

## INBOUND MISSION

# 2015 CHINA: CONSUMER-ORIENTED INBOUND TRADE MISSION

Monday, Sep 14 - Friday, Sep 18, 2015  
Registration: Wednesday, May 27 - Friday, Sep 4, 2015  
Seattle, San Francisco, Los Angeles | 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:

### China Consumer-Oriented Inbound Trade Mission:

- September 14-15, 2015 in Seattle, WA
- September 16-17, 2015 in San Francisco, CA
- September 18, 2015 in Los Angeles, CA

### Benefits from participating in the activity include:

- Meet one-on-one with pre-qualified buyers, importers, and distributors from China
  - Feature your products and learn about buyer preferences
  - Expand your foreign market sales in the region
- This will be an excellent opportunity for companies to participate in the growing China market. In 2014, U.S. exports to China reached \$28 billion, and the country restructured its economy from an aggressive expansion to a sustained growth model - making it more favorable for long-term development. The majority of U.S. exports to China used to be shelf stable items, but with improved infrastructure in the cold chain, it now includes fresh, chilled and frozen items. More premium food products are also being imported for local consumption, bolstered by the increasing income of Chinese consumers and their awareness of food quality/safety.

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:** Consumer-oriented grocery products (snack foods, prepared foods, specialty products, etc.) and other related products.

## INDUSTRY FOCUS

Retail Products