

THE EXPANDING CHINESE CAFE MARKET STUDY TOUR SHANGHAI HOTELEX COFFEE EXPO

- LIMITED VIP GUESTS -

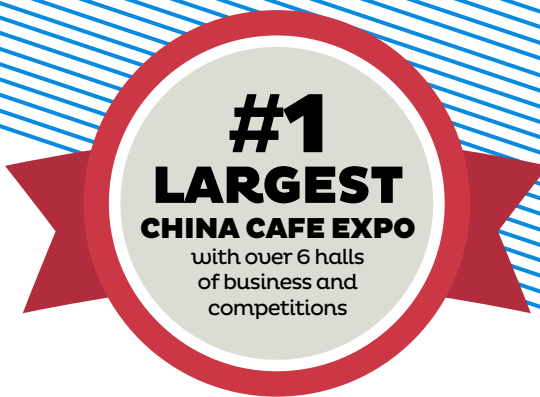


MONDAY 27TH - FRIDAY 31ST MARCH 2017



CAFÉ STUDY TOUR
MARCH 2017

CAFE
culture.
INTERNATIONAL



#1
LARGEST
CHINA CAFE EXPO
with over 6 halls
of business and
competitions



THE EXPANDING CHINESE CAFE MARKET

STUDY TOUR SHANGHAI HOTELEX COFFEE EXPO

MONDAY 27TH - FRIDAY 31ST MARCH 2017

Exclusions

(for self fund travel and accommodation)

- Return flight from Australia to Shanghai
- Land transfers
- Accommodation
- Breakfast

Inclusions

- All scheduled lunches and dinners
- Hotelex Shanghai Trade Show and VIP Fine Food China entry passes
- Provide products to be used on our large Cafe Culture China trade show stand
- Local Introductions to Chinese agencies and the China coffee associations
- English to Mandarin translators available for your local trade / customer discussions
- Street Walk Safari - tailored China franchise chain and independent café store visits
- Visit local roasters and the famous Shanghai Craft Brewery night
- Presentations by key café industry professionals both Chinese & International
- VIP Agency discussions about the Aussie / China FTA export benefits in 2015 (FTA - Free Trade Agreement now signed between China and Australia)

CHINESE CAFE MARKET FACT - POTENTIAL

Annual sales increase is expected to be 10-15% and a ¥300 billion market in 5-10 years

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There are currently around +50,000 coffee shops and cafés across the whole of China and the density is 1 café for every 37,500 persons compared to the USA market having 1 café for every 1,000 persons



TOTAL PACKAGE COST

\$1,995 + GST

Contact:
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Confirmed bookings by Friday 27th January 2017

Available UPON REQUEST is a Hotelex Trade Show Brochure and a copy of the Cafe Culture China Magazine

CHINESE CAFE MARKET FACT - PEOPLES NEEDS

Providing café owners and baristas an easy access to coffee and café techniques and knowledge

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Café products with consistent, reasonable pricing and good quality



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