



June 24, 2011

Food Hotel China | Shanghai

**Outgoing Market Development Mission to Shanghai, China
November 16 – 18, 2011**

Dear Exporter:

Food Beverage Canada (FBC) is pleased to invite you to participate in an Educational & Market Development Mission to Food Hotel China 2011.

Established in 1994, Food Hotel China is the largest and longest running trade fair in China for imported food, wine, beverages and hospitality equipment. FHC China 2011 is set to continue its dominance as the most important trade event for international companies wishing to exhibit their products in China. This event has more national and regional pavilions than any other trade exhibition in China.

Two options are available through Food Beverage Canada:

Option 1 - Visit the Market - walk the Show (important in choosing a new market)

- ◆ Learn more about the market
- ◆ Assess opportunities for your company
- ◆ Identify how to meet the needs of the consumer
- ◆ Analyze the challenges and opportunities & identify possible avenues for market entry
- ◆ Attend Retail store/supermarket visits
- ◆ Network in Canadian Lounge/Meeting Area

Option 2 – Showcase your Products– exhibit in the Canadian Pavilion

- ◆ Learn more about the market
- ◆ Test response to your products
- ◆ Gather important feedback
- ◆ Develop a market entry strategy
- ◆ Meet potential buyers and distributors
- ◆ Network in the Lounge/Meeting Area

Walking Participation Fee: \$600 CDN

**Booth Participation Fee(9 sq.m): \$ 3560 CDN
Corner booth Participation fee (9 sq. m) \$4060 CDN**

Reimbursement Note: Upon completion of the program you will be reimbursed as follows: 50% of an economy class airfare ticket (max \$788 CDN), a per Diem of CDN \$200 per day up to a maximum of 4 days (walking), and 5 days (exhibiting). A 6% administrative fee will be deducted from your reimbursement to help offset FBC administrative expenses.

Eligibility: The applicant will ensure that all exhibit materials and products are manufactured, marked and labeled under the name of a Canadian firm and have a minimum Canadian content of 50% based on factory price.

Cancellation Policy:

Walking Program Cancellations prior to October 16th, 2011 will be subject to a \$250 administrative fee.

Any walking program cancellations made after October 16th will be non-refundable.

Cancellations of booth space will ONLY be considered if a replacement exhibitor can be found.

If a replacement exhibitor cannot be found, the fee is non-refundable at any time.

If you have any questions please do not hesitate to contact:

Lisa Iwanyk, FBC - Tel: 780-486-9679 / 1-800-493-9767; Email: liwanyk@foodbeveragecanada.com

Nicole Burke, FBC - Tel: 780-486-9679 / 1-800-493-9767; Email: nburke@foodbeveragecanada.com

Program funded in part by Agriculture & Agri-Food Canada through the AgriMarketing program.



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Agri-Food Canada

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Registration Form

**Please FAX to Food Beverage Canada (FBC) at 780-484-0985 or
EMAIL: liwanyk@foodbeveragecanada.com**

Please print clearly

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Participant(s): *Name as it appears on your passport which must be valid for 6 months after your departure date from China*

Name #1: _____ Title: _____ Email: _____

Name #2: _____ Title: _____ Email: _____

Cost to Participate

Market Visit

\$600 per person

Exhibiting at Show

\$3560 CDN per company/regular 9 sq. m booth

\$4060 CDN per company/corner 9 sq. m booth

Payment Details:

Credit Card:

 VISA MASTERCARD AMEX

Card Number: _____ Exp Date _____

Name of cardholder: _____

Address on Card: _____

Signature: _____

**** Eligibility: The applicant will ensure that all exhibit materials and products are manufactured, marked and labeled under the name of a Canadian firm and have a minimum Canadian content of 50% based on factory price.**

**Signature confirms your company's intention to participate in this program and that you read & understood the terms as outlined. Payment must accompany registration to be accepted.
Program is offered on a first come – first served basis & space is limited!**

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