WEBINARS

NAVIGATING GROWTH OPPORTUNITIES IN CHINA'S HOSPITALITY SECTOR: HOW TO DEVELOP TRADE RELATIONSHIPS IN A VOLATILE ENVIRONMENT

Wednesday, Mar 19, 2025 | 10:00 AM - 11:00 AM
Registration: Thursday, Mar 6 - Tuesday, Mar 18, 2025
Microsoft Teams Meeting | United States of America

https://www.wusata.org/e/0ICDKDL

EVENT DETAILS

Navigating Growth Opportunities in China's Hospitality Sector:

How to Develop Trade Relationships in a Volatile Environment

March 19, 2025 10am to 11am PDT

****The meeting link will be sent to registered companies the day before the meeting via email****

Presented by Bryant Christie Inc. and SMH, WUSATA's China In-Market Contractor

This webinar is targeted at companies who are interested in exporting to China, particularly those targeting customers in the hotel, restaurant, and institutional sector. It is especially relevant for businesses who are concerned about the trading relationship between the US and China. The webinar will go over the latest information related to tariffs, trade relations, as well as regulatory considerations when exporting to China. Additionally, it will include a broad overview of the Chinese hospitality industry, highlighting shifts in the market since the COVID-19 pandemic. Finally, the presenters will provide strategic advice on how to build relationships in China in an unpredictable environment.

Detailed Meeting Overview:

1. Welcome and Introduction (10 mins)
    1. Introduction to Bryant Christie and speakers
    2. Overview of the agenda
2. Current Situation in China (10 mins)
    1. Trade and tariffs in the news
    2. Regulatory needs including Decree 248
3. Overview of the Chinese hospitality sector (15 mins)
    1. Hospitality industry in China
    2. Changes since the COVID-19 pandemic
    3. Restaurant and hotel recovery
4. How and why to invest your time in China? (10 mins)
    1. Building relationships with the trade
    2. Long term outlook and potential in the market
5. Open Q&A (10 mins)

Learning Outcomes

1. An understanding of the scope, scale, and current trends in the Chinese hospitality sector.

INDUSTRY FOCUS

Food Service Products

BUYER AUDIENCE

China

2. Knowledge of the current trade relationship between China and the United States.

3. Strategies for navigating the current volatile situation in China and how to build relationships in a challenging environment.

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