INBOUND MISSION

2023 CHINA CONSUMER ORIENTED INBOUND MISSION TO OR/AK

Monday, Jul 31 - Friday, Aug 4, 2023
Registration: Thursday, Jun 22 - Saturday, Jul 22, 2023
OR/AK | China | East Asia

https://www.wusata.org/e/L374BGR

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 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:

2023 China Consumer Oriented Inbound Missions to Alaska and Oregon
Anchorage, Alaska & Portland and Salem, Oregon
July 31 - August 5, 2023

For the third consecutive year, China has been the largest market for U.S. agriculture exports. In 2022, the total value of all U.S. agricultural and related products exported to China reached a record $40.9 billion, an increase of 14.5% from the previous year. In 2021, China imported $7.9 billion of consumer-oriented agricultural products from the U.S. making it the 4th largest export country for this category. China is the world's second largest economy with a population of 1.4 billion in mainland China and another 7.8 million in Hong Kong. Despite various global trade disruptions, China continues to be a thriving export market that offers growth potential for current and new U.S. food and agricultural suppliers. Consumers across China and Hong Kong are becoming more health conscious and recognize U.S. products as reliable and safe. In response, grocery stores, supermarkets, e-commerce platforms, and other retailers are importing products focused on health and wellness.

For this activity, buyers from China and Hong Kong will spend two full days in each state: Alaska and Oregon. WUSATA participants will have one-on-one business meetings with visiting buyers to showcase their products. Additional opportunities will be available for participants to host tours at their farms or processing facilities.

Experienced exporters and new-to-market companies- please take advantage of this opportunity!

Benefits of Participation:

- Meet in person with qualified buyers from China and Hong Kong
- Learn about the opportunities and demands of consumer oriented products in the China and Hong Kong markets.
- Showcase your products during one-on-one meetings with buyers
- Meet potential buyers for your product without traveling to China

Itinerary:

July 31 - Meetings and tours in Alaska

August 1 - Meetings and tours in Alaska

August 2 - Travel from Alaska to Oregon

August 3 - Meetings and tours in Salem, Oregon

August 4 - Meetings and Tours in Portland, Oregon

PRODUCT DESCRIPTION

Dried, Frozen, and Canned Fruit and Vegetables, Fruit/ Vegetable Juices & Concentrates, Whitefish, Shellfish, Canned or Processed Meat, Beef, Cereal, Beverage Mixes, Coffee, Tea, Wine, Spirits, Beer, Wheat & Grain, Dairy Products Including Cheese, Eggs and Egg Products, Bakery Products, Honey, Syrup, Jams/ Jellies, Condiments, Sauces, Spices/ Seasoning, Olive Oil, Vinegar, Healthy and Natural Products, Certified Organic, Appetizers, Frozen Meals, Snack Food, Cookies/ Biscuits, Desserts, Nuts, and Other Retail Packaged Consumer Oriented Products.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Canada

Participation Fee: $25

Registration Deadline: July 22nd

Project Managers:

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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