

OUTBOUND MISSION

2016 CHINA: OUTBOUND TRADE MISSION TO GUANGZHOU

Monday, Mar 21, 2016

Registration: Wednesday, Aug 26, 2015 - Friday, Jan 29, 2016

📍 Guangzhou, China | China | Asia - (inactive)

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:

Food Ingredients – Trade Mission to Guangzhou - March 21, 2016

This will be an excellent opportunity for companies to participate in the rapidly growing China food ingredients market. Last year U.S exports of food ingredients to China were \$50.5 billion with a growth of 22.9% from 2011. Guangzhou, Beijing and Shanghai are home to the majority of food manufacturers and processors in China. This opportunity allows you access to the market of 1.3 billion people living in China. The increasing appetite for Western-style food products and the demand for food safety are assisting in the large boost in demand and sales.

Benefits of participation:

- WUSATA Pavilion exhibitors at the Food Ingredients China (FIC) exhibition in Shanghai, March 23-25, 2016 will receive a discounted fee for participation of **\$250 per company**
- If you are not an exhibitor in the WUSATA Pavilion the fee to attend this trade mission is **\$500.00 per company**
- Individualized Business to Business matchmaking meetings with importers/distributors at our hotel will be arranged by the WUSATA contractor in China
- An interpreter for each company will be provided
- Two nights lodging reimbursement - 1 room per company (March 20 and March 2016) in Guangzhou*
- Bus to the airport for FIC exhibitors
- Airfare from Guangzhou to Shanghai for FIC exhibitors (arranged by WUSATA)

Agenda:

March 20: Arrive in Guangzhou on Sunday March 20

March 21: B2B Matchmaking meetings begin in the morning Dinner reception for Buyers and WUSATA Businesses

March 22: Depart Guangzhou for either FI China Trade Show or Home (airfare not included in reimbursement)

*Limit one representative per company – additional company delegates may participate at their own expense. Please contact WUSATA directly at 360-693-3373 to add more participants.

New to the market companies should be export ready. Companies will be expected to cover their own airfare costs, meals, and incidental expenses. Lodging provided at government per diem rates.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: Dry Milk Powders, Fats & oils, meat casings, sweeteners, shelled nuts, flavors/aromas, starches, thickeners, bakery ingredients, fish meal, cocoa intermediates, beverage ingredients, potato products, healthy/natural ingredients

INDUSTRY FOCUS

Ingredient