



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

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

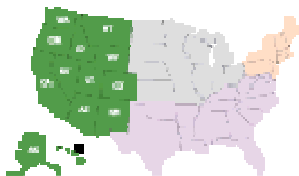
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

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.

Guangzhou Trade Mission & Product Showcase before SIAL China, Shanghai trade show

May 16 – May 18, 2010

Benefits from this participating activity:

This outbound mission before SIAL offers companies the opportunity to meet with pre-qualified buyers in the rapidly growing Guangzhou market, capital of Guangdong province. Guangdong represents 19% of China's population. It had the highest GDP of any single province in China with retail sales of over \$156 billion. Higher disposal incomes and continued urbanization have led to a more diverse diet and greater consumer receptiveness to imported foods. Food consumption accounted for over 35% of Southern consumer's total expenditures. For those WUSATA companies participating in SIAL, airfare and hotel are reimbursed.

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

Trade Mission & Product Showcase to Guangzhou, China.

Participants arrive in Shanghai on Saturday, May 15 for the SIAL trade show and fly to Guangzhou on Sunday, May 16. Sunday afternoon will be retail tours in Guangzhou. On Monday, May 17, there will be a product showcase and one-on-one meetings followed by a lunch reception with the Chinese buyers. The USDA Agricultural Trade Office Guangzhou and SMH, the WUSATA China contractor, will brief participants on the Southern China and the Guangzhou market.

The trade mission for Western food companies participating in SIAL through WUSATA will be fully reimbursed. Reimbursement includes airfare to and from Shanghai – Guangzhou, hotel rooms for two nights, and SMH arranging for one-on-one meetings tailored to your company's products and needs. There will also be a product showcase, retail tours, and a market presentation. For companies not participating in SIAL, there is a \$300 fee.

Suitable products include, but are not limited to:

Nuts, candies, juices, wine, dairy, condiments, fresh fruits, bakery ingredients, fats & oils, meat casings, potato products, beverage ingredients, healthy/natural ingredients

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

For more information, please contact:

Janet Leister at the Washington State Department of Agriculture by telephone at: 360-902-1931 or by email at: jleister@agr.wa.gov

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

March 31, 2010



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

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

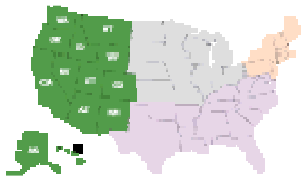
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

Activity Registration Form

Guangzhou Trade Mission and Product Showcase: Pre - SIAL
May 16 – May 18, 2010
Guangzhou, China

COMPANY INFORMATION:

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

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Guangzhou, China Trade Mission & Product Showcase
Before SIAL trade show, May 16 – 18, 2010

Itinerary: Saturday, May 15: Arrive Shanghai; Sunday, May 16: Fly to Guangzhou, retail tours; Monday, May 17: Product showcase & one-on-one meetings, Lunch reception, Market briefing; Tuesday, May 18: Return to Shanghai for booth set up and Shanghai market briefing.

____ Our company is exhibiting at the SIAL trade show through WUSATA. There is no additional cost for the mission.

____ Our company is not exhibiting at SIAL through WUSATA; cost is \$300.00 per person.

Our company is sending (Please check one):

- ____ 1 person (Total cost = \$300.00)
- ____ 2 people (Total cost = \$600.00)

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 31, 2010

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

PAYMENT INFORMATION:

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: _____