



WUSATA

Western U.S. Agricultural Trade Association

China Foodservice Outbound Trade Mission to Hong Kong, Macau & Shenzhen

December 4 - 7, 2017

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

China Foodservice Outbound Trade Mission to Hong Kong, Macau & Shenzhen December 4-7, 2017

This event is an excellent opportunity to enter or expand your reach into the China market. With growing urban populations, rising disposable income, and greater demands for food safety, China remains a strong market for U.S. food and beverage products. This mission will visit three of the key Foodservice & Ingredient market clusters - Hong Kong, Macau and Shenzhen.

Hong Kong, an autonomous territory located in southeastern China, is a vibrant, densely-populated city renowned as the culinary metropolis of Asia boasting hundreds of high-end restaurants and hotels. As a global food trading and distribution hub, Hong Kong positioned itself as an ideal place for business opportunities due to its advantageous business environment and geographic location.

Macau is an autonomous region in the south of China. Often called the Las Vegas of Asia, Macau attracts visitors from all over the globe with the luxurious casinos, world-class hotels and top-notch dining experiences.

Shenzhen, one of the major manufacturing centers in China, is a booming modern city in southeastern China. With a distance of roughly 10 miles, Shenzhen links Hong Kong with mainland China allowing close business, trade, and social ties. Shenzhen and its diverse manufacturing capability, very modern city skyline, and a dynamic lifestyle attracts business visitors and tourists alike, making it a very appealing market for Western food ingredient exporters.

**Register Now on Our Events
Calendar!**

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Learn the opportunities and demands in the market firsthand
- See the marketplace and establish in-person connections
- Highlight your products at targeted showcase events
- Participate in market briefings and retail tours

Participation Fee: \$500 per company*

*Only one company delegate may attend with this fee.

Registration Deadline: November 13, 2017

Suitable products include, but are not limited to: Frozen fruits & vegetables, dried fruits & nuts, dairy products, seafood, baking ingredients, and other foodservice products

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