VIRTUAL TRADE EVENT

2021 WUSATA VIRTUAL BUYER MEETINGS: CHINA

Tuesday, Jul 27 - Thursday, Jul 29, 2021
Registration: Thursday, Jun 3 - Monday, Jun 7, 2021 | 12:00 PM
Virtual meetings | China | East Asia

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

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:

WUSATA Virtual Buyer Meetings: China
July 27-29, 2021 - Food
September 22-23 - Beverage

Introduce your unique consumer-oriented products to buyers remotely!

Ten companies from China are seeking products to import for their customers. These companies have experience importing food and beverage products into the China market. They distribute to retail, online and foodservice businesses across the country. This is a great opportunity for companies seeking a distribution partner in China. Please review the list of products each company is seeking to see if your products fit. If only one company is interested in your product category, you may meet with only one company. If you are interested in meeting with buyers from any of these companies, sign up quickly. Meeting times are limited.

Here is more information about each of the Chinese companies:

1. **Assure Company Limited** (www.assure.com.hk or en.assure.com.hk) - Assure Co. Ltd. is a subsidiary company of Assure (Group) Corporation Limited. Established in 1985, Assure is headquartered in Hong Kong, and is the sole agent or distributor of many international food and beverages brands. The company specializes in product marketing and promotion, wholesale, retail and distribution and logistics. Over the years, the company has established a wide distribution network in China, Hong Kong and Macau, and occupies a solid position in the markets. Assure is a sole agent of many food brands in Hong Kong, including SUNSWEET, Sun-Maid, Pauls Dairy, and Snack Mate.

Seeking the following products: Dried Fruits, Dried Berries, Prunes, Other Fruits, Berries, Beverage Mixes, Wine, Spirits/Beer, Snack Foods, Hazelnuts, Pecans, Other Nuts

2. **Widerext International Co Ltd**. - Founded in 2017, Widerext International's experts have an extensive network with over 30 years' experience to identify potential product development and market penetration for Hong Kong, Macau as well as Mainland China. The company has strong logistics solution provides to the most efficient way dealing with customers in Mainland China, Hong Kong, Macau, Singapore Malaysia etc. Its products cover a wide range, mostly imported food products, including food products like biscuits, snack food products, chilled and frozen food products, as well as skin care products, etc. The company provides one-stop storage and refrigerated transport service, whose warehouse is licensed by the Food and Environment Hygiene Department. Widerext is planning to open a retail and take away shop in Hong Kong this year.

Seeking the following products: Canned fruits, Snack foods, Cookies/Biscuits, Hazelnuts

3. **Shanghai DeWing International -** Shanghai Dewing International Trading Co., was established in 2009, located in Shanghai Daning International Business District. With a deep background in international trade, the company's ambition is to import more delicious and healthy foods, through the integration of high-quality manufacturers around the world while developing and establishing a multifaceted supply chain. The company's business is divided into three main parts: coffee, alcohols, and snacks, which accounts for nearly one third of its business respectively. The company sells through distributor and wholesaler in mainland China, and are also sold online through Tmall, JD.com and its own online store as well as many supermarket chains.

PRODUCT DESCRIPTION

Dried fruits & veggies, frozen fruits, canned fruits & vegetables, nuts, beverage mixes, coffee, tea, sauces & BBQ sauces, spices, seasonings, condiments, cereals, wheat & grain products, confectioneries, bakery products, snacks, candies, healthy & natural products; Preferred all products shelf-stable with exception of frozen products.

- Specialty beverage companies will only have one buyer's meeting overall

INDUSTRY FOCUS

Consumer Oriented

Seeking the following products: Dried Fruits, Dried Berries, Coffee, Sauces, Nuts

4. **Shanghai Yi Cang Trading Co., Ltd. -** Established in 2012, Shanghai Yi Cang Trading is an importer and distributor which imports and distributes main snacks and beverages from the U.S., Europe and Asia. Products include chips, juice, and beer. The company's distribution channel includes both online supermarket and hypermarket, such as Jiuguang, Hema Fresh, etc.

Seeking the following products: Dried Fruits, Dried Berries, Sauces, Spices, Seasonings, Candy

5. **One Tree (Beijing) International Trading Co., Ltd -** Established in 2017, One Tree (Beijing) International Trading Co., Ltd is related to Beijing Fortune Road Co., Ltd. As an importer and distributor in Beijing, the company has concentrated on biscuits, canned food, dried fruit, nuts, beverages and other food products. Moreover, it has a self-owned brand Sweet Mission (Oatmeal), with more flavors to be introduced to Chinese consumers in the upcoming project. At present, the company is supplying to major supermarkets, hypermarkets and chain stores in Beijing. At the same time, it has been providing food raw materials and ingredients to bakery stores.

Seeking the following products: Dried Fruits, Dried Berries, Beverage Mixes, Bakery products, Hazelnuts, Pecans, Coffee, Nuts with shell or whole nutlet are their primary target.

