

## VIRTUAL TRADE EVENT

# 2020 CHINA RETAIL & FOODSERVICE VIRTUAL BUYERS MISSION - HONG KONG & SHANGHAI

Monday, Dec 7 - Wednesday, Dec 9, 2020  
Registration: Thursday, Sep 24 - Friday, Oct 9, 2020  
Zoom | East Asia

<https://wusata2.avibe-stag.com/e/JI2TFXA>

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

### 2020 China Retail & Foodservice Virtual Buyers Mission - Hong Kong & Shanghai - December 7 & 9, 2020

Meet with potential customers in Hong Kong and China without traveling!

With market disruption from COVID-19, and the current geopolitical climate, we still see export opportunities in major cities in China and Hong Kong.

China is still the top market for U.S. products, including value-added, retail products, process and prepared foods. Retail and foodservice buyers, brokers, importers are still very interested in learning about quality food products from the Western U.S. For this activity, the top-tier cities of Hong Kong and Shanghai were chosen, as its economies will rebound faster than other areas and imported food consumption remains strong in the area.

This virtual trade opportunity helps overcome the distance with video to tell your product story, virtual meetings, and finally, offering some cost relief for you to send samples to the most promising customer(s) from your virtual meetings. The virtual activity will include one-on-one buyer's meeting with qualified buyers such as importers and distributors. Participants will be able to gain a market trend during and after COVID.

Don't miss this excellent opportunity to meet with prospective Chinese buyers virtually!

### Benefits of Participation:

- Meet one-on-one virtually with foodservice and consumer-oriented importer and distributors in Hong Kong and mainland Shanghai
- Meeting with potential customers in Hong Kong & Shanghai without leaving your office or home
- Receive shipping assistance for sending samples prior to the meetings (Shipping guidance to be provided early October)

### Event Itinerary: Hybrid meetings for buyers in HK and Shanghai;

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | [www.wusata.org](http://www.wusata.org) | (360) 693-3373



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Retail, food-service, and ingredient; processed and value-added food products; prepared foods, snack foods, confectionery, organic products, condiments, sauces & spices, tree nuts, , baking mixes, and other shelf-stable products like candy, nuts, chocolate, coffee, cookies, oils, dried fruits & veggies. All products must be shelf-stable with the exception of frozen seafood products.

### INDUSTRY FOCUS

Food Service Products

Ingredient

Retail Products

Virtual meetings for suppliers in the U.S.

December 7, 2020 (Monday) at 5-8 PM, PST / 6-9 PM, MST – Hong Kong

December 9, 2020 (Wednesday) at 5-8 PM, PST / 6-9 PM, MST – Shanghai

\*times are subject to slightly change due to scheduling\*

**Participation Fee: \$100 (\$50 Hong Kong/ \$50 Shanghai)**

**Registration Deadline:** October 9, 2020