

Food Ingredients Outbound Trade Mission Beijing, China March 28-29, 2014

Event Benefits:

- Meet one-on-one with qualified buyers from China
- Showcase products and discuss potential purchase plans
- Expand marketing reach with WUSATA value-added services

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

Beijing is home to many food manufacturers and processors in China. The market for food ingredients is enormous with \$523 billion in sales by over 36,000 food processing companies in China. Last year U.S exports of food ingredients to China were \$50.5 billion with a growth of 22.9% from 2011. The increasing appetite for Western-style food products and the demand for food safety is boosting demand and sales.

PARTICIPATION FEE:

- \$250 participation fee per company, for exhibitors at Food Ingredients China Trade Show
- \$500 participation fee per company, for NON-exhibitors at Food Ingredients China Trade Show

Products of Interest*:

May include, but are not limited to: fats & oils, meat casings, sweeteners, shelled nuts, flavors/aromas, starches, thickeners, bakery ingredients, fish meal, cocoa intermediates, beverage ingredients, potato products, and healthy/natural ingredients.

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

Registration Deadline:

February 14, 2014

Participation Fee:

\$250 or \$500

Managing States:

Jeff Sutich
NV State Dept of Ag
775-353-3627
jssutich@agri.nv.gov

To Register:

[login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!