VIRTUAL TRADE EVENT

2021 CHINA HAY & FORAGE VIRTUAL VIDEO TRADE MISSION

Tuesday, Sep 21, 2021
Registration: Wednesday, Jul 14 - Wednesday, Sep 15, 2021 | 12:00 PM
Virtual Meeting | China | East Asia

https://www.wusata.org/e/H7I21Z7

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:

2021 China Hay & Forage Virtual Video Trade Mission
September 21, 2021

**** This is a Non-Travel Activity****

Six key buyers of feed and forage products from mainland China will be identified. These buyers will participate in an itinerary which will include the creation of an introductory video to be exchanged and lead to a virtual buyer gathering between buyers and suppliers.

The introductory video will be created and shared as the first phase of the mission. Both Chinese Buyers and Western U.S. Suppliers will create a 3-minute video, introducing their company, facility(ies), current business operation, where products are sourced/shipped, and products currently used/products of interest or products supplied. All videos will be translated and subtitled before being shared.

A virtual gathering event will be held via Zoom on September 21, 2021, where Chinese buyers and U.S. suppliers will have an official introduction with each other, after having a chance to view the introductory videos. In addition to the introductions, presentations will be given by industry speakers in China, the Western U.S., and from an Agriculture Trade Office in China to educate participants on the feed and forage industry and outlook.

Benefits of Participation:

In a time where the on-going pandemic prevents international travel from occurring, this video opportunity will still provide the chance for U.S. suppliers to showcase their feed and forage products to a variety of buyers within the Chinese market in an effort to spark new or grow existing business.

Agenda:

The virtual gathering event will be held from 6:00 - 8:30 p.m. (Pacific Time) / 7 :00 - 9:30 p.m. (Mountain Time)

Registration Deadline: August 12, 2021

Registration Fee: $25

PRODUCT DESCRIPTION

Suitable Products List: Pressed hay/alfafa, alfafa cubes, feed grain, feed supplements and additives

INDUSTRY FOCUS

Livestock Feed and Nutrition