

OUTBOUND MISSION

2015 CHINA: OUTBOUND TRADE MISSION TO NORTHERN CHINA

Sunday, Nov 15 - Wednesday, Nov 18, 2015
Registration: Tuesday, May 5 - Monday, Aug 10, 2015
Beijing and Dalian, China | Asia - (inactive)

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

Outbound Trade Mission to Northern China: Beijing and Dalian, China | November 15-18, 2015

Draft Itinerary: • November 15: Arrive in Beijing • November 16: Country market briefing with USDA, retail market tours • November 17: One-on-One meetings with buyers from Beijing and trade lunch, afternoon flight to Dalian • November 18: Morning market briefing and retail tour, Afternoon One-on-One meetings, importer panel, and trade dinner • November 19: Program concludes. Companies have the chance to also continue on to WUSATA's Outbound Trade Mission to Seoul, Korea (see registration detail link below)

Benefits from participating in the activity include: • Meet one-on-one with hotel, restaurant, institutional (HRI), and/or consumer-oriented product buyers • Learn first-hand about the opportunities and demands of the Northern China market • Highlight your products at a targeted trade reception • Maximize your success by also registering for WUSATA's Outbound Trade Mission to Seoul, Korea: November 19-21 (see registration detail link below)

This event is a great opportunity for new to market companies, and those wanting to expand their reach, to explore the Northern China marketplace. The area is the largest international market for U.S. food and agricultural products, accounting for 20 percent of all U.S. farm exports.

The region, rich in cultural heritage and trading, represents a growing food market with a distinguished young consumer, offering a tremendous business opportunity to U.S. food exporters. Don't miss this excellent chance to reach new buyers in Northern China!

WUSATA will provide: • Custom one-on-one appointments with pre-qualified buyers • Interpreters, as needed • Hotel accommodations for one company representative • Ground transportation between official mission meetings and events • Market briefings and market tours

Participant companies will provide their own: • International airfare in and out of Beijing, China • Meals and incidental expenses • Product samples shipping costs



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:** Seafood, processed fruits & vegetables, baking mixes, food preparations, sauces and spices, wine and beer, and other foodservice/consumer-oriented products.

INDUSTRY FOCUS

Food Service Products

Retail Products