

INBOUND MISSION

2013 CHINA: RETAIL INBOUND MISSION - OCTOBER

Monday, Oct 28 - Friday, Nov 1, 2013
Registration: Monday, Jun 3 - Sunday, Oct 13, 2013
California, Washington | United States of America

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: **China Retail Inbound Mission to: LOS ANGELES, CA October 28, SAN FRANCISCO, CA October 29-30, SEATTLE, WA October 31-November 1** Benefits from participating in the activity include:

- Meet one-on-one with pre-screened Retail buyers from China
- Showcase your Consumer-Oriented products and gain information about China buyer needs and preferences
- Expand your Retail foreign market sales into China

This is an excellent opportunity for companies to participate in the growing China retail market. China continues to be a fast growing market for consumer oriented food products. In 2012, U.S. consumer oriented food product exports to China were valued at \$2.3 billion – a more than 7 percent increased over the previous year. China is the sixth largest export destination for U.S. consumer oriented food products, surpassing markets in Europe, Southeast Asia and the Middle East. The benefits from participating in the activity include - meeting one-on-one with grocery, and other retail buyers from China, and learning more about the opportunities, trends and demands of this growing market sector. Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing. Los Angeles, CA: October 28 San Francisco, CA: October 29 - 30 Seattle, WA: October 31 - November 1



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: General Grocery Products, Consumer-Oriented Foods, Snack Foods, Juices, Private Label, and other Retail Food Products

INDUSTRY FOCUS

Retail Products Seafood