



Brussels, 15th July 2026

Subject: Selection of EU agri-food products for EU Pavilion at the Food & Hospitality China fair in Shanghai, China (November 2026)

Dear Sir/Madam,

We are contacting you concerning the **EU Pavilion** that the European Commission, is organising at the food fair [FHC SHANGHAI 2026](#), **from 10 to 12 November 2026 in Shanghai, China.**

The objective of the EU Pavilion is to raise awareness among Chinese buyers of key merits of European food and beverage products, including their safety, quality, authenticity and sustainability. It will endeavour to create positive awareness about the merits of EU agricultural products, to encourage imports, consumption and use of EU agricultural food and products in China.

EU agricultural food and beverage products will be promoted by means of product display, product tasting, cooking shows, policy presentations or other relevant measures.

The **EU Pavilion is an institutional stand**, disseminating general communication messages and thus avoiding emphasis on brands or Member States. However, the EU Pavilion aims to include a very wide variety of representative products in selected categories of all Member States in its displays, tastings and cooking shows.

The pavilion will form part of the EU's ongoing **communication campaign in China**, under the concept "[Irresistible Europe. Countless combinations](#)".

Please note that EU pavilions will avoid using products coming from non-EU brands.

The aim of this survey is to involve the EU Member States companies and representative organisations in proposing up to five products for the fair in order to ensure balanced representation of products from all Member States. Additional products will be procured by the contractor to ensure overall attractiveness and diversity of the pavilion.

This survey is for information purposes and the final selection of products shall be made based on a balance between the suggested products and their type, product availability and their compatibility with the rules set out by the exhibition organisers and relevant logistical constraints. The organisers will nevertheless endeavor to accommodate as many products proposed by the Member States as possible.

It is important to respond timely to each step of the process, stated below:

- This survey **will be closed on 28 August 2026** to allow time to prepare the shipments. Companies are requested to complete and submit the survey.
- **4 September 2026:** Deadline for companies to receive feedback on their application.
- **5 September 2026:** Deadline for companies to submit all the required documentation to enable the shipment arrangements.
- **16-18 September 2026:** recommended shipping window.

*For **products shipped from within China**, there is no specific shipping deadline. Each company needs to ensure that their products arrive at the designated warehouse at least one week before the exhibition.*

Please note, that each provider is solely responsible to deliver products (including shipping costs) to the contractor's storage in China. The contractor is in charge of handling the products once duly received at the designated storage in **China** and is not responsible for any issue occurred during transportation.

Interested organisations/companies are invited to complete the [online application survey](#)

For more details please contact: fhcsanghai_2026@agripromotion.eu

We would like to thank you in advance for your interest and cooperation.

Kind regards,

DG AGRI Promotion Team