

## China Outbound Mission Shanghai and Hangzhou September 2-5, 2013

### Event Benefits:

- Meet one-on-one with pre-screened buyers and distributors
- Showcase your products at trade reception and industry events
- Participate in facility and retail tours

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

This is an excellent opportunity for companies to participate in the growing China market. In 2012, China's agricultural imports from the U.S. reached a record high of \$30 billion. The first city on our mission is Shanghai, which is the commercial and financial center of mainland China. Retail and HRI development is significant, with major foreign retailers represented, and over 30,000 registered restaurants operating in the city. Our second stop is Hangzhou, which is an attractive tourist destination for Shanghai consumers, and is considered one of the top 10 economic development zones in China. Last year, urban per capita disposable income grew 10.1% and now has the eighth highest per capita GDP in China. This second-tier city is an increasingly important growth market for U.S. exporters.

### **Products of Interest\*:**

Consumer-ready products, foodservice products, snack foods, dairy, seafood, meats, health foods, beverages, wine, produce, and ingredients

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

### Registration Deadline:

**June 14, 2013**

### Participation Fee:

**\$150**

### Managing States:

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### To Register:

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