

INBOUND MISSION

2016 CHINA FOODSERVICE INBOUND TRADE MISSION

Thursday, Jul 14 - Tuesday, Jul 19, 2016
Registration: Tuesday, May 17 - Friday, Jul 8, 2016
Honolulu, Portland | China | Asia - (inactive)

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:

China Food Service Inbound Trade Mission to Oregon and Hawaii

This is an opportunity to meet buyers from China's strong food service sector.

Food service has maintained a double-digit growth rate in China during the last decade. Total revenue of the sector was USD 497 billion in 2015.

Western style and fusion menus are getting more and more popular, creating opportunities for a wide range of products. Imported items become the preferred choice for star-rated hotels and fine restaurants, leading to the growth of food export from U.S. to China in these categories.

With a demand for quality, imported products in the growing food service sector, this event will be very popular. Be sure to register early!

Benefits of Participating:

- Meet one-on-one with pre-qualified buyers from across China
- Showcase your products and learn firsthand about opportunities and buyer preferences
- Make buyer connections in the rapidly growing Chinese market
- All without leaving the Western US

Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: Food service products, frozen and dried fruits, processed vegetables, baking ingredients, nuts, health foods, seafood, and beverages.

INDUSTRY FOCUS

Food Service Products Natural/Health Seafood