



FOOD AND FASHION SHOW

Following the success of the Food and Fashion Show in 2015 and 2014, the Royal Danish Consulate General in Chongqing together with a number of local partners will also in 2016 host the annual Food and Fashion Show.

Chongqing and Chengdu has a unique characteristic when it comes to fashion: trendy, but not trendsetting; occasionally provocative, but not extravagant.

Chongqing and Chengdu residents' good taste and their general sense of quality make the Food and Fashion Show a unique platform for promoting and selling Danish products, which is widely acknowledge for its exclusiveness and trustworthiness.

This year's Food and Fashion Show will take place in Chongqing or Chengdu. The programme will feature shows and events, presenting Danish fashion and design as well as Danish food and cuisine. All events will target buyers from upper middleclass and up. The programme will also feature a press conference for the participating brands, arranged by the Royal Danish Consulate General.

The event will feature:

- High-end Danish fashion and design from top brands
- Exquisite Danish food and cuisine
- Media coverage and press conference
- Business opportunities for participating companies
- Unique promotion and branding opportunities

Goal: The primary objective of this event is to enhance export and promotion possibilities for Danish food and fashion companies by presenting Danish food and fashion to wealthy Chinese customers and the media.

How: By creating a unique showcase opportunity for Danish food and fashion companies, where it will be possible to promote and showcase their products directly to Chinese customers. Furthermore, the participation in the food and fashion show creates great opportunities for product promotion on a larger scale, since the event will include media coverage.

Value: This event presents a unique opportunity for promoting and showcasing your company's products in an exclusive and fashionable setting, directly targeting interesting Chinese customers. In addition, the specific focus on Danish food and fashion products creates a great opportunity for promoting your products in relation to the trustworthiness and quality which is synonymous with Denmark.



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