

21st FHC CHINA
2017
S H A N G H A I



第二十一屆上海國際食品飲料及餐飲設備展覽會
中總館（馬來西亞）

ACCCIM PAVILION (MALAYSIA)

The 21st International Exhibition for Food, Drinks,
Hospitality, Foodservice, Bakery and Retail Industries

2017.11.

14-16

中國上海
Shanghai, China

展出時間

Show Hours:

14-15 November
10:00-18:00

16 November
10:00-16:00

地點 Venue :

上海新國際博覽中心

上海市浦東龍陽路2345號 郵編：201204

Shanghai New International Expo Centre (SNIEC)
No.2345, Longyang Road, Pudong, Shanghai, China
P.C: 201204



中總
ACCCIM

主辦單位 Organised by

馬來西亞中華總商會
The Associated Chinese Chambers of Commerce
and Industry of Malaysia (ACCCIM)



支持單位 Supported by

馬來西亞國際貿易及工業部
Ministry of International Trade and Industry
Malaysia

为何选择第 二十一届上海国 际食品饮料及餐饮 设备展览会? Why FHC CHINA 2017?

在中国每年都有举办许多场食品及酒类的展会, FHC CHINA是唯一能保证参展商与专业观众的品质的展会。在FHC参展的国际企业、进口商及经销商, 都有机会接触来自全中国及亚洲地区的食品及酒类的批发及零售、超级市场、进口商、经销商及餐饮设备的买家。

FHC CHINA是专门提供进口及优质产品的展会。全部参展商都是来自国外企业、国际品牌的制造商及在华国外品牌代理。50%的观众来自上海以外的地区, FHC CHINA是唯一真正服务于中国市场的国际性食品贸易展会。

There are many food and wine exhibitions in China every year, but only FHC CHINA is a guarantee of quality exhibitors and visitors. International companies, importers, and distributors exhibiting at FHC CHINA have the opportunity to meet buyers from food and wine wholesale and retail outlets; supermarkets; importers and distributors; hospitality and catering trades from all over China and Asia.

FHC is exclusively for imported and top quality products. All exhibitors are either foreign companies, manufacturers of international brands in China or agents of foreign brands. With 50% of visitors coming from outside Shanghai, FHC CHINA really is the only international exhibition servicing the China market.

马来西亚中华总商会(中总), 是马来西亚国内华裔商会的联合总机构。中总成立于1921年2月7日, 中总是在马来西亚社团注册法令下注册的团体, 共有十七个属会, 分布在马来西亚十三个州。中总属会直接和间接会员总数超过100,000名, 代表马来西亚华人公司、商家及各行业团体。

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) is the national level organisation of the Chinese chambers of commerce and industry in Malaysia. was founded on 2nd July 1921 as a society under Malaya's Societies Act. It has 17 Constituent Chambers located separately in the 13 states in Malaysia. Direct and indirect membership of all Constituent Chambers are well over 100,000, representing Malaysian Chinese companies, individuals and trade associations.

关于中总 About ACCCIM

中总国际 展销组 ACCCIM International Expo Committee

- 凝汇工商界的资源和力量, 拓展且深化马中企业界互利共赢合作及经贸策略伙伴关系
To gather the resources and strength of the business community in order to further expand and deepen win-win cooperation and trade strategy partnership between Malaysia and China.
- 致力于辅助政府促进工商界发展和外国直接投资, 推进马来西亚-中国, 以及马来西亚-东盟的经贸合作与投资活动。
To complement the Government efforts in promoting trade and business development as well as foreign direct investment (FDI); to enhance trade, economic and investment cooperation between Malaysia and China, as well as within Malaysia and ASEAN member countries
- 协助中总会员商家促销产品和服务到海外市场
To assist Malaysian businesses to promote products and services to overseas to international markets.

展位资料 Booth Information

标准展位由展板、地毯、灯具及一块中英文楣板组成，配备 1桌、4椅、1电插座、1咨询台、1展品陈列架板及1纸篓。

Standard booth includes walls, carpet, lighting and fiscal with compny name in both Chinese and English. The booth is equipped with 1 table, 4 chairs, 1 electrical socket, 1 information counter, display shelves and 1 waste paper basket.

