



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

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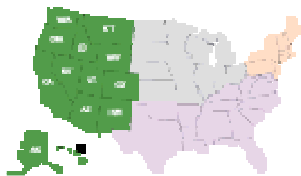
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Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

China Retail In-Store “America - 4th of July” Promotion – City Shop Stores

Shanghai and Beijing, China July 4th – July 18th, 2010

Benefits from participating in the activity:

- Your products will be reviewed for possible selection for the 4th of July promotion in the eleven City Shop high-end retail stores.
- Gain exposure for your products through in-store displays supported by POS, advertising, in-store demos and write-ups by the press.
- This event will take place this summer, during the Shanghai World’s Fair Expo. From May to October 100 million tourists will visit the city.

The Washington State Dept of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

American Week, City Shop Retail Promotion: July 4th-18th, 2010

This will be an excellent opportunity for companies to participate in the growing affluent, Chinese urban markets.

Founded in 1993, Shanghai City Shop has acquired a long history of imported product sales. There are 11 stores in Shanghai and Beijing positioned in high-end residential areas and business districts. Affluent, young urban Chinese frequent these stores as well as the ex-pat community. The store format is similar to the Trader Joe’s chain in the U.S. and includes western style amenities such as soup and salad bars, an organic section and a deli for fast-paced convenience and healthy urban lifestyles. Shipment consolidation is available if your product is selected by the import manager. When you register, you will be sent a two page “Product Pre-Qualification Sheet” and asked to include product photos for consideration. The manager may then request product samples to be sent. Chinese labeling issues are handled by City Shop. They are looking for unique products with well appointed packaging and in case lots.

Submission Deadline-- March 31st for product evaluations

Suitable products include, but are not limited to:

- Snack or Dessert Foods
- Health Foods
- Frozen/Refrigerated Foods
- Cereals, Mixes, Bakery
- Beverages
- Canned or Retort Items

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact Bill Dallas at Washington State Agriculture by telephone (360-902-1925) or by email (bdallas@agr.wa.gov) for more information. Please return also copy of this registration to Mr. Dallas fax 360-902-2089.

If you are interested in registering for this activity, please complete and return the attached reservation form by:

March 31, 2009



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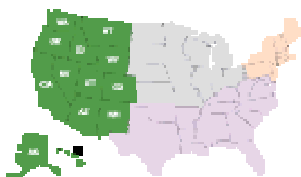
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Activity Registration Form

City Shop "4th of July" Retail Promotion
Product Review Deadline – March 31st, 2010
Shanghai, China

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

This is an opportunity for your company to present higher end products to the City Shop store chain that imports 60% of its refrigerated and shelf stable retail products from the U.S. When you register, you will be e-mailed a Product Evaluation form that will then be forwarded by you to the Import Manager, Sherry Xie and cc: copy to Project Manager, Bill Dallas. **THERE IS NO CHARGE TO PARTICIPATE**, however, if you are requested to send samples, that will be at your company expense. Shipments may be sent directly to City Shop or as an option, for consolidation at Oakland, CA through the City Shop export supplier. If your product is selected for the promotion, City Shop will purchase it directly. Payment for purchased goods before and after the promotion will be arranged by City Shop directly with each company and/or through the export supplier based in Oakland, CA

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: March 31st, 2010

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION: NOT APPLICABLE FOR THIS EVENT.

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 240, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____