

# THE EXPANDING CHINESE CAFE MARKET STUDY TOUR SHANGHAI HOTELEX COFFEE EXPO

- LIMITED VIP GUESTS -



MONDAY 26TH MARCH - FRIDAY 30TH MARCH 2018



CAFÉ STUDY TOUR  
MARCH 2018

CAFÉ  
**culture.**  
INTERNATIONAL



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### 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 (FTA - Free Trade Agreement now signed between China and Australia)

### TOTAL PACKAGE COST

**\$1,495 + GST**

**Contact:**  
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**david@cafeculture.com**  
**0423 200 206**

Confirmed bookings by Friday 2nd March 2018

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



#### CHINESE CAFE MARKET FACT - POTENTIAL

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



There are currently around +40,000 coffee shops and cafés across the whole of China and the density is 1 café opened for every 37,500 persons compared to the USA market having 1 café for every 1,000 persons



#### CHINESE CAFE MARKET FACT - PEOPLES NEEDS

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



Café products with consistent, reasonable pricing and good quality



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