展位价格/ BOOTH PRICE : RM22,000

角落展位价格/ CORNER BOOTH PRICE : RM24,000

展位选择, 先到先得

Booths selection is on a first come first served basis

参展领域 Target Sectors

食品及饮料 Food & Drink

- 烘焙及烘焙制品 Bakery & Bakery Products
- 蛋糕 Cakes
- 燕麦、谷物及豆类制品 Cereals, Grains & Bean Products
- 调味品及果酱 Condiments & Jams
- 糖果 Confectionery
- 乳制品及牛奶 Dairy Products & Milk
- 蛋制品 Egg Products
- 民族特色食品 Ethnic Foods
- 新鲜制品 Fresh Produce
- 冷冻及冷藏食品 Frozen & Chilled Foods
- 水果制品及腌制品 Fruit Products & Preserves
- 美味食品 Gourmet Products
- 杂货品 Grocer Products
- 保健及功能性食品 Health & Functional Foods
- 配料及半成品 Ingredients & Semi-Finished Products
- 肉及肉制品 Meat & Meat Products
- 油及油制品 Oil & Oil Products
- 意大利面/面制品 Pasta
- 家禽及家禽制品 Poultry & Poultry Products
- 专营商标产品 Private Label Products
- 备餐 Ready Meals
- 海鲜 Seafood
- 休闲食品 Snack Foods
- 蔬菜制品及腌制品 Vegetable Products & Preserves
- 啤酒 Beers
- 咖啡及茶 Coffee & Tea
- 果汁及软饮料 Juices & Soft Drinks
- 矿泉水 Mineral Water

零售及餐饮设备 Retail & Hospitality Equipment

- 酒吧与咖啡设备、家具及用品 Bar & Coffee Equipment, Furnishing & Supplies
- 清洁、卫生设备及供应品 Cleaning and Hygiene Equipment & Supplies
- 装修承建及室内装潢 Contract Furnishing & Interior Design
- 洗碗机及洗碗设备 Dishwashers
- 餐饮设备 Foodservice (Catering) Equipment
- 酒店安全科技 Hospitality Technology & Security
- 酒店供应公司及服务公司 Hotel Supplies & Services
- 休闲及娱乐设备 Leisure & Fitness Equipment
- 烤箱及其配件 Ovens & Related Accessories
- 冷冻设备 Refrigeration Equipment
- 餐饮供应商及服务公司 Restaurant and Foodservice Supplies & Services
- 蒸汽机 (蒸汽锅) Steamers
- 餐桌用品 Tabletop
- 售货机 Vending
- 设计服务公司 Design Services
- 地面材料 Floor Coverings
- 家具及装饰物 Furniture & Fittings
- 灯 Lighting & Fixture
- 室内装饰家具及纺织品 Soft Furnishings & Textiles
- 餐具及玻璃器具 Tableware & Glassware
- 服务及帐单系统 Accounting & Billing Systems
- 电子商务解决方案 e-Business Solutions
- 监控管理及控制 Energy Management & Control Systems
- 客房技术 In-room Technology
- 电子收款机系统 POS / POS Systems
- 安全系统 Security
- 电讯系统 Telecommunications
- 附件及器具 Accessories & Utensils
- 烘焙设备—烘焙/工艺/设备 Bakery Equipment – Bake-off / Craft / Plant
- 糖果设备及供应 Confectionery Equipment & Supplies
- 匹萨饼设备及供应品 Pizza Equipment & Supplies
- 供应商 Supplies & Disposable

报名表格 Registration Form

参展商资料 Exhibitor Information

公司名称 Name of company	中文 (Chinese)			
	英文 (English)			
联系人 Contact Person			职位 Designation	
公司地址 Company Address				
电话 Telephone			传真 Fax	
电邮 Email			网站 Website	
主要业务 (中英文) Nature of Business (in Chinese & English)				

商务洽谈 Business Matching 请在相关格子划“√” Please tick at the relevant box

我们正寻找 We are looking for

采购商 Buyer		批发商/代理商 Distributor/ Agent		进口商 Importer		合伙/合资 Partnership/ Joint Venture	
产品 Product		制造商 Manufacturer		服务 Service		咨询 Consultancy	
其他 Other (Please Specify)							

参展商代表资料 Details of Exhibitor's Representative

代表人员 1 Representative 1		代表人员 2 Representative 2	
姓名 Name		姓名 Name	
电邮 Email		电邮 Email	
电话 Telephone		电话 Telephone	
手机号 Mobile		手机号 Mobile	

