

OUTBOUND MISSION

2012 CHINA: OUTBOUND TRADE MISSION TO 3 CITIES

Sunday, Sep 9 - Saturday, Sep 15, 2012
Registration: Wednesday, Jun 13 - Saturday, Jul 28, 2012
Shanghai, Beijing, Hong Kong | 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: Shanghai, Beijing & Hong Kong - September 9 - 15, 2012.

Benefits from participating in the activity:

- Travel to three cities in China and meet one-on-one with pre-screened buyers looking for high-quality western U.S. products.
- Learn market entry strategies and regulatory requirements
- Showcase your products and discuss how they fit into the purchasing plans for Chinese companies
- Gain information about importer/buyer needs and preferences

Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters
- Lodging and local China airfare will be arranged and paid for by WUSATA®
- Market briefings and retail market tours
- A pass to walk one of three trade shows in Hong Kong: Asian Seafood Expo, Restaurant and Bar Hong Kong, and Frozen Food Asia



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: •Retail grocery items • Processed foods •Dairy Products • Specialty Food Products • Foodservice products • Healthy and Functional Foods • Beverages (including alcohol) •Fruits, Nuts, Vegetables •Seafood

INDUSTRY FOCUS

Food Service Products	Natural/Health	Produce	Retail
Products	Seafood		