

## TRADE SHOW

# 2014 CHINA: FOOD INGREDIENTS - CHINA TRADE SHOW 2014

Tuesday, Mar 25 - Thursday, Mar 27, 2014

Registration: Monday, Aug 26, 2013 - Friday, Jan 31, 2014

📍 Shanghai, China | China

## 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: FOOD INGREDIENTS CHINA 2014 - Shanghai, March 25 - 27, 2014. Benefits of participating in the activity: - Receive a \$1,000 discount on show organizer booth prices - Meet one-on-one with pre-screened buyers from China at your booth - Capitalize on marketing efforts by attending both the Food Ingredients China Trade Show and a consecutive Outbound Trade Mission to Beijing - Take advantage of WUSATA's value-added services and interpreters This will be an excellent opportunity for companies to participate in the rapidly growing China food ingredients market. The Food Ingredients (FI) China Trade Show is one of the largest exhibitions in China, and is growing to be one of the largest shows in Asia. Approximately 70,000+ buyers, and 1,300+ exhibitors from 20 countries, are expected for this exhibition in 2014. The market for food ingredients is enormous with over \$532 billion in sales by over 36,000 food processing companies in China in 2011. Last year U.S exports of food ingredients to China were \$50.5 billion with a growth of 22.9% from 2011. The increasing appetite for Western-style food products is boosting demand and sales. FI China Trade Show 2014 will host 15 booths in the WUSATA section, inside the U.S. pavilion, including 6 corner booths (limit 2 booths per company, and only one corner per company). Included in the booth price, WUSATA will offer individualized meetings, arranged by our WUSATA contractor in China, and an interpreter will be provided for each company during the entire exhibition. Further expand your international reach by attending WUSATA's Food Ingredients Outbound Trade Mission to Beijing. This event will take place immediately following the FI China Trade Show on March 28-29, 2014. For companies attending FI China, this trade mission is offered at a 50% discount. Please visit the below "Download More Information" area for a registration link for this activity. Separate registration is required for each activity. This registration is for the FI China Trade Show portion ONLY.



## PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website. Suitable products include, but are not limited to: Fats & oils, meat casings, sweeteners, shelled nuts, flavors/aromas, starches, thickeners, bakery ingredients, fish meal, cocoa intermediates, beverage ingredients, potato products, and healthy/natural ingredients.

## INDUSTRY FOCUS

Ingredient