展位空间要求 Booth Space Requirement

我们确定要的展位如下

We would like to confirm our space requirement as follow

展位编号 Booth No.			
我们想要合并相关展位 We would like to combine the following booth	展位编号 Booth No.		
展位总额 Total Amount of Combined Booths	RM		
参展商自行设计及搭建展位 Booth designed and constructed by Exhibitor	<input type="checkbox"/> 是 YES	<input type="checkbox"/> 否 NO	

付款方式 Mode of Payment

1. 支票 Cheque	支票抬头请写上 Please make cheque payable to "The Associated Chinese Chambers of Commerce and Industry of Malaysia" Payable Bank and Cheque No:	
2. 银行转账 Bank Transfer	Public Bank Berhad 314 926 6331	

备注 Notes: 支票可寄至中总或存入中总于大众银行账户
Please send your cheque to ACCCIM or bank in to ACCCIM account at Public Bank Berhad
将汇存或转账收据电邮至或传真至中总秘书处
Please email of fax bank in / bank transfer slip to ACCCIM Secretariat

官方规定 Official Regulations

Form Submission deadline: **10th September, 2017**

1. Booth space will be assigned based on date of confirmed receipt of the organiser on a first come first served basis as booked and confirmed by the exhibitor. ACCCIM will do its best to accommodate all requests. The decision which shall be final for booth allocation shall be communicated to the exhibitor.
2. The ACCCIM reserves the right to assign or reassign booths location and to alter the size, shape or position of the booths and the floor plan of the Exhibition as may be necessary to ensure that the arrangement of the Exhibition is in the best interest of attendees and exhibitors.
3. All exhibitors are fully aware and agree to abide by the Terms and Conditions and by the Rules and Regulations of FHC China 2017.
4. Conditions of payment: All booth fees must be paid in full upon registration.
5. Cancellation & Refund Policy: Exhibitor cancellations must be posted to ACCCIM by email to expo@acccim.org.my or by hand and acknowledged receipt by ACCCIM. Cancellation by 10.09.2017, 50% of total booth fee will be refunded, after 30.09.2017 no refunds.
6. No exhibitor shall assign, sublet or share any part or the whole booth space to any other party without the written approval from the ACCCIM.
7. Limitation of Liability and Indemnity
 - a) To the extent permissible under the law, ACCCIM, the organiser, its officers, directors, employees, servants, or agents shall not be liable for:-
 - i) the safety of the exhibitor, its staff, servants, agents, contractors or invitees during the exhibition;
 - ii) any damage to or loss of exhibits, articles or other property of whatever kind brought in to the exhibition by the exhibitor, its staff, servants, agents, contractors or invitees or members of the public; or
 - iii) any other damages or loss (including without limitation, the loss of goodwill or business profits, interruption due to work stoppage, data loss, computer failure or malfunction and all commercial damages or losses or exemplary, aggravated, punitive or such similar damages whether arising out of contract, tort or any other legal theory)
 - b) ACCCIM and the organiser shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, siting or removal of exhibits, or for the failure of any services or amenities provided by the hall landlords or other third parties.
 - c) While ACCCIM may provide information on the relevant legal requirements applicable to the exhibitor (including the licenses and permits which the exhibitor has to obtain), ACCCIM shall not be responsible for any errors or omission and the exhibitor is solely responsible for ensuring that is has complied with all legal requirements.
- d) ACCCIM and the organiser shall not be responsible for the acts or omission of any contractor appointed by the organiser to provide any products or services to the exhibitor.
- e) In the event that ACCCIM or the organiser is found by a court of competent jurisdiction or any competent authority or tribunal to be liable notwithstanding the provision of this clause, the aggregate liability of ACCCIM or the organiser for all claims made by the exhibitor in respect of any loss or damage incurred or suffered shall not exceed the amount paid by the exhibitor to the ACCCIM for the space at the event at or during which the loss or damage was incurred or suffered. This limitation does not apply to claims in respect of personal injury or death.
- f) The exhibitor shall indemnify and hold ACCCIM and the organiser harmless in respect of any and all loss, damage, expense (including legal costs on a solicitor and clients basis), or liability (whether criminal or civil) and costs of settlement suffered or incurred by ACCCIM or the organiser due to any act, omission, neglect or default of the exhibitor, its staff, servants, agents, contractors or invitees, and any claim by any third party that any exhibit, service or other material or information exhibited, provided or used by the exhibitor infringes the intellectual property rights or any other rights of any party. The indemnity provided under this clause shall survive the termination of this contract and is in addition to any other remedy which ACCCIM or the organiser is entitled to under the law.
8. The exhibitor must strictly obey all applicable fire, safety & health protection rules of the venue accordingly.
9. The exhibitors are urged to take the necessary measures to safeguard attendees and visitors from any hazards associated with their display.
10. The organiser reserves the right to restrict or reject any exhibit, in whole or in part, either because of noise or safety hazards.
11. The exhibitors who rent the combined booths space need to submit their booth design at least 30 days before the Exhibition and seek for the organisers written approval.
12. The exhibitors shall assign at least one full-time representative to be stationed at the booth all the times during the exhibition hours.
13. Exhibitor can set up their booths on 12th November 2017.
14. The Booth rental only covers the booth usage during the show hours. The exhibitors shall bear for their own air-ticket, hotel, visa, food & beverage and other associated private or individual arrangements during the exhibition.

