

INBOUND MISSION

2013 CHINA: FOOD SERVICE INBOUND MISSION - AUGUST

Monday, Aug 26 - Friday, Aug 30, 2013
Registration: Sunday, Jun 2 - Monday, Aug 12, 2013
California, 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: **China Food Service Inbound Mission to: LOS ANGELES, CA August 26, SAN FRANCISCO, CA August 27-28, PORTLAND, OR August 29-30** Benefits from participating in the activity include:

- Meet one-on-one with pre-screened Food Service buyers from China
- Showcase your Food Service products and gain information about China buyer needs and preferences
- Expand your foreign market sales into China

This will be an excellent opportunity for companies to participate in the growing China market. The Chinese Food Service market is continuing its rapid development and growth, with GDP averaging a 10.6 percent gain per year. New opportunities for high-quality exports have opened in China, due to changes in lifestyle, increased consumer income level, and a growing concern about the quality and safety of food. U.S. agriculture exports to China have more than doubled in the past five years, from \$12 billion in 2008 to \$25.9 billion in 2012. The benefits from participating in the activity include - meeting one-on-one with hotel, restaurant, institutional buyers from China and learning more about the opportunities, trends and demands of this growing market sector. Participating companies are encouraged to be export ready. Please come equipped with samples and product lists, and be prepared to discuss pricing. This activity will focus on promoting high quality U.S. products to the buyers from China. Los Angeles, CA: August 26th San Francisco, CA: August 27th - 28th Portland, OR: August 29th - 30th



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: Fruits and Vegetables, Seafood, Meat, Food Preparations, Sauces and Spices, Wine and Beer, Dried Fruits and Nuts, and other Food Service products.

INDUSTRY FOCUS

Food Service Products Ingredient Produce Seafood