

China Retail Inbound Buying Mission Sept. 24-27, 2012 Seattle, San Francisco, and Los Angeles

Event Benefits:

- Meet one-on-one with pre-screened buyers from China
- Showcase products and learn about Chinese importer needs
- Learn about trends and demands in the China retail market

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

The Chinese economy ranked second in the world in 2010 and is expected to be the largest by 2017. As a reflection of this growth, China is now the largest export market for U.S. agricultural products, and the U.S. remains the leading single exporter of consumer-oriented food to China. Consumption of western style products continues to grow as they are generally regarded as good quality, nutritious and safe. With increasing household incomes more middle class consumers buy imported grocery products.

For location and time details, please see the full event description at www.wusata.org/events

Products of Interest*:

Include, but are not limited to: beverages (alcoholic and non-alcoholic), cereals, bakery products, sauces, snacks, specialty gourmet, cookies, crackers, and biscuits

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

September 17, 2012

Participation Fee:

None

Managing States:

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To Register:

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