

# Join Wisconsin Booth at Food & Hospitality China and Hong Kong Trade Mission

November 10-16, 2024 | Shanghai and Hong Kong | Funded by [WIAE](#)



**FHC and Hong Kong:** As [China's](#) leading showcase for imported food and drinks, [Food and Hospitality China \(FHC\)](#) offers exhibitors the opportunity to meet buyers from wholesale and retail outlets as well as manufacturers, importers, distributors, and representatives from the hospitality and catering trades in [China](#) and across Asia. FHC's main exhibits include high-end dairy products, tea and coffee, bakery, snacks, confectionary, chocolate, meat and seafood, catering design and decoration products, and supply chain products. It is a USDA-endorsed trade show and an ideal platform for entering or expanding into the Chinese market.

[Hong Kong](#) is a dynamic gateway to Asia's lucrative markets that offers unparalleled access to affluent consumers who crave high-quality, safe, and sustainably produced food—perfect for Wisconsin's agricultural products. With its streamlined trade policies and top-tier logistics, [Hong Kong](#) not only enhances brand visibility but also facilitates smooth business operations, fostering strong trade relationships and providing growth opportunities for Wisconsin food exporters.

**Who Should Attend:** Producers of food and food ingredients, dairy, cheese, dairy ingredients, snacks, ginseng, bakery ingredients, meat, confectionery and food supply chain products.

**Participation Fee: NONE!** There is no participation fee to exhibit in the shared Wisconsin booth inside the USA Pavilion at FHC with a trade mission to Hong Kong. Costs covered by the [Wisconsin Initiative for Agricultural Exports \(WIAE\)](#) include shared and furnished booth space, meeting venues, translation, and group ground transportation. Participants will be responsible for individual travel, meals, lodging, and sample shipment.

## Highlights and Services

- Shared, furnished space including information counter with producer logo and two high-top chairs
- Chillers as needed, with 24-hour electricity
- Listing in the printed show directory and visitor guide
- Chinese translation of business profile (up to one page) and on-site translator
- Pre-arranged business match-making appointments

## Preliminary Itinerary

Sunday	November 10	Arrive in Shanghai
Monday	November 11	Morning: Market briefing by Ag Trade Office (ATO) Shanghai or business site visit Afternoon: Booth set up for Food & Hospitality China
Tuesday	November 12	Food & Hospitality China
Wednesday	November 13	Food & Hospitality China
Thursday	November 14	Morning: Travel to Hong Kong Afternoon: Market briefing by ATO Hong Kong; business visit in Hong Kong
Friday	November 15	One-on-one business meeting and business site visit
Saturday	November 16	Depart for U.S.

## Application:

**Deadline: September 30, 2024;** space is limited

**Contact:** Jennifer Lu, Economic Development Consultant, (608) 347-1852; [jennifer.lu@wisconsin.gov](mailto:jennifer.lu@wisconsin.gov)



Wisconsin Department of Agriculture, Trade and Consumer Protection  
2811 Agriculture Drive, P.O. Box 8911, Madison, 53708-8911