本人/我们谨此确认以上所提供的信息是正确和有效的, 并了解报名经中总确认后, 中总将以此信息为准, 一律不作更改。
I/We hereby certify that information contained herein is accurate and valid. I/We understand that ACCCIM will act based on the information contained herein and will not make any changes upon the confirmation of registration.

本人谨此确认并同意, 本人提供中总之个人信息, 作为按照隐私政策说明下使用, 和其他与中总宗旨相一致之用途, 以协助中总日后处理与本人相关的事务。为此目的, 兹与中总协议, 本人授权中总保留和使用本人的个人信息, 并可把有关信息进一步传送至其办事处、中总会员商会、授权代理、政府机构, 或所有其他有必要提供服务的个人和团体, 促成和中总宗旨有附带性和/或相关的用途。
I hereby acknowledge and agree that my personal data is given to ACCCIM for the purpose stated in Privacy Policy, other purposes necessary so long as the intended purpose is in line with the objectives of ACCCIM to help ACCCIM in future dealings with me. For these purposes, by way of a contract with ACCCIM, I hereby authorize ACCCIM to retain and use my personal data and to further transmit it to its office, Constituent Chambers, authorized agents, government agencies, or all other persons or bodies who provide them with services necessary, incidental and/or associated in furtherance for the objectives of ACCCIM.

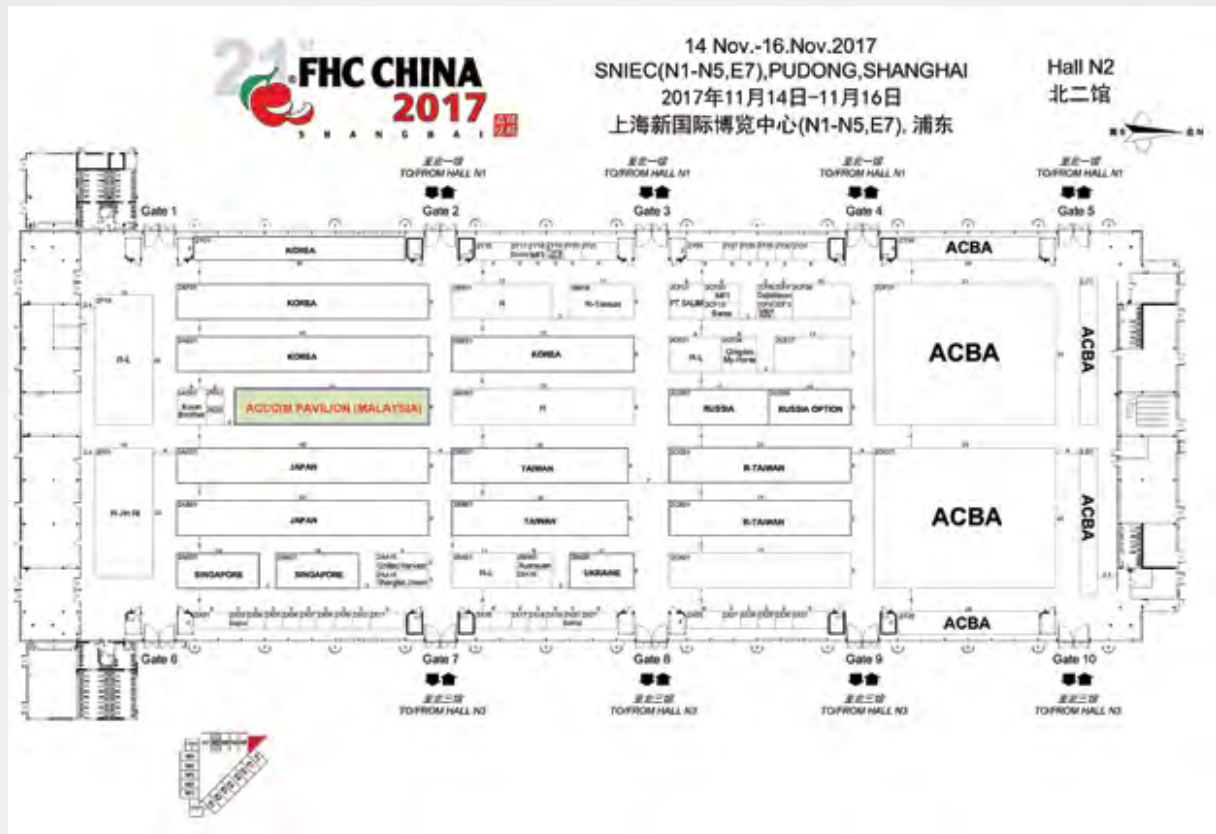
Signature of Authorized Official & Company Stamp

