



WUSATA

Western U.S. Agricultural Trade Association

China Livestock Nutrition Outbound Trade Mission to Shanghai, Chengdu & Chongqing

June 26-30, 2018

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 Livestock Nutrition Outbound Trade Mission to Shanghai, Chengdu & Chongqing June 26-30, 2018

Don't miss this opportunity to participate in an Outbound Trade Mission tied with the China Dairy Industry Association's Dairy Conference & Exhibition in Chengdu, China – the largest event targeting this market sector in the country according to the Shanghai ATO. The promotion will include one-on-one meetings with qualified buyers, a product showcase and trade reception, market briefing and educational seminar on regulatory compliance and government relations, as well as entrance to the conference and exhibition. Participants will be able to walk the floor, getting a ground look at the market and the opportunities it presents.

The Chinese government is intent on making more meat and milk available to the country's growing population. As a result, China's demand for alfalfa and other quality forage and animal feed supplements is likely to continue to grow. Western U.S. hay export sales to China jumped 13 percent from January through September 2017 compared to the previous year. Given that alfalfa can also be fed to lambs, goats, beef cattle, horses, swine and poultry, some industry experts believe that China's demand for alfalfa could exceed 20 million tons annually.

Register Now on Our Events Calendar!

Benefits of Participation:

- Learn about the opportunities and demands of the China Market
- Meet one-on-one meetings with buyers, importers, and distributors
- Showcase your products to a broad spectrum of potential customers
- Participate in market briefings, facility and retail tour

Participant companies will need to provide their own:

- International airfare arriving no later than June 25, and departing no earlier than July 1, 2018
- Meals and incidental expenses
- Product samples shipping arrangements

WUSATA will provide:

- Up to five nights lodging at designated mission hotel(s) for one attendee per company*
- Coordinated group transportation to meetings
- Custom one-on-one appointments with pre-qualified buyers, importers, and distributors
- Interpreters (where needed for business meetings)
- Market briefings and facility tours

Participation Fee: \$250 per company*

*Only one company delegate may attend with this fee - additional delegates may participate at own expense

Registration Deadline: May 18, 2018

Suitable products include, but are not limited to: feed and forage such as hay, alfalfa, etc, feed supplements, and other livestock nutritional products

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