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ATO ACTIVITIES reports

ATO Shanghai Promotional Opportunities Report

2005

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Report Highlights:

This report provides a complete list of market-development activities, such as trade shows, retail promotions and trade teams, that the ATO Shanghai plans to organize and participate in over the period from August through December 2005. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or ATO Shanghai for additional information.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Shanghai ATO [CH2]
[CH]

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Disclaimer:

The promotional activities listed below are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

I. FAS/USDA Endorsed Trade Shows

U.S. exporters and other organizations interested in participating in FAS/USDA Endorsed Trade Shows should contact the respective organizers listed beneath each individual event, or alternatively, communicate with the FAS/USDA Trade Show Office based in Washington D.C.: Ms. Maria Nemeth-Ek, Team Leader, Trade Show Office, AgExport Services Division, Foreign Agricultural Service/USDA, Tel. (202) 720-3623, Fax (202) 690-4374, E-mail: Maria.Nemeth-Ek@usda.gov, webpage: www.fas.usda.gov.

Food & Hotel China 2005

Date: November 15-17, 2005

Venue: Shanghai New International Exposition Center, Pudong, Shanghai

This large international show focuses on the HRI sector and has experienced sustained growth over the 12 past years, becoming one of the two most important food shows in Mainland China. This year FHC will move to a newer and larger venue, which should add further to its appeal. Popular with both American and European exhibitors, FHC is also attracting a growing number of Chinese and Southeast Asia exhibitors as well as regional buyers from Japan, Korea, Vietnam and Turkey. ATO Shanghai will again organize a USA Pavilion and provide on-site services for U.S. companies that participate in this show.

Contact: Ms. Joan Williams, 4 North St., Ste. 800 – Waldwick NJ 07463-1842 USA, Tel: 201-251-2600, Fax 201-251-2760, Email: jwilliams@kallman.com, www.kallman.com or China International Exhibitions Ltd., Tel: (86) 21-6209 5209, Fax: (86) 21-6209 5210, E-mail: fhc@chinaallworld.com

II. Other Trade Shows

U.S. exporters and other organizations interested in participating in any of the trade shows listed below should contact the respective organizers listed beneath each individual event, or alternatively, communicate with ATO Shanghai for additional information.

All China Leather Exhibition

Date: September 7-9, 2005

Venue: Shanghai New International Exposition Center of Pudong, Shanghai

This hugely popular show grows each year. The U.S. Hides, Skin & Leather Association estimates that China has become a \$1.0 billion market for the U.S. 2004 show featured a USA Pavilion featuring more than 25 exhibitors from the U.S. Hides, Skins & Leather Association. For the 2005, the show returns to the spacious New International Exposition Center in Pudong. ATO Shanghai will attend and provide market briefings to U.S. exhibitors.

Contact: CMP Asia Ltd. 17/F China Resources Building, 26 Harbor Road, Wanchai, Hong Kong, Tel: 852-28276211, Fax: 852-2827 7831, or Ms. Susan Zhang, ATO Shanghai, Suite 331E, Shanghai Centre, 1376 Nanjing West Road, Shanghai, 200040; Phone: +(8621) 6279-8622; Fax: +(8621) 6279-8336; Email: susan.zhang@USDA.GOV.

Pet Fair Asia 2005

Date: September 21-23 2005

Venue: Shanghai New International Exposition Center of Pudong, Shanghai

This will be the second time around for this trade show, and success has driven it from a relatively small location in downtown Shanghai out to the New International Exposition

Center. What impact the change in location will have on foot traffic is unclear, as last year's show relied on the collocation of a dog show to generate additional visitors. ATO will attend the show and provide market briefings to exhibitors.

Contact: Ms. Apple Chen, VNU Exhibitions Asia, 3/f, business Mansion, Shanghai Exhibition Center, 1333 Nanjing Road (W), Shanghai 200040, Tel: 86-21-62477668x939, Fax: 86-21-62479818, Email: apple.chen@vnuexhibitions.com.cn, website www.vnuexhibitionsasia.com, or Ms. Barbara Lee, Lee's Market Makers Inc., Tel: 86-21-65156497, Fax: 86-21-65156498, E-mail: leesmarket@sh163.net

Sweets China

Date: September 19–21, 2005

Venue: Everbright Exhibition Center, Shanghai

This new international show dedicated to confectionary products in China will be held in Shanghai in 2005 for the second time. Based on the success of the show in 2004, ATO will co-organize a USA Pavilion with the National Confectioners Association and offer site assistance and provide market information to the U.S. exhibitor at the show again in 2005.

