INBOUND MISSION

2022 CHINA SPECIALTY DRINK INBOUND MISSION TO WA & AK

Monday, Nov 28 - Friday, Dec 2, 2022
Registration: Thursday, Oct 20 - Friday, Nov 11, 2022
Seattle, WA & Anchorage, AK | China | East Asia

https://www.wusata.org/e/X6JUHR0

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2022 China Specialty Drink Inbound Mission to Seattle and Anchorage

November 28 - December 2, 2022

U.S. agricultural exports to China totaled about $33 billion in 2021, again making it the largest market for U.S. agricultural exports. China's demand for imported beer, spirits, and wine has increased significantly over the past decade, especially within the last year. In 2021, China imported $2,536 million in distilled spirits, $1,815 million in wine, and $710 million in beer worldwide.

Hong Kong is one of the top markets in the world for food and beverages and is the 7th largest market for the U.S. In 2021, Hong Kong imported from the U.S. over $44 million in wine and related products, and $9.5 million in non- alcoholic beverages.

Buyers will spend two full days in each state visiting specialty beverage producer's facilities and orchards. WUSATA participants will have tailored one-one-one business meetings with visiting buyers to showcase their products.

This is the first time buyers from China and Hong Kong are visiting Seattle and Anchorage through WUSATA in person after COVID!

Experienced exporters and new-to-market companies- please take advantage of this opportunity!

Benefits of Participation:

- Meet in person with qualified buyers from Hong Kong and China
- Learn about the opportunities and demands of specialty beverage products in the Hong Kong and China markets by meeting one-on-one with buyers representing the target markets
- Showcase your products and learn firsthand about buyer preferences
- Identify new buyers for your product, and/or build relationships with existing clients.
- $500 in sample shipment reimbursement

Itinerary:

November 28 & 29 - Seattle, WA

December 1 & 2 - Anchorage, AK

Participation Fee: $25

Registration Deadline: November 11, 2022

PRODUCT DESCRIPTION

Suitable Products include: Craft Beer, Cider, Wine, Distilled Spirits, Seltzers, and Perry

INDUSTRY FOCUS

Specialty Beverage

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373