

INBOUND MISSION

2013 CHINA: IMPORTER/DISTRIBUTOR INBOUND MISSION - AUGUST

Monday, Aug 5 - Thursday, Aug 8, 2013
Registration: Wednesday, Apr 10 - Saturday, Jul 20, 2013
Idaho, Hawaii | United States of America

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **China Importer/Distributor Inbound Mission to: BOISE, ID August 5 - 6, HONOLULU, HI August 7 - 8** This will be an excellent opportunity for companies to participate in the growing China market. In 2012, WUSATA states exported over \$9.5 billion (a 47% increase over 2011) in agricultural products to China, ranking it as the top agricultural export market for the WUSATA states. As a result of the continuing economic growth in China, growing urbanization, increased disposable income, and a strong interest in food safety, more middle class consumers are trading up to buy imported products. This activity will focus on promoting high quality U.S. products to the buyers from China. Boise, ID: Meetings August 5th Honolulu, HI: Meetings August 7th - 8th Benefits from participating in the activity include:

- Meet one-on-one with pre-screened buyers from China
- Showcase your products and gain information about Chinese importer/distributor purchasing plans
- Expand your foreign market sales into China
- Learn the needs and preferences of the buyers and discuss how your product could be promoted



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

Suitable products include, but are not limited to: Fresh fruit, Specialty foods, Natural, Organic, and Healthy foods, Wine, Dairy products, Fortified beverage, Nuts, Oils, Spices, Sauces, Dressings, Coffee, and Snacks.

INDUSTRY FOCUS

Food Service Products

Natural/Health

Nutraceutical

Organic

Produce

Retail Products