

TRADE SHOW

2020 WUSATA VIRTUAL PAVILION AT SIAL CHINA

Monday, Sep 28 - Wednesday, Sep 30, 2020
Registration: Thursday, Jul 2 - Thursday, Jul 30, 2020 | 12:00 PM
Shanghai, China | China | East Asia

<https://wusata2.avibe-stag.com/e/XAQ3PYI>

EVENT DETAILS

VIRTUAL TRADE EVENT

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: **WUSATA Virtual Pavilion at SIAL China Trade Show 2020**

Due to Covid-19 and the associated travel restrictions, WUSATA has had to restructure how we provide trade opportunities. By offering virtual presentation options at SIAL China, we are able to still offer benefits of participating through virtual meetings and representation of your product. WUSATA is able to offer virtual opportunities thanks to our in-country partner - SMH International. SMH International has been working with WUSATA for over a decade on projects that include trade shows, inbound/outbound trade missions, in-store promotions, menu promotions, press conferences, seminars, showcase events and market research. Deeply rooted in the imported food and agriculture industry in China and Hong Kong, SMH has been assisting overseas organizations and companies in accessing or penetrating the China/HK market for over 20 years.

Exhibiting at SIAL China is the best means of making your products known, and for positioning them directly with the various major market players from retail, catering, hotel/restaurant/catering, food services, the import/export trade and manufacturing. The show sets the benchmark for overseas companies stepping into Asia and China as well as providing valuable market insights, trends and innovations of the regional food industry. It has become Asia's largest food and beverage innovation exhibition.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- Receive 5-6 one-on-one virtual meetings with pre-qualified buyers
- Receive complimentary translation services
- SMH will be available in China to assist during the show to distribute samples and flyers
- Virtual Market Briefing and Webinar with importers/distributors/retailers
- Virtual Retail tour before the show
- 30-min post show virtual consultation with SMH

Virtual Presentation Options: SMH will manage the setup of booth graphics, display cases for sample showcase, refrigerators, TV's for company videos, distribute samples, trade lead compilation

Out-of-region companies are asked to call WUSATA directly at 360-693-3373, and are not eligible for WUSATA event discounts or



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Processed fruits and vegetables, fresh produce, wines and spirits, frozen/convenience foods, organic/natural foods, specialty/gourmet foods, seafood, pet foods, and retail products.

INDUSTRY FOCUS

Natural/Health	Organic	Produce	Retail Products
Seafood			

services.

Get 50% reimbursement on exhibition-related costs:

Apply now to WUSATA's 2020 FundMatch or update your marketing plan if you are already a participant to offset half of some of your SIAL China Trade Show expenses. Eligible costs can include virtual booth space exhibition, shipping samples, point of sales materials and more! Be sure to read the FundMatch Guide or speak to a FundMatch Coordinator to go over these eligible expenses and what you need to do before, during and after SIAL China to be successful in submitting a claim.