

Voluntary Report – Voluntary - Public Distribution

Date: April 01, 2026

Report Number: CH2026-0040

Report Name: US Exporters Generate 10 Million USD at FHC 2025

Country: China - People's Republic of

Post: Shanghai ATO

Report Category: Agricultural Trade Office Activities, Export Accomplishments - Marketing, Trade Events and Shows, Trade Show Evaluation

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Report Highlights:

At the Food and Hospitality China (FHC) 2025 trade show, the USA Pavilion welcomed 21 U.S. exporters, including two State Departments of Agriculture and four USDA Cooperators, resulting in \$10 million in projected sales. The U.S. brand was further elevated through joint sponsorship of the FHC International Culinary Arts Competition, where eight USDA Cooperators supported chef training roadshows in five cities, reaching nearly 600 in-person participants and over 47,000 online.

Event Summary

The 28th Shanghai Global Food Trade Show also known as Food and Hospitality China (FHC) was held at the Shanghai New International Expo Center (SNIEC) November 12-14, 2025. The show, endorsed for over 20 years by USDA, was organized by Shanghai Sino-Expo Informa Markets International Exhibition Co. Ltd and Shanghai Culinary Industry Association with support from the China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) and the World Association of Chef's Societies (WACS). FHC is the largest professional trade show in China focusing on the food service sector, featuring high-end catering supply chain businesses, dairy and beverages, seafood, meat products, tree nuts, processed fruits, bakery, tea, coffee, ice cream, sweets and chocolates, oil products, canned food, and hotpot ingredients.

The show attracted 2,870 exhibitors from more than 50 countries and regions, occupying an exhibition area of 200,000 square meters. Over the course of the three-day event, total attendance reached 173,143 visitors. Of the exhibitors, 30 percent came from overseas, while international visitors accounted for 39 percent of the total. Compared to last year, FHC 2025 saw increases in the number of exhibitors and visitors. The proportion of international exhibitors and visitors also reached a new high.

Several trade shows including ProWine, Shanghai International Canned Food and Raw Materials, Salon Du Chocolat Shanghai, Asia Fresh, Dongli Frozen & Refrigerated Food Expo, Global Geographical Indication & Regional Brand Agricultural Products Expo were held in parallel with FHC 2025 at SNIEC.

USA Pavilion at FHC 2025

This year, the USA Pavilion welcomed 21 U.S. exporters, including 2 State Departments of Agriculture and 4 USDA Cooperators. In addition, the U.S. Meat Export Federation (USMEF) hosted a pavilion of 4 exhibitors in N5, and the California Wine Institute (CWI) hosted a pavilion for 5 exhibitors in W4 at ProWine, an independent wine and liquor show running in parallel with FHC.



According to the survey results, participation in the show led to the introduction and test-marketing of more than 104 new U.S. products, and exhibitors also reported establishing over nearly 300 serious

business contacts during the event. Post’s estimate of projected sales resulting from USA Pavilion at FHC is nearly \$10 million. Some exhibitors noted that both booth and pavilion traffic as well as buyer engagement were strong, reflecting a growing demand for high-quality, value-added U.S. products

Cooking Demonstration

For the first time this year, USDA secured a dedicated cooking demonstration kitchen on the show floor for exclusive use by USA pavilion exhibitors. The demo kitchen featured presentations by the U.S. Dairy Export Council (USDEC), the Idaho State Department, and the Wisconsin Department of Agriculture, Trade and Consumer Protection.



FHC International Culinary Arts Competition

In addition to the traditional services in the USA Pavilion, eight cooperators jointly sponsored the FHC China International Culinary Arts Competition and the Bakery & Pastry Competition. From June to September, the cooperators participated in a young chef education program focused on utilizing U.S. food ingredients as a lead-up to the FHC culinary competition. Training sessions were held for young chefs and restaurant owners in six cities, including Shanghai and five emerging markets in East China, engaging nearly 600 participants in person and reaching over 47,000 online.



This year, the number of contestants in the Culinary Arts Competition increased by 11 percent compared to last year, with the show organizer attributing this growth to USDA's roadshow trainings in tier 2 and 3 cities. Approximately one-third (189) of the 602 contestants participated in competitions featuring U.S. ingredients.

The 29th Food and Hotel China will be held November 10-12, 2026, at the Shanghai New International Expo Center (SNIEC).

Attachments:

No Attachments.