

## OUTBOUND MISSION

# 2019 CHINA ECOMMERCE OUTBOUND TRADE MISSION

Sunday, Jun 23 - Friday, Jun 28, 2019

Registration: Thursday, Mar 14 - Friday, May 24, 2019 | 12:00 PM

📍 China | China | East Asia

<https://www.wusata.org/e/C8FYHEK>

## EVENT DETAILS

The Washington State and Oregon State, Departments of Agriculture in cooperation with WUSATA, will be coordinating participation in the following activity:

### China eCommerce Outbound Trade Mission to Shanghai, Hangzhou & Guangzhou ~ June 23 – 28, 2019

Research says traditional Ag retailers that “successfully embrace the challenges introduced by eCommerce will succeed as tomorrow’s cutting-edge Ag retailers”. eCommerce platforms remain a relatively small portion of the overall Agriculture retail marketplace, growth in the segment has been significant in recent years and will continue to increase.

China’s revenue in the food and beverage industry shows an annual growth rate of 16.4 from 2018-2022. Meanwhile, China also has the largest eCommerce market in the world, reaching \$1.1 trillion in 2018. The number of online shoppers is also forecast to increase from the current 502 million to 631 million by 2022.

For this 2019 Outbound Trade Mission, the top-tier cities of Shanghai, Hangzhou and Guangzhou are selected as the target visiting cities. Shanghai and Guangzhou are first-tier cities with the largest economies and imported food consumption in the country. In addition, they are also key entry ports for foreign food exports into China, thus representing significant strategic importance. Meanwhile, Hangzhou is one of the fastest-growing cities thanks to being a cultivating hub for eCommerce companies, headlined by Alibaba Group, a key player in the global eCommerce stage and a frequent collaborator with partners from the United States.

Don’t miss this opportunity to participate in an Outbound Trade Mission to meet with Chinese eCommerce Buyers. The



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Baking Mixes, Food Preparations, Nuts, Confections; Sauces and Spices; Beverages & Drinks; Other Consumer Oriented Items.

## INDUSTRY FOCUS

Food Service Products

Retail Products

activity will include one-on-one meetings with qualified eCommerce buyers such as importers and distributors. Participants will be able to meet and showcase the products in person to the buyers. The participants will also be able to get more knowledge and information from ATO Shanghai's and WUSATA's In-Market representative about eCommerce growing trends in China.

**WUSATA will provide:**

- Custom one-on-one appointments with pre-qualified buyers
- Hotel accommodations for

**one company representative\***

Transportation between official meetings and events

Interpreters, as needed

Market briefings and retail tours **Networking event in Hangzhou**

**Proposed Itinerary:**

June 23: Companies arrive in Shanghai

June 24: Meetings in Shanghai

June 25: Arrive in Hangzhou

June 26: Meetings in Hangzhou

June 27: Arrive in Guangzhou

June 28: Meetings in Guangzhou

June 29: Return to US

**Don't miss this excellent opportunity to meet with eCommerce buyers from China!**