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# **China, Peoples Republic of**

## **Agricultural Export Opportunities Report**

### **August 1998**

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no

Includes PSD changes:

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Scheduled Report  
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## Upcoming Promotional Activities/Events

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

### A. Trade Shows

1. China Retail Conference & Exposition '98. August 23 - 26, 1998. Venue: INTEX, Shanghai.

This show will try to cover shopping facilities, supermarkets food, retail automation facilities, and commodity distribution technologies, and wishes to model itself on the FMI show in Chicago. The show, sponsored by the Shanghai Commerce Commission, expects to attract 300 exhibitors and purchasing teams and according to organizers will include companies such as Coca-Cola, Haagen Dazs, IBM, and NEC.

Contact: Ms. Emily Yu or Mr. David Zhong, Keylong Service Expo Co. Ltd., Lane 800 W. Zhongshan Road #57, 27 D Zihong Mansions, 200051 Shanghai. (8621)62332433 tel, (8621) 62349096 fax, keylong@public.sta.net.cn

2. Food Expo '98. August 29-September 2, 1998. Venue: Shanghai Exhibition Center, Shanghai.

The Food Expo show (running since 1992 and now including a Drinks & Hotel portion) is a popular show with the public and a good chance to do some marketing, sampling, as well as consumer sales. In addition, the Chinese participants in the exhibition represent most of the major distributors in Shanghai and thus offer a good opportunity to make contacts and pick up catalogs.

Contact: Mr. James Yu, Shanghai Gray Business Promotion Co. Ltd., Room 3003 Guang Ye Office Building, 137 Zhi Dan Road, 200065 Shanghai. (8621) 56077911, 56078035, 56060425 x 103, 107 tel, (8621) 56078035 fax.

3. Food China '98 and Hotel China '98. September 1-4, 1998. Venue: Intex, Shanghai.

This is the fifth annual show for Food and Hotel China and the track record is good. This show is one of the few "trade only" shows in China that succeeds in keeping the masses out of the exhibition hall. It's a good show for products for the hotel and food service trades. This year the organizers will try to include more supermarket products and supermarket equipment. ATO Shanghai will support U.S. exhibitors at this show and will have an information booth in the USA pavilion.

Contact: Hong Kong Exhibition Services Ltd., Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong. 852-2804-1500 phone, 852-2528-3103 fax, exhibit@hkesmontnet.com.hk or U.S.: Ellen Wong, Commerce Tour International. (415) 433-

3072 tel, (415) 433-2820 fax. Worldwide: Overseas Exhibition Services Ltd., 11 Manchester Square, London, W1M 5AB, UK. 44 171 486 1951 phone, 44 171 413 8210 fax, food@montnet.com

4. International Food Ingredients & Additives China '98, Sept. 22-25, 1998. Venue: China World Hotel, Beijing.

Contact: E.J. Krause & Associates Beijing Office, Room 5207 Zi Yu Hotel, No. 55 Zeng Guang Road, Haidian District, Beijing 100037 P.R.China. (8610) 6841-5250/2998 tel, (8610) 6841-1728 fax.

5. 2nd Annual Shanghai International Agricultural Technology & Equipment Exposition, October 6-8, 1998. Venue: Shanghai International Agriculture Exhibition Center.

This show is designed to promote agriculture technology and will focus on grains & oils, vegetable production, garden, poultry/pig/dairy, horticulture, animal health, and seed machinery and technology.

Contact: Mr. Joseph Zhou, Shanghai International Science & Technology Corp., 47 Nanchang Road, Shanghai 200020. (8621) 63720570 fax, email: sist@prodigychina.com

6. Interfood '98, October 14-17, 1998. Venue: INTEX, Shanghai.

This trade show features food processing equipment, food packaging equipment, and food ingredients for further processing.

Contact: Shanghai International Exhibition Corporation, 28 Jin Ling Xi Road, Shanghai 200021, China. 86-21-6545-6707 tel, 86-21-6545-5124 fax.

