



## Northern Powerhouse trade mission to Food Hotel China 11 - 15 November 2019

*Join this Northern Powerhouse-led mission to Food Hotel China (FHC) 2019 to explore the variety of export opportunities in the largest grocery market in the world. This week-long programme focuses on the food and drink market in Eastern China and the key cities of the Yangtze River Delta.*

### Why attend?

China is the largest grocery market in the world. UK food and drink products are recognised for their provenance, heritage, quality and safety, a primary concern for Chinese consumers.

With a growing middle class willing to spend more money on quality food from trusted sources, as well as a growing trend to buy imported food and drink products as gifts for Chinese festivals, now is the time to investigate how to export to this exciting market. The FHC show runs alongside ProWine China, Shanghai International Bakery & Dessert Expo and Shanghai International Coffee & Tea Drinks Expo.

### What are the benefits?

- Pre mission briefing
- Access to webinars
- Companies are encouraged to have product samples available for tasting on the Northern Powerhouse stand
- Company profile in the Northern Powerhouse promotional brochure
- Accompanied by an experienced Mission Manager
- In-market expertise and support
- Meet the Chinese buyer reception

**Register your interest**

### Dates

11 - 15 November 2019

### Location

Shanghai, China

### For more information please contact

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### Registration

To register interest please visit:

<http://bit.ly/2XzVGdo>

### Cost

£500.00 inc VAT to showcase

products on shared NPH stand,

£240.00 inc VAT to visit as

part of the NPH mission

Companies will need to meet their own

travel/accommodation costs.

### Eligibility

Eligible SMEs from the region may apply

for an NPH travel grant or local European

Regional Development funding.

Applications are made via your local

international trade team.

The Northern Powerhouse had a GVA total of £343.6 billion in 2017. In 2018 alone, businesses based in the region exported £59 billion worth of goods to every corner of the globe, yet there remains massive potential for future international growth. The region also has high speed rail links, excellent transport, highly skilled workforces and world-class research, with six northern universities ranked in the top 20 for research excellence nationally.



Department for  
International Trade

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