

## OUTBOUND MISSION

# 2016 CHINA OUTBOUND TRADE MISSION

Monday, Sep 19 - Thursday, Sep 22, 2016

Registration: Tuesday, May 3 - Thursday, Aug 4, 2016

China | China | Asia - (inactive)

## EVENT DETAILS

This event is an excellent opportunity to enter or expand your reach into the China market. With growing urban populations, rising disposable income, and greater demands for food safety, China remains a strong market for U.S. food and beverage products. This mission will visit a first-tier city (Shanghai) and a second-tier city (Nanjing) in eastern China.

The eastern region of China is one of the most affluent markets in the country, with a mature customer base keenly interested in food safety and quality. Shanghai is the gateway to the eastern region and the commercial and financial center of mainland China. It is also a major transportation hub with the world's busiest container port. This mission will take advantage of Shanghai's large retail and foodservice sectors, as well as the thriving e-commerce industry, which grew by over 48% in 2015.

The second city of the mission, Nanjing, has long been a major cultural and economic center. With numerous universities, research centers and technology firms, the city's residents enjoy high disposable incomes and low unemployment. Nanjing is the second largest city in eastern China and boasts major transportation infrastructure, including the largest inland port in the country. As a new and emerging market, Nanjing presents excellent opportunities for U.S. exporters.

### Benefits of Participating:

- Meet one-on-one with pre-screened buyers
- Learn the opportunities and demands of a first-tier and second-tier city firsthand
- See the marketplace and establish in-person connections
- Highlight your products at targeted showcase events
- Participate in market briefings and retail tours

### WUSATA will provide:

- Custom one-on-one appointments with pre-qualified buyers
- Hotel accommodations for one company representative
- Transportation between official meetings and events, including travel between cities
- Coordinated shipment of samples to China
- Interpreters, as-needed
- Market briefings and retail tours

### Participant companies will be responsible for:

- International airfare to and from Shanghai, China
- Meals and Incidental Expenses

### Draft Itinerary:



## 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:** Seafood, Processed Fruits & Vegetables, Snack Foods, Alcoholic & Non-Alcoholic Beverages, Dairy Products, Meats, Nuts, and other Consumer-Ready and Food Service Products.

## INDUSTRY FOCUS

Food Service Products

Retail Products

- Sept.18: Arrive in Shanghai
- Sept.19: Market Briefing with USDA, retail tours
- Sept. 20: One-on-one meetings with buyers, product showcase lunch, group meeting with e-commerce companies
- Sept. 21: Travel by train to Nanjing, panel discussion with buyers, trade reception
- Sept. 22: Retail tours in Nanjing, return by train to Shanghai
- Sept. 23: Depart for USA (or continue meetings on own)

Note: Limit one representative per company – additional company delegates may participate at their own expense.