7. China Fisheries & Seafood Expo '98, October 27-29, 1998. Venue: Dalian, China.

FAS China considers seafood to be one of the best opportunities for U.S. exporters in China. U.S. exports of seafood to China increased by 40% in 1997 to US \$111 million with strong growth in Northern China. This show attracts major seafood importers, wholesalers, and seafood processors in China. Dalian is an important seafood processing center, second only to Qingdao. This show is best for exporters of frozen seafood, particularly those products like squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. (Exporters of live and chilled seafood targeting the upscale hotel and restaurant trade might make greater inroads at the Food China '98 and Hotel China '98 shows in Shanghai in September or at the Seafood show in Hong Kong in November 1998.) ATO's Shanghai and Guangzhou will send representatives to the show to help support and inform U.S. exhibitors.

Contact: Sea Fare Expositions, Inc.. 5305 Shilshole Ave. NW, Suite 200, Seattle, WA 98107. (206) 789-6506 tel, (206) 789-9193 fax, china@seafare.com

8. The Asian International Seafood Show '98 and Conference, November 4-6, 1998. Venue: Hong Kong.

The first "Asia International Seafood Show" was launched this year alongside Hofex '97 in May and the 1998 Seafood Exhibition will be staged as a stand-alone show featuring seafood products for the HRI, retail and import & re-export trade in Hong Kong. In 1996 the total seafood product import market (all sources) in Hong Kong exceeded US\$1.7 billion. Opportunities exist in the fresh or chilled market (11% of total market), live (17% of total market), frozen (27% of the total) and dried (46%). ATO Hong Kong plans to provide an information booth in the USA Pavilion during the November '98 show to support U. S. exhibitors and assist local traders. For additional details, please contact the organizer directly.

Contact: Hong Kong Exhibition Services Ltd., Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong. 852-2804-1500 phone, 852-2528-3103 fax, exhibit@hkesmontnet.com.hk or worldwide: Overseas Exhibition Services Ltd., 11 Manchester Square, London, W1M 5AB, UK. 44 171 486 1951 tel, 44 171 413 8210 fax, food@montnet.com

9. Meat/Frozenex '98, November 17-20, 1998. Venue: National Agriculture Exhibition Hall, Beijing.

This might be a good show for refrigeration equipment.

Contact: Chinese Association of Refrigeration, Room 301 Bld. 11, 2nd Section of Sanlihe, Xi Cheng Dist. 100045 Beijing, China. 86-10-6853-0715 tel, 86-10-6853-6262 fax.

10. China Wine '98, November 18-21 1998. Venue: ShanghaiMart, Shanghai.

A new show, China Wine may provide a good compromise by both inviting the trade for the first two days and by offering an opportunity to market to and educate the public for the final two days.

Contact: Adsale Exhibition Services Ltd., (852) 28118897 tel, (852) 25165024 fax, aes@adsaleexh.com

11. Guangzhou International Agriculture Exhibition, November 26-29, 1998. Venue: Guangzhou Export Commodities Fair.

Contact: CCPIT Guangzhou Sub-Council, 86-20-8657-7912 ext. 12 or 13 tel; 86-20-8657-8602 fax.

12. ChinaMart '98, December 1-4, 1998. Venue: China International Exhibition Center Beijing.

This is the first attempt by E.J. Krause, a reputable show organizer, at organizing a trade show featuring products for the supermarket trade in Beijing.

Contact: E.J. Krause & Associates Beijing Office, Room 5207 Zi Yu Hotel, No. 55 Zeng Guang

Road, Haidian District, Beijing 100037 P.R.China. (8610) 6841-5250/2998 tel, (8610) 6841-1728 fax.

13. Agrifood China '99, May 20-24, 1999. Venue: China International Exhibition Center, Beijing.

This show will feature animal husbandry, organic agriculture (green food), and agriculture industry machinery and processing equipment.

Contact: China International Exhibition Corporation, 6 E. Beisanhuan Road, Beijing 100028. (8610) 6364433 tel, (8610) 64663204 fax..

14. 1999 International Horticulture Exposition, May 1-October 31, 1999. Venue: Kunming.

The international horticulture exposition is held once every five years and is the world's largest. The exposition will take place on a 218 hectare rolling plot located near the city. Five large halls are currently under construction along with demonstration gardens and a pool (with a total planned investment of about US\$ 200 million), and space will be equally divided between Chinese domestic and foreign horticulture products. The organizers have already started signing agreements and stress the importance of U.S. participants taking early action.