6. **Beijing Uniworld International Trading Co.,Ltd** (www.uitfood.com) - Beijing Uniworld International Trade Co., Ltd was established in 2009, is devoting to importing and exporting business of all high quality foods, washing goods as well as personal care products, and is also focused on the brands development and marketing strategy in the domestic market. The company mainly manages premium dairy products, cereal, confectionery & chocolate, snack foods, biscuits & cookies, canned foods, seasoning, wine and beer, soft drink, juice, nonfoods (family care and personal care), frozen foods and festive seasonal products from Europe and USA.

Seeking the following products: Beverage Mixes, Spirits/Beer, Sauces, Spices, Seasonings, Healthy & Organic Foods, Cookies, Candy, Coffee

7. **Guangzhou Fugidoha Food Co., Ltd.** (www.gotra.com.cn)**-** Founded in 2009, Guangzhou Fugidoha Food Co., Ltd. is a subsidiary of Guangzhou Gotra Trading Co., Ltd., a key trader in the region. The core team members of Fugidoha have a deep background in the food industry, and have been engaged in R&D and operation in large food enterprises at home and abroad for a long time.

Sugarman is a leading bakery brand integrating raw material production, independent R&D and new retail operation. For years, Sugarman has provided high-quality products and services to famous bakery enterprises such as Maxim, Paris Baguette and Breadtalk. In 2012, Sugarman was invited to join Tmall, JD.com, Meituan and other major e-commerce platforms, with sales ranking amongst the top. In recent years, Sugarman's DIY bakery ingredients have successively entered into hundreds of retail stores, such as RT-Mart and Hema Fresh.

Seeking the following products: Dried fruits, Dried Berries, Nuts, Coffee, Sauces, Spices, Seasoning, Candy

8. **Guangzhou TXLong Trading Co., Ltd. -** Founded in 2000, Guangzhou TXLong Trading is a comprehensive food enterprise with processing, production, distribution and marketing. After 18 years of development, TXLong has developed into a food company integrating snack food production and processing, and distribution of sauces and healthy foods. Products include gift boxes of traditional Guangzhou snacks, dried fruits and nuts, cakes and pastries, and many other categories.

The company's main business is its "Rainbow" brand nut products and "Tianxinglong" snacks. The products cover nearly 30 provinces and regions in China. The company's direct coverage channels include distributors, hypermarkets, supermarkets, wholesalers, HRI, convenience stores, etc. Aside from its private label products, TXLong is also a sales agent for over 30 Chinese and foreign brands, and is top distributor for the Lee Kam Kee brand in south China.

Seeking the following products: Dried fruits, Dried Berries, Hazelnuts, Pecan, Other Nuts, Spices, Seasonings, Candy

9. **Shenzhen Oumeihui Trading Co., Ltd**
(https://shop257542412.taobao.com/?spm=a230r.7195193.1997079397.2.20d647bbdtNhsn) (e-commerce link)**-** Shenzhen Oumeihui Trading Co., Ltd. was established in 2013, involved in the distribution of imported food and beverage. As a company based in Shenzhen, it has set up a long-term relationship with the wholesale market in Southern China. The company supplies to wholesaler, supermarkets and food service providers across the country. At present, the company is carrying prepackaged bakery ingredients, cooking sauces, canned jalapeno, and peanut butter mainly from USA. They are also importing canned beans and biscuits from Italy.

Seeking the following products: Dried Fruits, Dried Berries, Raisins, Figs, Canned Fruits, Canned

Vegetables, Fruit / Vegetable Juices & Concentrate, Fruit / Vegetable Powders, Beverage Mixes, Coffee, Tea, Spirits/ Beer, Wheat & Grain Products, Cheese, Dairy Products, Egg, Bakery products, Honey, Jams, Condiments, Sauces, Spices, Healthy Food, Canned / Processed Seafood, Poultry Products, Breakfast Cereals, Snack, Hazelnuts, Almonds, Walnuts, Pistachio, Pet food, Animal Feeds

10. **Shenzhen Delion Food Co., Ltd** (www.delionfood.com) - With over 17 years of experience, Shenzhen Delion has developed into a professional food service solution provider. The company has established a marketing network system of 36 branches nationwide. All products can be traced to the source from 5 continents all over the world, covering semi-finished/finished food to dairy products, chocolates, fruit products, meat, condiments, drinks and wines, etc. Delion has been a one-stop food service company which supplies high quality food for medium-priced and high-end hotels, Chinese and western restaurants, chain bakeries, airlines, food factories, schools and more.

Seeking the following products: Dried Fruits, Dried Berries, Sauces, Spices, Seasonings, Hazelnuts, Pecans, Coffee

Benefits of Participation:

- Opportunity to meet up to 10 buyers from various 1st tier cities in China (Hong Kong, Shanghai, Beijing, Guangzhou, Shenzhen) without leaving your office
- Learn about your product's fit and trend for China and Hong Kong market
- Assistance with delivering your samples to Hong Kong
- Reimbursement for sample shipping expense to China after the meetings (request limit $500)

Itinerary:
Food:

- Tuesday July 27, 2021: Orientation and Market Briefing: 5:00 - 6:30pm PDT
- Wednesday and Thursday July 28 & 29, 2021: Virtual meetings: 5:30 - 9:00pm PDT

Beverage:

- Wednesday September 22, 2021 & Thursday September 23,2021: Times TBD

REGISTRATION DEADLINE: June 7, 2021

Participation Fee: $25 per company