

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** US Pavilion at 2024 China Food and Drinks Fair

**Country:** China - People's Republic of

**Post:** Beijing ATO

**Report Category:** Agricultural Trade Office Activities, Beverages, Promotion Opportunities, Trade Show Announcement, Wine

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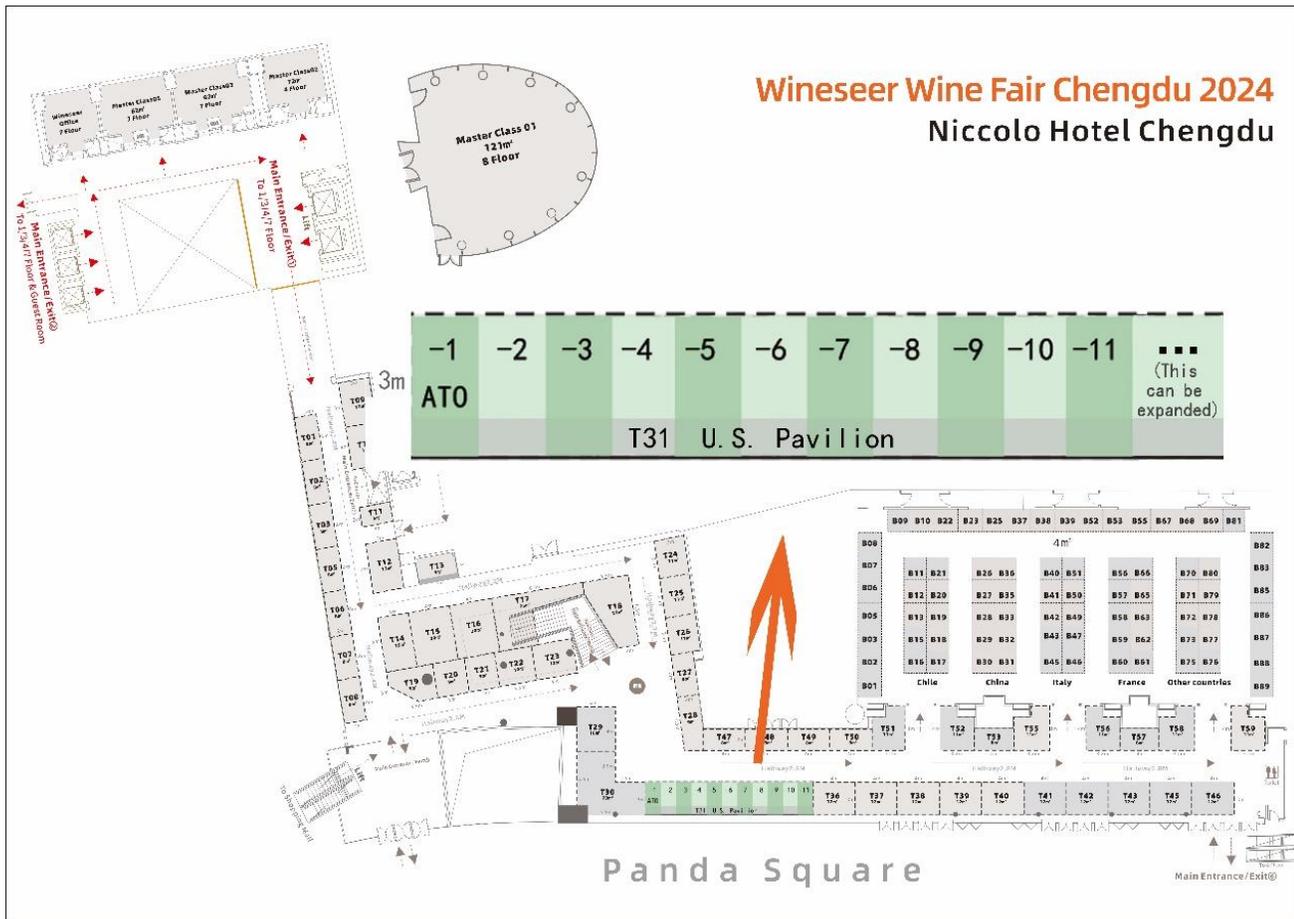
**Report Highlights:**

The 2024 China Food and Dinks Fair (CFDF, also called Tangjiuhui) which includes a pre-show and expo, will be held from March 16-22nd, 2024, in Chengdu, the capital city of Sichuan Province. As one of China's largest food and beverage trade shows, CFDF provides a perfect opportunity for food and beverage, especially alcoholic beverage traders to gather and explore business opportunities. In the upcoming 2024 show, the Beijing Agricultural Trade Office (ATO Beijing) will organize a U.S. Pavilion during the pre-show to support interested U.S. exhibitors.

The 2024 China Food and Dinks Fair (CFDF, also called Tangjiuhui) will be held from March 16 to 22, 2024, in Chengdu, the capital city of Sichuan Province. As in previous years, the 2024 CFDF includes a pre-show from March 16-19, focused exclusively on showcasing alcoholic beverages, followed by the expo from March 20-22<sup>nd</sup> showcasing food and beverages.

During the 2023 CFDF pre-show, ATO Beijing organized a U.S. Pavilion, which housed 18 exhibitors, showcasing U.S. wine, beer, and whiskey from the great states of California, New York, Washington, Oregon, Virginia, Kentucky, Florida, and Alaska at the Niccolo Hotel in Chengdu. Building on the success of last year’s pavilion and exhibitors’ positive feedback, ATO Beijing will organize a U.S. Pavilion focused on wine at the Niccolo Hotel in Chengdu from March 17 to 19, 2024.

**Floor Plan of 2024 U.S. Pavilion**



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**Attachments:**

No Attachments.