



WUSATA

Western U.S. Agricultural Trade Association

Inbound Food Service Trade Mission From China to visit Oregon and Hawaii July 14-19, 2016

Meet buyers from the rapidly expanding and strong Chinese market during this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

China's foodservice sector has reached and maintained a rapid double-digit growth rate in the past 10 years with a total sector revenue of USD \$497 billion in 2015. Chinese markets are seeing a high demand for western style and fusion menus, making imported products the ideal choice.

US food exporting to China has grown substantially with star-rated hotels and fine restaurants preferring imported US foods, making this Inbound Trade Mission an opportunity you do not want to miss.

Benefits of Inbound Trade Mission Participation:

- Meeting one-on-one with pre-qualified buyer
- Showcasing your products and learning firsthand about opportunities and buyer preferences
- Connecting with buyers in the rapidly growing Chinese market without leaving the Western US

**Register now on our
events calendar!**



Proposed Itinerary:

- July 14-16 – Portland, Oregon
- July 18-19 – Honolulu, Hawaii

Participation Fee: **There is no charge for this event**

Registration Deadline: **July 1, 2016**

Suitable Products include but not limited to: Food service products, frozen and dried fruits, processed vegetables, baking ingredients, nuts, health foods, seafood and beverages

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