

China Consumer-Oriented Inbound Trade Mission California & Washington September 14-18, 2015

Event Benefits:

- Meet one-on-one with pre-qualified buyers from China
- Feature your products and learn about buyer preferences
- Expand your foreign market sales in the region

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

This will be an excellent opportunity for companies to participate in the growing China market. In 2014, U.S. exports to China reached \$28 billion, and the country restructured its economy from an aggressive expansion to a sustained growth model - making it more favorable for long-term development. With improved infrastructure in the cold chain, shelf-stable products are sharing export space with chilled and frozen goods. More premium food products are now imported for local consumption, bolstered by the Chinese consumers increased income and food safety awareness.

Meetings: Sept 14-15 in Seattle, WA | Sept 16-17 in San Francisco, CA | Sept 18 in Los Angeles, CA

Products of Interest*:

Suitable products include, but are not limited to: Consumer-oriented grocery products (snack foods, prepared foods, specialty products, etc.) and other related products.

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

Registration Deadline:

September 3, 2015

Participation Fee:

Complimentary

Managing States:

Alicia Rios
CA Centers for Intl. Trade Dev.
559-324-6401
alicia.rios@scccd.edu

Julie Johnson
WA State Dept of Ag
360-902-1940
jjohnson@agr.wa.gov

To Register:

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