**INBOUND MISSION**

# 2023 CHINA SEAFOOD INBOUND MISSION TO BOSTON SEAFOOD EXPO

Friday, Mar 10 - Friday, Mar 17, 2023
Registration: Friday, Jan 6 - Friday, Feb 17, 2023
Boston | China | East Asia

https://www.wusata.org/e/XOX8FW7

## 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:

**2023 China and Taiwan Seafood Inbound Mission to Seafood Expo North America**

**March 10-14, Boston MA; March 15-17, Seattle WA**

China remains the top 3rd export market for U.S. seafood products, totaling $865.58 million in seafood products imported from the United States to China in 2021. Digital strategies help promote U.S. seafood and agricultural products online to Chinese consumers. Since becoming the world's largest e-commerce market in 2013, online shopping in China has continued to thrive in recent years.

China and Taiwan are two of the largest markets for U.S. seafood agricultural exports. China's demand for imported seafood products has continued to increase since 2019, especially post COVID.

During this inbound trade mission, buyers will spend three full days in Boston attending the Seafood Expo North America show to meet with WUSATA seafood producers and exporters. Then buyers will fly to Seattle, WA to visit seafood producers' facilities and processing plants. WUSATA participants will have tailored one-one-one business meetings with visiting buyers to showcase their products.

This is the first in- person seafood specific mission since COVID and the first time WUSATA has participated in this seafood expo! Experienced seafood exporters and new-to-market seafood companies- please take advantage of this opportunity!

### Benefits of Participation:

- Meet one-on-one in person with qualified buyers from Taiwan, Hong Kong, and China at the Boston Seafood Convention Center while you are exhibiting at the show
- Learn about the opportunities and demands of seafood, shellfish, and aquaculture products in the Taiwan and China markets by meeting directly with buyers representing the target markets
- Showcase your products and learn firsthand about buyer preferences
- Identify new buyers for your product, and/ or build relations with existing clients.
- $500 in sample shipment reimbursement for each market; $1,000 for both Taiwan & China markets

### Itinerary:

- **March 10 – Buyers travel from HK and Mainland China to Boston MA**
- **March 11-14 – Boston MA**

## PRODUCT DESCRIPTION

General Seafood and Shellfish products. Food Service & Ingredient Bulk Seafood Products and Retail Seafood Products. Suitable products include, but are not limited to: Salmon; Halibut; Pacific Rockfish; Arrowtooth Flounder, Pacific Cod; Hake; Sea Bass; pacific Whiting; Black Cod; Oysters; Geoduck; Alaska King Crab; Blue Crab; Dungeness Crab; Mussels; Spot Prawns; Clams; Dover Sole, English Sole, Grenadier, Ling Cod, Ocean Perch Pacific Cod (True Cod), Petrale Sole, Rex Sole, Sand Dab, Arctic Char, Atlantic Salmon, Catfish, King Salmon, Rainbow Trout, Steelhead, Sturgeon, Tilapia, Ahi Tuna (Bigeye, Bluefin, Yellowfin), Albacore Tuna (Tombo), Barracuda, Barramundi, Blue Nose, Corvina, Escolar, Crawfish and Other Bulk Seafood Products, Retailed Packaged Seafood Products, as well as Consumer Oriented Seafood Items

### INDUSTRY FOCUS

**Seafood**

### BUYER AUDIENCE

**China**

- **March 15 – Buyers travel from Boston MA to Seattle WA**
- **March 16 – Seattle WA**
- **March 17 – Return to home country**

**Participation Fee:** $25

**Registration Deadline:** February 10, 2023

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