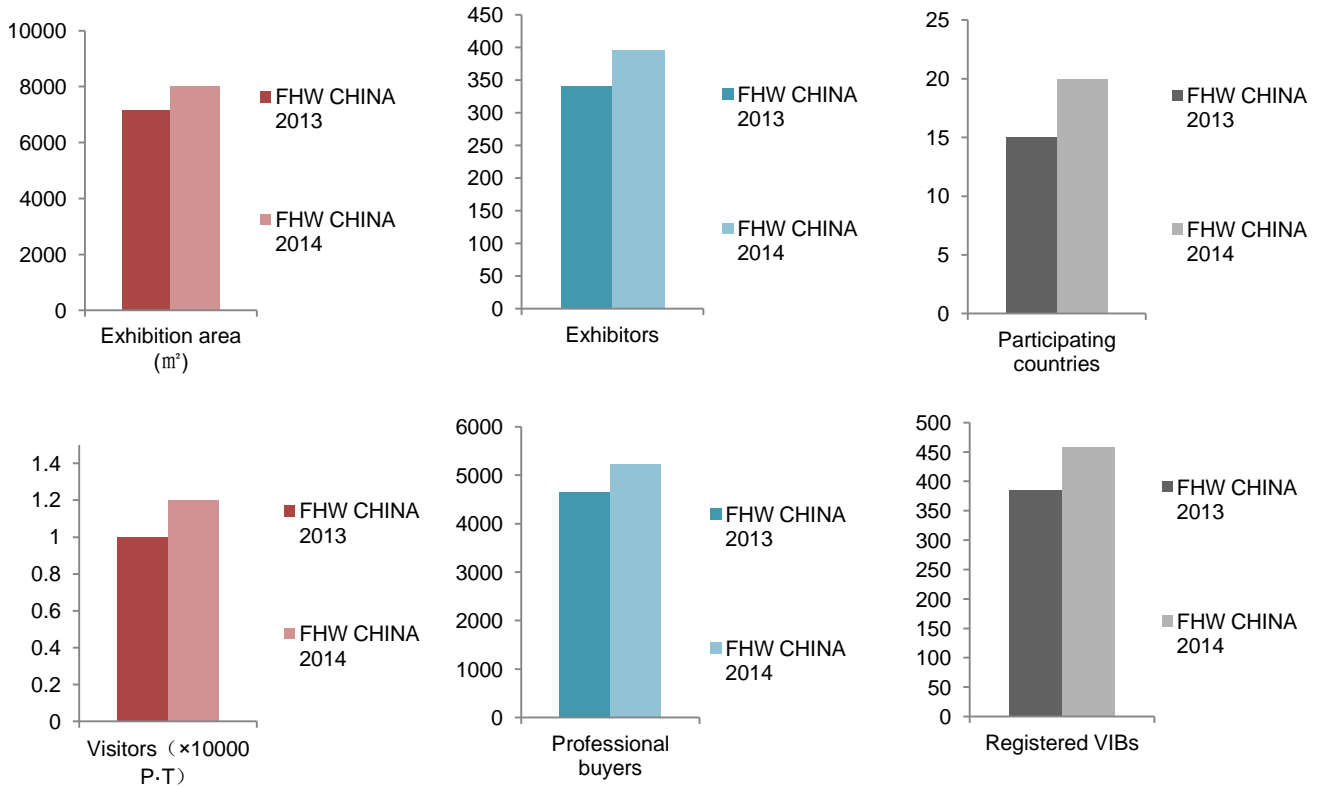
“I visit FHW CHINA every year. The scale and resources have been improving. I felt satisfied with the quality of exhibitors. I will continually support the fair.”

—**Ji Ning, Cross-border e-commerce sales manager of Guangdong ZhuoZhi Supply Chain Services Group**

—Voice of FHW CHINA 2014 VIBs



FHW CHINA 2014 surpassed the previous sessions in exhibition area, number of exhibitors, number of participating countries, number of visitors, number of professional buyers and number of registered VIBs.



FHW CHINA 2014 achieved growth at all levels: the exhibition area increased by 11.89% from the previous edition; number of exhibitors 16.47%; participating countries 33.34%; visitors 20%, professional buyers 12.32%; registered VIBs 18.96%.

Figure 5 Comparisons between FHW CHINA 2014 and FHW CHINA 2013



Brilliant On-Site Activities

Besides business match meeting, there were 8 brilliant on-site activities organized by FHW CHINA organizer and its partners.

November 11

- 14 : 00-15 : 30 Logistics Solution for Cross-border E-commerce of Food Industry
- 15 : 00-17 : 00 Business Reception of Consulate General of the Kingdom of the Netherlands in Guangzhou
- 14 : 30-15 : 30 Foreign Trade Selection Supermarket—Recruitment of Gd email

November 12

- 10 : 30-12 : 00 How to Get Success in Franchise Coffee Shop Business in China
- 10 : 00-11 : 00 China Food & Wine Industry O2O E-commerce Development Trend and Strategic Positioning
- 14 : 00-16 : 00 Everyone Drinks Coffee
- 14 : 30-16 : 00 Argentine Beef and Wine Tasting

November 13

- 11 : 00-12 : 00 NEW AIR ON WINE – Bellavista Franciacorta Wine Tasting



P. 3-10
On-site activities



Italian Night Gala

At 18:00, November 12, the "Italian Night Gala", by Fiera Milano S.p.A. and Worldex Fiera Milano Exhibitions (Guangzhou) Co., Ltd., started at multifunctional hall of W Hotel Guangzhou. Italian exhibitors and part of VIBs were invited to the gala. Mr. Naz Wen, assistant general manager of Worldex Fiera Milano, hosted the event. Mr. Fabio Aromatici, international director of Fiera Milano S.p.A., gave welcoming speech. The attendees also included Mr. Qiu Zhaoxian, vice-president of CCPIT Guangdong, Ms. Ao Yan, exhibition department director of CCPIT Guangdong, and Mr. Fabio Cannavaro, former core member of Italian national football team and present coach of Guangzhou Evergrande Football Club.



P. 11-19 Italian Night Gala



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Organizer & Show Management



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Exhibitions (GuangZhou) Co.,Ltd

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Fiera Milano S.p.A

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Exhibition Center of Hunan Provincial Commerce Department



艾黛利咖啡学院
Ada Lee Coffee College



广东省食品进出口集团公司
Guangdong Foodstuffs Import & Export (Group) Corp.



广东省机械进出口股份有限公司
Guangdong Machinery Imp. & Exp Co., Ltd



食品商务网
21Food&Beverage Online



糖烟酒周刊
Food Industry Weekly



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特别感谢
Special Thanks



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FHW CHINA 2015
广州国际特色食品饮料展览会

September 22-24, 2015
2015年9月22-24日

Hall 9.2, Area B, China Import and Export Fair Complex @Guangzhou
中国进出口商品交易会琶洲展馆B区9.2号馆 (广州)

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