



WUSATA

Western U.S. Agricultural Trade Association

China Consumer Oriented Inbound Trade Mission to Oregon & Hawaii

August 27-31, 2018

Meet with buyers from the rapidly-growing consumer market of China at this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

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Thinking about expanding your product sales in to China? GREAT IDEA! China is a mature, affluent market with an interest in quality food and beverage products. China is the United States' largest export market for food and agriculture products and a lead importer of consumer oriented, natural, healthy and unique value added foods. Chinese consumers are constantly looking for new, innovative products from throughout the US. Take advantage of this chance to converse and meet with pre-qualified importers and distributors from China.

Benefits of Participating:

- Showcase your products and learn about opportunities for your product in China
- Meet one-on-one with pre-qualified importers, distributors, and buyers
- Hear about consumer preferences and trend information
- Gather current market intelligence for your product
- Discuss and evaluate how your product fits into the marketplace
- Learn about and measure the competitive landscape
- Develop or expand your product sales into China

Register Now on Our Events Calendar!

Proposed Itinerary:

August 27: Monday - One-on-one meetings in Eugene, Oregon
August 28: Tuesday – One-on-one meetings in Portland, Oregon
August 29: Wednesday - Delegation departs for Hawaii
August 30: Thursday - One-on-one meetings in Honolulu, Hawaii
August 31: Friday – One-on-one meetings in Honolulu, Hawaii

Participation Fee: \$15 per company

Registration Deadline: August 17, 2018

Suitable products include, but are not limited to: sauces, spices, jams & jellies, snacks, value-added fresh/processed fruits, vegetables & nuts, oils, coffee, tea, health & natural foods, specialty foods, value-added products, consumer-oriented retail products and more