

WEBINARS

CRACKING THE CHINA CODE: COMPLIANCE, CONSUMERS & CONNECTIONS FOR AG EXPORTERS

Wednesday, Jun 25, 2025 | 10:00 AM - 11:00 AM
Registration: Wednesday, May 28 - Tuesday, Jun 24, 2025
Online | United States of America

https://www.wusata.org/e/IZKD3AZ

EVENT DETAILS

Cracking the China Code: Compliance, Consumers & Connections for Ag Exporters

June 25, 2025, 10am to 11am PDT

The meeting link will be sent to registered companies within 24 hours of registration

Presented by Bryant Christie Inc. and SMH International Consulting

This webinar is targeted at exporters of food and specialty agricultural products based in the Western United States, particularly those interested in entering or expanding in the Chinese market. The presentation will provide a technical overview of China's import landscape, including tariff implications, maximum residue level (MRL) compliance, phytosanitary certification, and the General Administration of Customs of China (GACC) registration requirements for manufacturers, processors, exporters, and distributors. It will also cover key topics such as labeling, import procedures, sample shipments, and regulations around non-commercial gift shipments. In addition to compliance, the session will explore Chinese consumer trends, retail and foodservice opportunities, and emerging demand in second- and third-tier cities. The webinar will conclude with practical insights on relationship-building, leveraging USDA Agricultural Trade Offices (ATOs), and identifying reliable distribution partners to help exporters succeed in this dynamic and complex market.

Detailed Meeting Overview:

1.Welcome and Opening Remarks

- Introduction
- Brief overview of objectives and what attendees can expect

2. Brief overview of China's importance to Western U.S. ag exports

3. China Import Market Landscape: A Technical Overview

- Current tariff landscape and trade agreement updates
- Key technical barriers:
    - Maximum Residue Limits (MRLs) and how they differ from U.S. standards
    - Phytosanitary certificate requirements for fresh produce
    - Labeling, documentation, and clearance practices
- Import process:

- Role of importers and whether they are mandatory
- Rules on sending product samples – quantity and declaration
- Can exporters ship directly or must they use a licensed importer?

- Regulations for sending gifts:
  - Value thresholds, labeling, and documentation
  - Avoiding customs issues with non-commercial shipments
- GACC registration:
  - Who needs to register: manufacturers, processors, exporters, distributors
  - Overview of Decree 248/249 and what's changed
  - Step-by-step tips for successful registration and common mistakes to avoid

4. Retail Landscape:

- Chinese consumer preferences and demand for U.S. products
- Growth of premium, organic, and sustainable segments
- Trends in retail and e-commerce (e.g., Hema, JD, Alibaba)
- Foodservice rebound and opportunities in HRI channels

5. Importance of building and maintaining long-term relationships

6. Engaging with USDA Foreign Agricultural Service and ATO offices in China

7. How to find opportunities beyond Tier 1 cities:

- Identifying and evaluating 2nd and 3rd tier markets
- Tools and resources to support geographic diversification

8. Alternative engagement strategies:

- Virtual trade shows, hybrid events, and in-market promotions
- Relationship-building without frequent travel

9. Working with distributors:

- Tips for finding, vetting, and maintaining distributor relationships
- Legal considerations and expectations on both sides

10. Summary of key takeaways

11. Q&A

- Open floor for participant questions

12. Closing Remarks & Next Steps

- Summary of key takeaways
- Upcoming WUSATA events

- Invitation to one-on-one consulting

Learning Outcomes:

1. Understand key technical requirements for exporting food and agricultural products to China, including tariffs, MRLs, phytosanitary certifications, and labeling.

2. Navigate China's import procedures, including the role of licensed importers, rules for sample shipments, and regulations around sending gifts.

3. Comply with GACC registration requirements under Decree 248/249 for manufacturers, processors, exporters, and distributors.

4. Identify current consumer trends and market dynamics in China's retail, e-commerce, and food service sectors relevant to Western U.S. exporters.

5. Recognize the strategic importance of building and maintaining strong relationships with Chinese partners, especially during challenging trade environments.

6. Leverage USDA Foreign Agricultural Service (FAS) and Agricultural Trade Office (ATO) resources to support market entry and expansion efforts.

7. Explore opportunities beyond major cities, using available tools to assess and target 2nd and 3rd tier urban markets in China.

8. Apply practical approaches to relationship-building and market engagement, including virtual events and distributor collaboration strategies.