

INBOUND MISSION

2015 CHINA: HRI, FOODSERVICE IB TRADE MISSION

Tuesday, Aug 4 - Friday, Aug 7, 2015
Registration: Monday, Apr 27 - Tuesday, Jul 28, 2015
Idaho, Oregon | United States of America

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, brought to you by the USDA's Foreign Agricultural Service:

China HRI/Foodservice Inbound Trade Mission - DATES CHANGED

Portland, OR: Aug 4-5 Boise, ID: Aug 6-7

Benefits from participating in the activity include:

- Meet one-on-one with foodservice buyers from China - Feature products and learn about opportunities/demands of the market - Gain insight about buyer needs and preferences

This is a great opportunity to meet with buyers from the largest export market in the world. China's rapidly growing economy looks to the U.S. for many of its food and agricultural products. In addition, China's demand for safe, quality food products continues to grow.

This WUSATA inbound trade mission will bring 6 buyers from the HRI/Foodservice sector in China to Idaho and Oregon. With the buyers coming to both states, companies will have the chance to introduce their products to potential customers from China without international travel. This is an excellent opportunity for companies already exporting to China to expand their customer base in this region. New-to-market companies can also meet with buyers, gain valuable feedback on their products, and take the first steps in building a relationship with customers to enter the market.

Meeting times are limited and are offered on a first-come, first-served basis. WUSATA encourages companies to register early.



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: Dairy, Meat, Seafood, Fresh and Frozen Fruits/Vegetables, Dried Fruits, Baking Mixes, Food Ingredients, Nuts, Confections, Wine and Beer, and other Foodservice products.

INDUSTRY FOCUS

Food Service Products