



Department for  
Business & Trade

# MADE IN NORTH OF THE ENGLAND SOLD TO CHINA



## Trade Mission to Food & Hospitality China (FHC) 2024

Join us for this exclusive trade mission for companies in the North of England

 10 - 14 November 2024

 [Click here to register](#)



**GREAT**  
BRITAIN & NORTHERN IRELAND



# TRADE MISSION TO FOOD & HOSPITALITY EXHIBITION CHINA 2024



Join us for this trade mission from 10 to 14 November 2024 to explore the variety of export opportunities at one of the leading trade exhibitions for the Food and Beverage industry. The mission is exclusively designed for companies based in the North of England.

## **Why attend?**

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 explore this exciting market. At FHC you will get the chance to mingle with exhibitors from all around the globe.

## **What are the benefits?**

- Opportunity to display your products on the GREAT branded DBT North of England stand
- Pre-bookable meeting space on the stand
- Access to pre-mission briefing and webinars
- Company profile in the promotional brochure
- On-hand support from our experienced trade mission leader
- Access to in-market store visits and meet-the-buyer events (subject to availability and eligibility)

**Find out more and register before 17:00 on 22 August 2024:**

[www.events.great.gov.uk/trade-mission-to-FHC24/](http://www.events.great.gov.uk/trade-mission-to-FHC24/)

## **Contact us:**

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