



AMCHAM SHANGHAI

FOOD, AGRICULTURE & BEVERAGE
CONFERENCE 2023
FOOD FAIR & HAPPY HOUR

WEDNESDAY, MAY 24, 2023

12:30 PM - 8:30 PM

SHANGHAI





TOPICS TO BE DISCUSSED

- **Unlocking Opportunities**

- Industry leaders will provide valuable perspectives on the challenges they faced in the past year, how they overcame them, and the strategies they employed to adapt to changing market conditions. We will touch on emerging trends and opportunities and share thoughts on the role of technology and innovation.

- **Harvesting Returns: The Business of Food and Beverage Investment**

- This panel will discuss the current investment landscape in the food, beverage, and agriculture industry, including emerging trends and opportunities, as well as how international brands can best respond to them, and the additional influence that investment firms have had on the F&B industry.

- **Food for Thought – A Debate on Healthy Eating**

- With conflicting information about what constitutes a healthy diet, the panel will debate what really makes a healthy diet and unpack health nutrition trends in 2023. Attendees will leave with a better understanding of the food and beverage industry, investment landscape, and current health trends.

PREVIOUS CONFERENCES:





SPONSORSHIP OPPORTUNITY

Conference Sponsor

RMB 60,000 member

n/a non-member

- One speaking role during the conference
- 3 VIP passes + 3 regular passes
- One marketing booth with two working staff at conference and cocktail fair
- Special recognition during the conference opening
- Logo on stage
- Logo on event webpage and email announcement

Cocktail Sponsor

RMB 30,000 member

RMB 50,000 non-member

- 3 VIP passes + 3 regular passes
- One marketing booth with two working staff at conference and cocktail fair
- Special recognition during the cocktail mixer
- Logo on stage
- Logo on event webpage and email announcement



SPONSORSHIP OPPORTUNITY

Booth Sponsor

RMB 20,000 member

RMB 30,000 non-member

- 2 regular passes
- One marketing booth with two working staff at conference and food fair
- Special recognition during the conference opening
- Logo on stage
- Logo on event webpage and email announcement

Networking Sponsor

RMB 15,000 member

RMB 20,000 non-member

- 2 regular passes
- 100-word company profile and marketing material display on networking cocktail tables
- Logo on stage
- Logo on event webpage and email announcement





For further information on sponsorship opportunities or
AmCham Shanghai's Food and Beverage Committee
please contact:

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