TRADE SHOW

2025 WUSATA BOOTH AND PRODUCT SHOWCASE AT CHINA INTERNATIONAL IMPORT EXPO (CIIE)

Tuesday, Nov 4 - Monday, Nov 10, 2025
Registration: Monday, Sep 15 - Thursday, Oct 2, 2025
Shanghai | China

https://www.wusata.org/e/XTSBFS5

EVENT DETAILS

2025 WUSATA Booth and Product Showcase at China International Import Expo (CIIE)

The China International Import Expo (CIIE) is an import-themed, national-level expo backed by the Chinese government where on-site business is heavily encouraged and expected to occur. WUSATA will work closely with its in-country China contractor to organize a product showcase at CIIE in Shanghai, hosting a 15sqm booth pavilion for 6 companies. The booth will be located within the American Pavilion of the food and agriculture hall, organized by AmCham Shanghai and USDA.

In 2024, CIIE, welcomed over 480,000 professional buyers and visitors, generating an estimated US$70 billion in intended turnover. Buyers represented more than 127 countries and regions, and the U.S. Pavilion featured 14 exhibitors representing 31 companies, with over US$711.4 million in MOUs signed on-site. The expo has proven to be a powerful venue for cultivating high value business leads and international partnerships.

Benefits of Participation:

- Showcase your products, learn buyer preferences, and establish connections with no travel required
- Receive up to $500 reimbursement on eligible sample shipping costs
- Receive assigned representative to showcase your products and hold in-depth discussions with Chinese buyers

Suitable Product List:

Baking Mixes, Food Preparations, Nuts, Confections, Sauces & Spices, Beverages & Drinks, Dried fruits & veggies, canned fruits & vegetables.

Itinerary:

November 4: Booth Setup

November 5-10: Product Showcase at CIIE

Number of Passes: Each company may choose **one** of the following options when selecting a pass:

- **Product Showcase Pass**: 6 passes available for companies that wish to ship products to be displayed at the WUSATA booth.
- **Trade Show Pass**: Available for companies that prefer to both showcase products and attend the trade show in person.

Participation Fee: $100

Registration Deadline: September 30, 2025

Project Manager Contact Information: Elisa Daun, WA State Dept.

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Retail Products | Specialty Beverage

BUYER AUDIENCE

China

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

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