Contact: ATO Shanghai, Shanghai Center Suite 331, 1376 W. Nanjing Road 200040 Shanghai. (8621) 6279-8622 tel, (8621) 6279-8336 fax, email:atos@public.sta.net.cn

15. Food China '99 September 23-26, 1999. Venue: Intex, Shanghai.

This is the sixth annual show for Food and Hotel China and the track record is good. This show is one of the few "trade only" shows in China that succeeds in keeping the masses out of the exhibition hall. It's a good show for products for the hotel and food service trades. This year the organizers will try to include more supermarket products and supermarket equipment, and are trying to work with FMI to host a comprehensive supermarket educational seminar at the same time. ATO Shanghai will support U.S. exhibitors at this show and will have an information booth in the USA pavilion.

Contact: Hong Kong Exhibition Services Ltd., Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong. 852-2804-1500 phone, 852-2528-3103 fax, exhibit@hkesmontnet.com.hk or U.S.: Ellen Wong, Commerce Tour International. (415) 433-3072 tel, (415) 433-2820 fax. Worldwide: Overseas Exhibition Services Ltd., 11 Manchester Square, London, W1M 5AB, UK. 44 171 486 1951 phone, 44 171 413 8210 fax, food@montnet.com

16. ChinaMart '99, December 7-10, 1998. Venue: China Foreign Trade Center Guangzhou China.

This is the second show put on by E.J. Klause, a reputable show organizer, at organizing a trade show featuring products for the supermarket trade in China.

Contact: E.J. Krause & Associates Beijing Office, Room 5207 Zi Yu Hotel, No. 55 Zeng Guang Road, Haidian District, Beijing 100037 P.R.China. (8610) 6841-5250/2998 tel, (8610) 6841-1728 fax.

## **B. In-Store Promotions**

The ATO Shanghai is currently planning a variety of upcoming promotional events in both the retail and HRI sectors. Our office is currently negotiating with one major retail chain and some individual state owned stores for two separate U.S. food promotions in December. If you are an American company interested in participating in future ATO Shanghai promotions, please mail or DHL product brochures and price lists (FOB West coast, CIF Hong Kong, CIF Shanghai) to the ATO Shanghai now. For U.S. mail, send to: Agricultural Trade Office Shanghai, PSC 461 Box 200, FPO AP 96521-0002. For overnight courier, send to: U.S. Agricultural Trade Office, Shanghai Center, Suite 331, 1376 Nanjing Xi Lu, Shanghai 2000040 P.R.China, for further information, please contact Shanghai ATO at (86-21)6279-8622 phone, (86-21) 6279-8336 fax, atos@public.sta.net.cn email.

## **Key Market Information**

For the fifth consecutive year, the ATO Shanghai will support Food China '98 (formerly Food & Hotel China) from September 1 - 4 in Shanghai. This is one of the leading food shows in all of China, and ATO Shanghai recommends it as a great opportunity to explore or expand within the hotel and restaurant sector. As of the August 12, 49 U.S. companies and organizations had already registered as exhibitors for the large USA Pavilion, and last years' show attracted 14,649 trade-only visitors.

In addition, Commerce Tours and the ATO Shanghai will sponsor several additional events on August 31:

7:30 - 8:15 AM: Buffet Breakfast for U.S. Visitors.

8:30 - 10:00 AM: Exposition briefing by ATO Shanghai and Commerce Tours International, Inc..

Place: Westin Hotel (next to INTEx Expo Center)  
Pacific Room A, 3rd Floor

Additionally, ATO and Commerce Tours will sponsor a supermarket tour on Tuesday, September 1, 98. For a dinner and supermarket tour, the cost will be \$35/person. Please contact Ms. Ellen Wong at (415) 433-3072 tel, (415) 433-2820 fax for further details.

## **A. Newly Released Reports**

Wine: (CH7853)

The Asia-wide wine consumption boom is seeping into China's markets and dry red and white wines are now widely enjoyed by a variety of consumers. This brief covers many aspects of the blossoming wine industry in China as well as providing a series of useful tables and appendixes

to U.S. exporters.

