

OUTBOUND MISSION

2013 CHINA: OUTBOUND MISSION TO SHANGHAI AND HANGZHOU

Monday, Sep 2 - Thursday, Sep 5, 2013
Registration: Friday, Apr 5 - Friday, Jun 14, 2013
Shanghai, Hangzhou, 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: Shanghai and Hangzhou - September 2-5, 2013** Benefits from participating in the activity:

- Meet one-on-one with pre-screened buyers, importers, and distributors.
- Showcase products at trade receptions and industry events.
- Participate in an ATO market briefing, facility tours, guided retail tours, and more.

The trade mission will travel to both Shanghai and Hangzhou. In each location, individual meetings will be set up with key buyers, importers, and distributors of food service, retail, and ingredient items. This is an excellent opportunity for companies to participate in the growing China market. In 2012, China's agricultural imports from the U.S. reached a record high of \$30 billion. The first city on our mission is Shanghai, which is the commercial and financial center of mainland China. Retail and HRI development is significant, with major foreign retailers represented, and over 30,000 registered restaurants operating in the city. Our second stop is Hangzhou, which is an attractive tourist destination for Shanghai consumers, and is considered one of the top 10 economic development zones in China. Last year, urban per capita disposable income grew 10.1% and now has the eighth highest per capita GDP in China. This second-tier city is an increasingly important growth market for U.S. exporters. ***DRAFT* Itinerary Monday:** ATO Market Briefing, and Retail and Facility Tours **Tuesday:** One-on-One Meetings with trade reception and possible chef demo **Wednesday:** Travel to Hangzhou, facility tour in the afternoon **Thursday:** One-on-One Meetings in Hangzhou **Friday:** End of program Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters
- Lodging (5 nights at US government per diem rate) and travel to Hangzhou, arranged and paid for by WUSATA®
- A market briefing, retail, and foodservice tours
- Coordinated group transportation
- Freight from U.S. to Shanghai paid by WUSATA®. Companies will need to ship samples to a consolidation point in the U.S.
- Participation in a trade reception/industry event (TBD)



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: Consumer-ready products, Foodservice products, Snack foods, Dairy, Seafood, Meats, Health foods, Beverages, Wine, Produce, and Ingredients.

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Produce

Retail Products