



WUSATA

Western U.S. Agricultural Trade Association

China Consumer Oriented Inbound Trade Mission to Vegas Food Expo and California

April 16-19, 2018

Want to meet international buyers without traveling internationally? The China Inbound Trade Mission to the Vegas Food Expo and California will bring international buyers to your own backyard! This event is an excellent opportunity to enter or expand your reach into the market without leaving the country! This Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

China Consumer Oriented Inbound Trade Mission
Vegas Food Expo ~ April 16, 2018
California One-on-One Meetings ~ April 17-19, 2018

China is the United States' largest export market for food and agricultural products. With more than 770 million urban residents, opportunities continue to grow for exporters of consumer-oriented food products. Chinese consumers are consistently looking for new and innovative food products, something that the WUSATA region can easily offer. China's growing urban markets combined with increased consumer spending among middle-class consumers provides great opportunities for U.S. exporters.

Please note: The one-on-one meetings at the Vegas Food Expo will take place prior to the show start from 9-11AM on April 16, 2018. Meetings will be held in a separate room on the show floor. These meetings are open to visiting US suppliers and exhibitors of the show.

Register Now on Our Events Calendar!

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

Proposed Itinerary:

April 16: Vegas Food Expo; Las Vegas, NV (Pre-show one-on-one meetings; 9-11 AM)

April 17: Sacramento, CA

April 18: Oakland/San Francisco, CA

April 19: Los Angeles, CA

Participation Fee: Complimentary

Registration Deadline: April 9, 2018

Suitable products include, but are not limited to: Consumer oriented and retail food products.

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