

## FHC China Reaches New Heights

November 16-18, 2011, Shanghai

'FHC China means Business' – the motto of the international food show was reflected well at the exhibition held in Shanghai, from November 16-18, 2011. The visitors at the 15<sup>th</sup> edition of FHC included retailers, hospitality trade, importers and distributors. The event was attended by 1,110 participating companies from 77 countries and regions, including 27 official national pavilions. The venue for the event was Shanghai New International Expo Centre.

FHC uniquely focuses on only imported food, wines and hospitality supplies, which makes it extremely popular with international companies. The exhibitors comprise international suppliers to China, importers and distributors or international brands made in China.

APEDA promoted Indian products through the India pavilion at the show. The products displayed at the pavilion included fruit juices, snacks, pickles and *chutneys*, ready-to-eat food, and other processed food products. Wet sampling of Basmati Rice *Biryani* organised at the pavilion drew much appreciation from the visitors. M/s Ushodoya Enterprises, M/s Jadlu Foods, Allonasons Ltd. and Radhakrishna Impex actively participated in the event under the guidance of APEDA. Participating exporters showcased their product range at their respective stalls under the APEDA pavilion.

APEDA's participation at the event was organised by Mr R K Boyal, General Manager, APEDA and Mr Sudhanshu, Deputy General Manager, APEDA. A local interpreter was engaged to interact with the Chinese visitors and disseminate the information of India's agri export potential. The Consulate General of India at Shanghai also made a visit to the APEDA pavilion. The enquiries generated at the event have been posted on the APEDA website ■

