

## TRADE SHOW

# POSTPONED: 2022 WUSATA HYBRID PAVILION AT SIAL CHINA

Wednesday, Dec 7 - Friday, Dec 9, 2022

Registration: Tuesday, Sep 28, 2021 - Monday, Oct 3, 2022 | 12:00 PM

📍 China | China | East Asia

<https://www.wusata.org/e/6VE236L>

## EVENT DETAILS

**\*\*This activity has been POSTPONED to 2023\*\***

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 WUSATA Hybrid Pavilion at SIAL China Trade Show December 7-9, 2022

**\*\*This is a NON-TRAVEL Activity\*\***

For 20 years, SIAL China has maintained its status as the premium trade exhibition for retail-oriented food and beverage in China and the Asia region. China's growing middle class is propelling a demand for reliable and quality food products, an area which the U.S. has a strong reputation and continues to be in demand.

In 2021, SIAL China welcomed nearly 147,000 professional buyers and visitors as well as over 4,500 exhibitors in the first official exhibition since Covid-19. The 2022 show is expected remain at the same level with potential to increase even further. Since 2020, WUSATA has participated in 2 SIAL China exhibitions virtually, producing positive results for its exhibitors.

With international travel still anticipated to be restricted into 2022, WUSATA is offering a hybrid trade show format at SIAL China 2022, on December 7-9, 2022, in Shanghai. This format allows WUSATA suppliers to remain engaged with the Chinese market and connect with potential customers even if they cannot attend in person.

Exhibiting at SIAL China is the best means of making your products known, and for positioning them directly with the various major market players from retail, catering, hotel/restaurant/catering, food services, the import/export trade and manufacturing. The show sets the benchmark for overseas companies stepping into Asia and China as well as providing valuable market insights, trends, and innovations of the regional food industry. It has become Asia's largest food and beverage innovation exhibition.

### Your options are as follows:

- 1. You may choose to participate in the WUSATA Pavilion in a hybrid way. SMH International, WUSATA's in-country partner, will provide a booth attendant for your company's booth at SIAL China in addition to many additional services detailed out below.
- 2. Alternatively, if you have a representative in China, you may choose to have them attend the booth for you and you will still receive the same services.

BOTH options include:

### Benefits of Participation:



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Processed fruits and vegetables, fresh produce, wines and spirits, frozen/convenience foods, organic/natural foods, specialty/gourmet foods, seafood, pet foods, and retail products.

## INDUSTRY FOCUS

Consumer Oriented		Food Service Products		
Ingredient	Natural/Health	Organic	Produce	Pet
Food and Products		Retail Products		Seafood

- A prime location is offered in the USA Pavilion
- Booths significantly discounted!
- 3-5 pre-arranged buyer meetings will be conducted for each company
- Complimentary translation services
- Virtual Market Briefing with USDA's Agricultural Trade Offices (ATO) in China

### **Hybrid Presentation Includes:**

- Booth set-up/tear down services
- Booth Assistants/Interpreters provided to help introduce company products and services to show visitors
- 30-minute virtual training for booth assistant with company will occur 2 weeks prior to the show
- WUSATA booth with on-site assistance from WUSATA contractor to distribute samples and flyers

### **Participation Fees:**

- \$2,000.00 for a 9 SQM CORNER Booth
- \$1,500.00 for a 9 SQM AISLE Booth
- Limit 1 corner and 2 booths TOTAL per company

### **Registration Deadline: October 3, 2022**

### **Itinerary:**

### **Show Days: December 7-9, 2022**

Virtual Trade Market Briefing by ATO

9:00am-10:00am

Booth Setup (Shanghai New International Exhibition Center)

AM

SIAL China 2022 Day 1 - Off/Onsite Virtual Meetings

9:00am - 17:00pm

9:00am - 13:00pm

SIAL China 2022 Day 2 - Off/Onsite Virtual Meetings

9:00am - 17:00pm

9:00am - 13:00pm

SIAL China 2022 Day 3

9:00am - 16:00pm

Out-of-region companies are asked to call WUSATA directly at 360-693-3373 and are not eligible for WUSATA event discounts or services.

Event Surveys: You are required to complete two short surveys after participating in this event. Access your surveys by logging into your MyWUSATA account.

Get 50% reimbursement on exhibition-related costs:

Apply now to WUSATA's 2022 FundMatch or update your marketing plan if you are already a participant to offset 50% of eligible SIAL China Trade Show expenses. Eligible costs can include virtual booth space exhibition, shipping samples, point of sales materials and more! Be sure to read the FundMatch Guide or speak to a FundMatch Coordinator to go over these eligible expenses and what you need to do before, during and after SIAL China to be successful in submitting a claim.