Contact: Ms. Nancy Yung/Ms. Rhoda Lam, Talent Asia Services Ltd., (852) 2591-6386, Fax: (852) 2591-6380, E-mail: talentA1@netvigator.com, or Ms. Sun Yan, National Confectioner Association, Telephone: 86-21-5036 6608, Fax: 86-21-50366238, E-mail: sunyan@ggs-inc.com

Shanghai International Culinary Expo

Date: November 10–14, 2005

Venue: Everbright Convention & Exhibition Center, Shanghai

The show, organized by the powerful Shanghai Restaurant Association, is developing as an important event for food and ingredient distributors to the restaurant industry in the Greater Shanghai area. Last year the show attracted 70 exhibitors from major chain restaurants, food distributors, and equipment suppliers from Shanghai and nearby emerging city markets. ATO Shanghai is organizing an American Pavilion to service the U.S. exhibitors at the show, and sponsor a chef contest using U.S. food ingredients to create Chinese and Western-style dishes.

Contact: Miss Jiao, Mr. Xia, Shanghai Everbright Convention and Exhibition Center Co. Ltd., Room 605, Block B, 70 Caobao Road, Shanghai 200235, Tel: 86-21-64325410, Fax: 86-21-64326802, E-mail: sir-expo@secec.com, or Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: xu.min@usda.gov

III. Other Promotional Activities

U.S. exporters and other organizations interested in participating in or learning more about any of the promotional activities listed below should contact ATO Shanghai for additional information.

A. In-Store and Food Service Promotions

Wal-Mart American Food Festival

Date: August 13 – 26, 2005, TBD

Venue: Wal-mart Nanpu Store, Shanghai

ATO Shanghai will organize an in-store promotion in the brand new (opened July 28) Supercenter of Wal-Mart in Shanghai featuring U.S. processed food, frozen food, fresh produce, wine and beverage. Advertising on mobile TV and lifestyle media coverage are also planned for the promotion.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: xu.min@usda.gov

Carrefour American Food Festival

Date: September 19 – 30, 2005

Venue: 22 Carrefour stores in 13 cities

ATO will coordinate a national grocery promotion featuring U.S. food products in at least 23 stores in 13 markets in China. This will be the largest in-store promotion thus far undertaken in China, and is a follow-up to successful our national USA Fresh Fruit Promotion held in 32 stores in 11 markets, July 14-24. The USA Grocery Promotion also represents an exciting opportunity for FAS China cooperators/distributors to bring products not only to the leading markets, but a number of emerging city markets in China. Cooperators/distributors will benefit from the American Food Festival, an integrated promotion effort including media exposure, feature in DM, on-site promoters etc.

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Chongqing Foodservice Training

Date: September 21, 2005, tentative

Venue: Chongqing

ATO Shanghai plans to team up with the USDA market development cooperators active in the foodservice sector to provide a seminar for chefs and foodservice and purchasing managers. Participants will be recruited from star-rated hotels and restaurants in Chongqing, the largest municipal city in Southwest China with some 10 million urban population. U.S. food ingredients distributors will be invited to join and expand their scope. This event is also designed to establish and streamline distribution channels to Southwest China for high value U.S. food products.

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Starwood Jiangsu Province Sheraton Menu Promotion

Date: November 2005

Venue: Nanjing and Wuxi, Jiangsu Province

ATO will work with Starwood hotels in Wuxi and Nanjing on an American menu promotion. ATO will invite an American chef to conduct 10-day promotion at each premises. USDA cooperators and American food distributors will be invited to join the promotion. Comprehensive media coverage is also planned for the promotion.

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American Holiday Basket Mall Promotion

Date: December 2006

Venue: Shanghai

ATO Shanghai plans to lead an American Holiday Basket Road Show to promote U.S. wine, beverages, coffee, snack foods, fresh fruits, dry fruits and nuts, confectionary, packed foods, condiments/sauces, bakery products using American ingredients and other food and beverage products. The event will showcase, publicize and offer for sale American festival food items to expatriates as well as local consumers during the Christmas and New Year season in Shanghai, China's largest metropolis with a long history of cross-cultural exchange.

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B. Trade Missions

Chinese Press Team

Date: 2005, pending

Venue: California, Washington

ATO Shanghai will lead a Press Team to the United States in 2005. The team will consist of five journalists from major newspapers and TV stations in Shanghai, Zhejiang and Jiangsu Provinces. The plan is for the team to receive a general introduction to U.S. agriculture through visits to farms, food processing companies, retail stores, and other agriculture-related sites. The purpose of this trip is to educate participants and give them a more nuanced understanding of U.S. agriculture so that they can, in turn, convey a favorable impression of U.S. agriculture to Chinese audiences. In addition, this trip will help Shanghai ATO consolidate and maintain a good working relationship with local lifestyle media.

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IV. Post Contact and Further Information

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Reports from ATO Shanghai and other ATO offices around the world are available from the FAS website www.fas.usda.gov