Name:

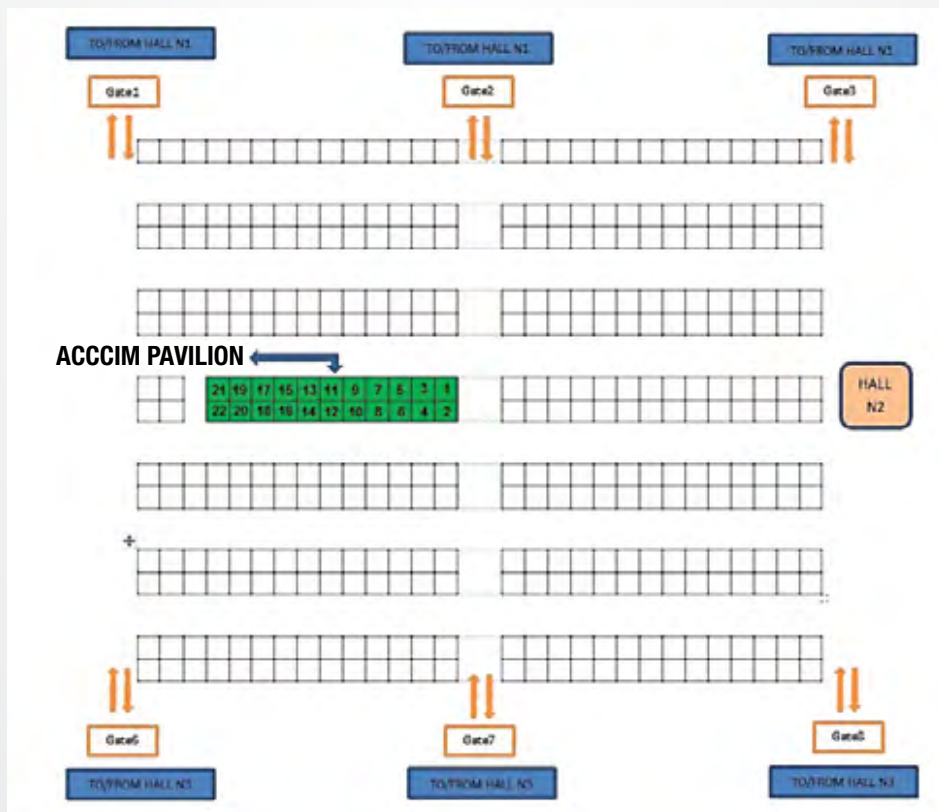
Position:

Date:

展馆平面图 Floor Plan Of Exhibition Hall



中总馆（马来西亚）平面图 Floor Plan of ACCIM Pavilion (Malaysia)



ACCIM reserves the rights to change the floor plan.
中总有权修改平面图