

OUTBOUND MISSION

2014 CHINA: OUTBOUND MISSION TO CHINA

Monday, Oct 13 - Thursday, Oct 16, 2014
Registration: Monday, Apr 14 - Tuesday, Jul 1, 2014
Guangzhou, Shenzhen, Wuhan, China | 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: **Outbound Mission to China: Guangzhou, Shenzhen, and Wuhan October 13-16, 2014 THIS MISSION HAS BEEN BRANDED PROGRAM PRE-APPROVED! Benefits from participating in the activity:** -Meet one-on-one with pre-qualified buyers, importers, and distributors in each location -Showcase your products at program events -Participate in Agricultural Trade Office (ATO) market briefings, port, and retail tours This mission provides an opportunity to meet and visit with buyers in some of China's fastest growing cities. The mission focuses primarily on the southern region (traveling to Guangzhou and Shenzhen), and includes a visit to Wuhan, a city in central China. Guangzhou, one of the three mega-cities in China, remains the gateway to entering the Southern China market. In 2012, the per capita GDP in Guangzhou surpassed many first-tier cities in China. Shenzhen has a booming economy, and in 2011 secured its position as the nation's 4th largest city. Wuhan is listed among the top 15 emerging cities in China, with the potential to be one of the newest first-tier cities. As a traditional industry-oriented city, Wuhan has ranked 9th in annual GDP since 2012. **Companies will be provided:** -Lodging accommodations in all three cities (for one company representative at designated hotels, arranged by WUSATA) -Transportation between cities and meetings -Interpreter services at each location **PLEASE NOTE:** New-to-market companies must be export-ready. Participants will be expected to arrange and pay their own airfare costs to and from China, meals, and incidental expenses. Participants will need to arrive in Guangzhou by the evening of October 12, and depart from Wuhan on or after the morning of October 17. **Limit one representative per company** – One additional company delegate may participate at their own expense, as space allows, on a first-come, first-served basis. Please contact WUSATA directly at 360-693-3373 to add more participants. Space is limited to a maximum of 18 companies. Activities in the China market sell out quickly - WUSATA encourages companies to register early!



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:** Consumer Ready Products, Food Service Products, Ingredient Products, Nuts, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, Wine, Fruit, Vegetables and Specialty Foods.

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Produce
Retail Products