

TRADE SHOW

2021 WUSATA HYBRID/VIRTUAL PAVILION AT SIAL CHINA TRADE SHOW

Tuesday, May 18 - Thursday, May 20, 2021
Registration: Wednesday, Jan 27 - Thursday, Mar 18, 2021 | 12:00 PM
China | East Asia

<https://wusata2.avibe-stag.com/e/WMJMI5U>

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:

WUSATA Hybrid/Virtual Pavilion at SIAL China Trade Show 2021 - May 18 - 20, 2021

****This is a NON-TRAVEL Activity!****

During these uncertain times, we understand that it may be difficult to travel, due either to country borders being closed or other barriers you may be encountering. Because of this, WUSATA has decided to offer exciting "Virtual/Hybrid" options for SIAL China 2021 at greatly reduced prices!

Even when the world continues to be impacted by COVID-19 SIAL China remains one of the most influential food and beverage trade exhibitions in China. Despite the absence of U.S. representatives due to travel restrictions, the trade show was considered as a successful activity which allowed U.S. companies to remain engaged with the Chinese market. WUSATA in-country partner, SMH International, coordinated booth assistants for company sample and flyer distributions, and facilitated 67 pre-arranged virtual meetings for WUSATA companies to connect directly with potential buyers, build relationships, and establish connection with businesses without being present in China. 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.

To provide 2021 SIAL China exhibitors with the opportunity to be exposed to buyers outside the host city of Shanghai, SMH will arrange a Trade Seminar and Virtual Marketing Briefing before the SIAL Trade Show. SMH will invite 40 Chinese importers, distributors, and retailers, and WUSATA companies will have the opportunity to provide presentations of their products and services to the attendees to raise awareness and interest. Participants who are interested in furthering communication with particular U.S. company can have virtual meetings arranged during and after SIAL. The Market Briefing will involve all ATO offices in Beijing, Shenyang, Guangzhou, and Shanghai, where each office will provide a briefing about the role of its office, markets covered, and an introduction of the regional market for U.S. agricultural products.

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



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

of the regional food industry. It has become Asia's largest food and beverage innovation exhibition.

No travel is necessary. Your options are as follows:

1. You may choose to participate in the WUSATA Pavilion in a hybrid/virtual way. SMH International, WUSATA's in-country partner, will provide a booth attendant for your company's booth at SIAL China in addition to many additional services detailed out below.
2. Alternatively, if you have a representative in China, you may choose to have them attend the booth for you and you will still receive the same services.

BOTH options include the following benefits of participation:

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- Booths significantly discounted!
- Receive 5-6 one-on-one virtual meetings with pre-qualified buyers
- Complimentary translation services
- Virtual Trade Webinar with importers/distributors/retailers
- Virtual Market Briefing with ATO offices in Beijing, Shenyang, Guangzhou and Shanghai

Virtual/Hybrid Presentation Includes:

- Basic booth set up with walls, counter, carpet, table & chairs
- Booth set-up/tear down services
- Bilingual booth attendant to capture leads
- 30 minute virtual training with booth attendant representing your booth
- WUSATA booth with on-site assistance from WUSATA contractor to distribute samples and flyers
- SMH will manage the setup of booth graphics, display cases for sample showcase, refrigerators, televisions for company videos

Participation Fees (NEW PRICING!):

~~\$3975.00~~ \$1,050.00 for a 9 SQM CORNER Booth

~~\$3450.00~~ \$1,000.00 for a 9 SQM AISLE Booth

- Limit 1 corner and 2 booths TOTAL per company.

Registration Deadline: March 18, 2021

Proposed Itinerary:

- Friday, May 14, 2021 – Virtual Trade Seminar & Market Briefing in Beijing
- Monday, May 17, 2021 – Booth Setup
- Tuesday, May 18, 2021 – SIAL China Trade Show Day 1 & AM Virtual Meetings
- Wednesday, May 19, 2021 – SIAL China Trade Show Day 2 & AM Virtual Meetings
- Thursday, May 20, 2021 – SIAL China Trade Show Day 3

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

Event Surveys: You are required to complete two short surveys after participating in this event. Access your surveys by logging into your MyWUSATA account.

Get 50% reimbursement on exhibition-related costs:

Apply now to WUSATA's 2021 FundMatch or update your marketing plan if you are already a participant to offset 50% of eligible 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.