

Voluntary Report – Voluntary - Public Distribution

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Report Name: US Exporters Record 2 Million USD in New Sales at Food and Hospitality China 2024

Country: China - People's Republic of

Post: Shanghai ATO

Report Category: Agricultural Trade Office Activities, Trade Show Evaluation

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Report Highlights:

In November 2024, ATO Shanghai hosted a USA Pavilion at Food and Hospitality China (FHC), a USDA-endorsed trade show. The pavilion hosted 13 U.S. exhibitors showcasing dairy, rice, potato products, fruits, nuts, and snacks. Another seven meat exhibitors participated in the U.S. Meat Export Federation pavilion nearby and 15 wine exporters joined the California Wine Institute's pavilion at the ProWine show located in the same exhibition venue. FHC welcomed over 170,000 visitors over three days with U.S. exhibitors reporting nearly \$2 million in projected new sales as a result of their participation.

Background

The 27th Shanghai Global Food Trade Show also known as Food and Hospitality China (FHC) was held at Shanghai New International Expo Center November 12-14, 2024. Shanghai Sino-Expo Informa Markets International Exhibition Co. Ltd organized the show with support of China Tourist Hotel Association and Shanghai Restaurants Cuisine Association. The show featured the following product categories:

- High-end catering supply chain businesses
- Leisure food, including dairy and beverages
- Seafood
- Meat products
- Bakery, tea, coffee, and ice cream
- Sweets and chocolates
- Oil products
- Canned food
- Hotpot ingredients

The show attracted 2,750 exhibitors from more than 50 countries and regions in an exhibition area of 170,000 square meters. Total visitors amounted to 171,828 during the three-day show. Among the exhibitors, 28 percent were from overseas, and among all the visitors, 33 percent were from overseas.

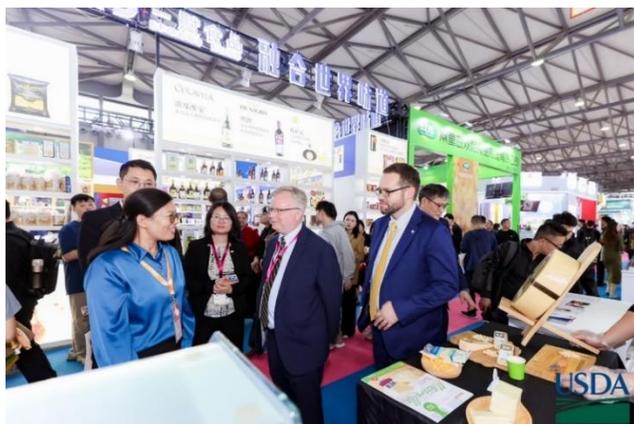
USA Pavilion at FHC

USA Pavilion participants had the opportunity to introduce and test-market over 141 new U.S. products, conduct 112 meetings, and generate more than 151 serious business contacts during the show. Products that generated the most buyer interest included potatoes, ginseng, rice, and gourmet cheese. USA pavilion exhibitors reported an estimated \$1.95 million in projected sales over the next 12 months. Another seven meat exhibitors participated in the U.S. Meat Export Federation pavilion and 15 wine exporters joined the California Wine Institute's pavilion at the ProWine show located in the same venue.



Opening Ceremony of the USA Pavilion at FHC 2024

In addition to the traditional services typically offered in the [USA Pavilion](#), ATO Shanghai successfully organized seven USDA cooperators to jointly sponsor the FHC China International Culinary Arts Competition and the Bakery & Pastry Competition, allowing for a shared sponsorship fee to take advantage of the top sponsorship tier benefits. By partnering and sponsoring the competitions, ATO Shanghai increased awareness of U.S. food ingredients among culinary professionals, especially young chefs, and promoted their applications in both Chinese and Western cuisines and baking. U.S. ingredients from the seven cooperators were used in 30 sessions of the competition, involving 264 contestants during FHC. U.S. potatoes, pork and poultry were used as main ingredients at key competition sessions. U.S. raisins, cranberries, dry peas, and lentils were used in culinary and pastry competitions.



U.S. Consul General in Shanghai Scott Walker tours the USA Pavilion

Prior to the competition, ATO Shanghai and the organizers jointly organized road shows in three cities: Shanghai, Chongqing, and Hangzhou. The seven cooperators' products were featured in over 20 creative recipes, including dishes and pastry items inspired by both Western and Chinese regional cuisines. The cooking demonstrations were attended by more than 80 chefs on-site, with over 5,000 food service professionals nationwide joining via livestream in total.

Conclusion

The multi-faceted promotional activities at the show helped to enhance the visibility and market presence of U.S. agricultural products in China's catering industry. With a population of nearly 1.4 billion people, China remains a top destination for suppliers of food, beverages, and agricultural products. As the demand for safer and healthier food rises, China's hotel, restaurant, and institutional (HRI) sectors are expected to experience sustained growth in the coming years. U.S. products, known for their safety and quality, maintain a strong reputation among Chinese consumers.

FHC 2025 will be held in Shanghai during November 12-14, 2025 at Shanghai International New Expo Center.

Attachments:

No Attachments.