#### Microwave Ovens are Entering Chinese Kitchens: (CH 87001)

Following a manufacturing glut and subsequent price war, microwave ownership is growing fast in Shanghai. By contrast, the microwaveable foods industry lags sorely behind and presents many opportunities. This brief takes a good look at the microwave industry and related trends in Shanghai.

#### Distribution: (CH 7851)

This market brief provides an overview of the complex topic of food distribution in China. Drawing from a wide variety of sources and interviews, the brief first examines the problem of distribution as a whole for China and then provides breakdowns of the many distribution arrangements possible. A list of relevant additional areas are also covered along with suggestions for formulating strategies suitable to different exporters.

#### Urban Consumers Set to Upgrade to Larger Refrigerators: (CH 7848)

This short brief examines and details the trend among urban Chinese consumers to upgrade to larger refrigerators with larger freezer sections along with some of the implications for the food industry.

#### Peoples Republic of China, Dalian Consumer Food Purchasing Habits: (CH8816)

This market brief gives reader overview of Dalian consumers' attitudes toward food purchasing. The North eastern port city of Dalian presents a series of opportunities to U.S. food exporters with an entrepreneurial spirit and a drive to get ahead of the pack in China. Dalian consumers, although falling behind mega-cities like Shanghai, have made impressive progress in the past few years and a good infrastructure paves the way for a bright future. Caution is needed, however, especially with the drying-up of investment capital due to the economic woes of neighboring Japan and Korea.

#### Peoples Republic of China, Shanghai Consumer Food Purchasing Habits: (CH8817)

Shanghai is quickly reclaiming its place as China's premier city, and local citizens are undergoing a revolution in food attitudes and shopping habits. In a mere five years, food distribution and retailing have been modernized, and with rising incomes Shanghai consumers are purchasing ever more convenient, high-quality foods.

#### Dining with the Shanghainese: (CH8820)

As the largest metropolis in China, Shanghai is a trend setter for the nation's food consumption. Thus, it is valuable for food industry analysts to examine Shanghainese eating habits. A brief look at breakfast, lunch, and dinner, as well as snack foods, reveals greater interest and demand for healthy and convenient foods, including a distinct preference for seafood.

## B. Market Reports of Interest

In addition to the reports above, ATO Shanghai has a variety of informative articles and market briefs:

- Annual Poultry Report and Report Update
- Chinese Food Labeling Law Update
- Food Ingredients in East China
- Popcorn in Shanghai
- Produce Situation in Shanghai Supermarkets
- China's Modern Agricultural Reform
- Wood Products in China
- Brand Management in China
- Shanghai's Chocolate Market
- Shanghai's Beer Market
- Business Travel in China (Updated report)
- Shanghai Consumer Attitudes & Food Purchasing Habits
- China's Seafood Market
- China's Vegetable Market
- Shanghai Supermarkets
- Turtles
- Forest Products in China
- Chinese Food Labeling Law
- Snack Foods in Shanghai
- Fast Foods in Greater Shanghai
- China's Apple Market
- Seafood Update
- China Strategies for US Seafood Exporters
- New Trends in the "Xi Tang" Market
- Shanghai Supermarkets: What's for Sale?
- China's Egg Prices
- The Greenfood Market In China
- New Duties on Beer
- Shanghai: Leading in the Supermarket Development
- Wine Imports
- Vegetable Products Update
- Business in a Vacuum: U.S. China Trade
- Frozen Foods-Market Brief
- Wood Products in China - Market Brief
- People's Republic of China, Dalian Consumer Food Purchasing Habits
- People's Republic of China, Shanghai Consumer Food Purchasing Habits
- Dining with the Shanghainese

To download a market brief or report, visit the ATO Homepage at:

<http://www.redfish.com/ATOS/>. Select ATO Services, then Market Research, then choose China, all commodities, and the period May 1, 1996 - today's date. You'll find more than 100 reports relating to China. Or contact FAS AgExport Services, Peg Thursland (202)690-0159

phone, (202)690-4374 fax; or the ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing Xi Lu, Shanghai 200040, (86-21) 6279-8622 phone or (86-21) 6279-8336 fax, or atos@public.sta.net.cn by email.

If you find the above information in this report to be of value, we would greatly appreciate your feedback. Please fax or email your comments to the ATO Shanghai at the above number/address.