

PRESS RELEASE

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PHILIPPINE CONSULATE GENERAL IN SHANGHAI PARTICIPATES IN THE 11TH FHC CHINA 2007



Consul General Sanchez and officials of the Philippine Consulate General in Shanghai with Ms. Ros Juan of Figaro Coffee Company

29 November 2007 - The Philippine Consulate General in Shanghai participated in the FHC China 2007 (11th International Food, Beverage and Hospitality Services Exhibition) which was held from 14 to 16 November 2007 at the Shanghai New International Expo Centre in Pudong, Shanghai.

Covering three massive halls with a total area of 30,000 square meters, the 11th FHC China 2007 is China's largest gathering of international food, wine and hospitality suppliers. This year, over 800 companies from 40 countries and 22 official national pavilions participated in the exhibit. All of the participants are targeting the booming top-end retail and hospitality market of China. The organizers'

closing show report states that of the total visitors attending FHC China 2007, 33%, or 5,497 visitors came from overseas and Chinese cities other than Shanghai.

Mr. Brendan Jennings, General Manager of the China International Exhibitions Ltd. (CIE), the organizer of the exhibition, expressed his belief that "Philippine food and beverage exports have considerable potential in the China market." And "it is essential that Philippine companies have the right marketing platform from which to promote their products and that FHC China is one such platform that Philippine exporters should consider participating in" explains Philippine Consul General Maria Rowena Mendoza Sanchez.

Philippines' Figaro Coffee Company represented in the FHC China by Ms. Ros Juan noted that as a brand that has just started its operations in China, it was good exposure for Figaro in terms of letting the brand be known to others and for Figaro, to meet other industry players, suppliers, etc. She has been to FHC in the past and was pleased to see that the show has expanded considerably in the past year. "The international mix of attendees and participating companies make FHC China a suitable arena for members of the F&B industry to interact," she adds.



Buyers inquiring about the products showcased at the Philippine booth

The Philippine participation in the fair was made possible with the support of the China International Exhibitions Ltd. (CIE) and Special Envoy for Trade and Tourism Harry Angping. END