

OUTBOUND MISSION

2012 CHINA: RETAIL OUTBOUND TRADE MISSION

Sunday, Nov 11 - Monday, Nov 12, 2012
Registration: Sunday, Jan 1 - Monday, Oct 1, 2012
Chengdu | China

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:

- **Outbound Mission to China: Chengdu - In conjunction with Food & Hotel China - November 11 - 12, 2012.**

As a value-added feature to either exhibitors attending the Food and Hotel China in Shanghai or China Fisheries & Seafood Expo in Dalian, WUSATA® will sponsor a between show event with one-on-one meetings in Chengdu, and optional retail tours. Up to seven companies will be admitted to participate. Benefits from participating in the activity:

- Buyers will be recruited to match with U.S. exporters that register for the event, with an emphasis on retail markets
- Interpreters will be available for meetings
- Chengdu is now home to multiple international retail chains including Olé, Carrefour, Ito Yokado, and Metro

WUSATA® will provide, on a reimbursement basis:

- Hotel stay in Chengdu - up to two nights - November 10 & 11
- Scheduled Retail Tours - November 11th
- Meetings with pre-qualified buyers from Chengdu – November 12th
- Local airfare (ticketed by WUSATA®) to and from Chengdu for one person per company



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: Confections, Snack Foods, Frozen Vegetables or Fruit, Retail Seafood Products, Dried Fruits, Nuts, Beverages-Juices & Wines, Health and Supplements

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Produce
Retail Products	Seafood		