

INBOUND MISSION

2012 CHINA: HRI & FOODSERVICE INBOUND MISSION

Monday, Aug 27 - Thursday, Aug 30, 2012
Registration: Tuesday, Jul 31 - Wednesday, Aug 22, 2012
Oregon Aug. 27-28 (SOLD OUT) AND N. California Aug. 29-30 | United States of America

EVENT DETAILS

OREGON SOLD OUT: Please contact WUSATA for waitlist assistance - (360) 693-3373

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **China Inbound Trade Mission - HRI & Foodservice to: OREGON, Aug. 27 - 28 and CALIFORNIA, Aug. 29 - 30** This is an excellent opportunity for new to market and experienced companies alike to meet with leaders in the Greater China foodservice industry. In 2010, China became the second-largest economy in the world. Lifestyles of the Chinese are increasingly fast-paced these days. As a result, the foodservice and retail sectors continue to outpace other areas in terms of growth. Consumption of US and western-style products continues to grow as they are generally regarded as good quality, nutritious, and safe. Benefits from participating in the activity include:

- Meet one-on-one with hotel, restaurant, institutional (HRI) and Foodservice buyers from Mainland China and Hong Kong
- Learn about the opportunities, trends and demands of the Greater China and Foodservice market



PRODUCT DESCRIPTION

Suitable products include but are not limited to: Meat, Seafood, Fresh and Frozen Fruits & Vegetables, Baking Mixes, Food Preparations, Sauces and Spices, Wine and Beer, Dried fruits & nuts, and other Foodservice Items. 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.

INDUSTRY FOCUS

Food Service Products Ingredient Produce Seafood