

TRADE SHOW OPPORTUNITY

FOOD AND HOTEL SOUTH CHINA

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The Market: Guangzhou, formerly known as Canton, is the gateway to South China, which is the engine of China's \$1 trillion economy. South China's liberal economic policies are attracting record levels of foreign direct investment, resulting in strong economic growth and per capita incomes above those of Beijing and Shanghai. China's accession to the World Trade Organization has accelerated this growth and created an environment for rapid development of Western-style supermarkets and hypermarkets, displacing traditional street markets in urban areas.

When: June 23-25, 2004

Where: New Guangzhou Exhibition Centre

Why: Importers in South China are eager to import directly and are looking to forge new relationships with U.S. suppliers and exporters. Attending Food and Hotel South China will be buyers from hotels, restaurants, fast-food outlets, supermarkets, hypermarkets and grocery stores, as well as food and drink importers, wholesalers, distributors and purchasing officers in the industrial catering sector.

Best Prospects: Health foods and beverages, fresh fruits, processed food items, dried fruits, nuts, meats, poultry, snack foods, processed foods, convenience foods and dairy products such as baby formula are in great demand.

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