

## INBOUND MISSION

# 2017 CHINA CONSUMER ORIENTED INBOUND TRADE MISSION TO WA, CA

Monday, Sep 11 - Thursday, Sep 14, 2017

Registration: Tuesday, May 16 - Friday, Sep 1, 2017

📍 WA, CA | China | Asia - (inactive)

## EVENT DETAILS

Meet buyers from the rapidly expanding and strong Chinese market during this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

### China Consumer Oriented Inbound Trade Mission to WA, CA ~ September 11 - 14, 2017

China is the United States' largest export market for food and agricultural products. With more than 770 million urban residents, opportunities continue to grow for exporters of consumer-oriented food products. Chinese consumers are consistently looking for new and innovative food products, something that the WUSATA region can easily offer. China's growing urban markets combined with increased consumer spending among middle-class consumers provides great opportunities for U.S. exporters.

This mission is suitable for consumer-ready, shelf stable products for the retail and hospitality sector. Please note that buyer profiles will be shared with participating companies prior to the event to ensure appropriate compatibility. The opportunity to meet buyers from the Chinese markets will be an opportunity you do not want to miss.

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

### Proposed Itinerary:

September 11 & 12, Monday and Tuesday, Seattle, WA - one-on-one meetings

September 13, Wednesday, San Francisco/Oakland, CA - one-on-one meetings

September 14, Thursday, Los Angeles, CA - one-on-one meetings

**Participation Fee:** Complimentary



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** beverages, snacks, condiments, dried fruit and nuts, packaged foods, beverages, food service items, and other value-added products.

## INDUSTRY FOCUS

Food Service Products

Ingredient

Retail Products