

INBOUND MISSION

2012 CHINA: RETAIL INBOUND BUYING MISSION

Monday, Sep 24 - Thursday, Sep 27, 2012

Registration: Monday, Aug 27 - Saturday, Sep 22, 2012

Seattle (SOLD OUT), San Francisco, and Los Angeles

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: **SEATTLE location SOLD OUT China Retail Inbound Buying Mission to: SEATTLE, Sept. 24-25, SAN FRANCISCO and LOS ANGELES Sept. 26-27** This is an excellent opportunity for new to market and experienced companies alike to meet with leaders in the greater China retail market. **New to market companies must be export ready.** 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/buyer needs and preferences
- Expand your foreign market sales into China
- Learn about the opportunities, trends, and demands of the greater China Retail market

By 2015, China is projected to be the 3rd largest consumer market in the world, after the U.S. and Japan. At present, over 25 of the world's largest retailers conduct business in China, and China's domestic retailers alone include five that are ranked among the 250 largest global retailers. In addition, 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, the only exporter with a presence in most categories. As a result, Many U.S. brands are widely recognized and respected in China's major urban markets. Consumption of western style products continues to grow as they generally are regarded as good quality, nutritious and safe. With increasing household incomes and food safety concerns, more middle class consumers are trading up to buy imported grocery products. According to the China Ministry of Commerce, China's retail sales may grow 15% annually through 2015 and reach \$5 trillion (USD) in 2015.



PRODUCT DESCRIPTION

Suitable products include but are not limited to: Beverages both Alcoholic and Non-Alcoholic, Cereals, Bakery Products, Dried Fruits, Nuts, Canned Vegetables, 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. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Natural/Health

Organic

Produce

Retail Products

Seafood