

OUTBOUND MISSION

2018 CHINA FOODSERVICE AND RETAIL OUTBOUND MISSION TO BEIJING AND SHANGHAI

Monday, Oct 15 - Thursday, Oct 18, 2018
Registration: Thursday, Mar 29 - Friday, Aug 31, 2018
Beijing and Shanghai | 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, which is brought to you by the USDA's Foreign Agricultural Service:

Foodservice and Retail Outbound Trade Mission to Beijing and Shanghai, China ~ October 15-18, 2018

This event is designed for Western U.S. companies interested in the rapidly-growing foodservice and retail markets of China. In late 2017, China cut tariffs on 33 food and beverage items, but recently proposed new tariffs on other foods and beverages, making it a crucial time to strengthen trade relationships with China. Companies that are not negatively affected by the proposed tariffs are encouraged to participate in this mission to make connections with buyers that seek U.S. products that are in high demand. Companies that might be impacted by the proposed tariffs may also benefit in attending by making connections with buyers that are willing to overcome the potentially higher-priced products in to the market. This is an interesting time to explore, or dive further in to, the China market. Companies are scheduled to attend ATO briefings, market and site tours, one-on-one business meetings, and have its products prepared by a local chef in a showcase luncheon attended by Chinese buyers in Shanghai.

Benefits of Participation:

- Meet one-on-one with pre-screened buyers, importers, and distributors from China who are interested in U.S. products
- Showcase and promote your products
- Evaluate how your product fits in to the marketplace and assess the competitive



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Meat, seafood, dairy products, fresh and frozen fruits, frozen and dehydrated vegetables, processed foods, nuts, cereals, beverages, wine, sauces & spices, and other foodservice and retail products.

INDUSTRY FOCUS

Food Service Products

Retail Products

- landscape
- Gain information about importer/buyer needs, and better understand Chinese consumer preferences
- Identify new buyers for your product or personally re-connect with existing clients

Company delegates will provide their own:

- International airfare **into Beijing, China (arriving no later than October 14) and returning from Shanghai, China (on the evening of, or after, October 18)**
- Personal transportation and transportation from/to the airport upon arrival/departure in China
- Meals and incidental expenses
- Arrangement of product samples for one-on-one meetings and samples for use and preparation at the showcase luncheon in Shanghai

WUSATA will provide:

- Up to five nights lodging at the designated hotel
- Coordinated group transportation within China
- Custom one-on-one appointments with pre-qualified buyers
- Interpreters needed for business meetings
- A market briefing in each location and market tours

Tentative Agenda:

Sunday, October 14: Arrive in Beijing, China

Monday, October 15: ATO Beijing Market Briefing, Market Tours

Tuesday, October 16: One-on-One Meetings, Showcase Luncheon in Beijing, Depart for Shanghai, China

Wednesday, October 17: ATO Shanghai Market Briefing, Market Tours

Thursday, October 18: One-on-One Meetings, Showcase Luncheon in Shanghai with chef demo

(Companies will be on their own after the showcase luncheon)

Friday, October 19: Depart Shanghai for U.S. or continue on your own

Participation Fee: \$325 per company

Space is limited. One participant per company is eligible for WUSATA sponsorship. Additional company representatives who would like to attend at their own cost should contact one of the project managers for approval of attendance.