

OUTBOUND MISSION

2013 CHINA: OUTBOUND MISSION TO THREE CITIES

Monday, Jun 3 - Friday, Jun 7, 2013
Registration: Friday, Feb 22 - Saturday, May 4, 2013
Hong Kong, Guangzhou, Chengdu, 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: Hong Kong, Guangzhou, and Chengdu - June 3-7, 2012** This will be an excellent opportunity for export-ready companies to participate in the China market, which is growing faster than any other major world economy. With increased disposable income, urbanization, and food safety concerns, Chinese consumers are spending more on U.S. food products than ever before. The excellent quality and food safety reputation of American food products are in high demand. Benefits from participating in this 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
- Hotel and Intra-China airfare will be arranged and paid for by WUSATA®*
- Market briefings, technical assistance, and retail market tours



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	Ingredient	Natural/Health	Produce
Retail Products	Seafood		