

## OUTBOUND MISSION

# 2017 CHINA FOODSERVICE OUTBOUND TRADE MISSION TO HONG KONG, MACAU, AND SHENZHEN

Monday, Dec 4 - Friday, Dec 8, 2017

Registration: Wednesday, Aug 9 - Monday, Nov 13, 2017

📍 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:

### Foodservice Outbound Trade Mission to Hong Kong, Macau, and Shenzhen: December 4-8, 2017

This event is an excellent opportunity to enter or expand your reach into the China market. With growing urban populations, rising disposable income, and greater demands for food safety, China remains a strong market for U.S. food and beverage products. This mission will visit three of the key Foodservice & Ingredient market clusters - Hong Kong, Macau and Shenzhen.

**Hong Kong**, an autonomous territory located in southeastern China, is a vibrant, densely-populated city renowned as the culinary metropolis of Asia boasting hundreds of high-end restaurants and hotels. As a global food trading and distribution hub, Hong Kong positioned itself as an ideal place for business opportunities due to its advantageous business environment and geographic location.

**Macau** is an autonomous region in the south of China. Often called the Las Vegas of Asia, Macau attracts visitors from all over the globe with the luxurious casinos, world-class hotels and top-notch dining experiences.

**Shenzhen**, one of the major manufacturing centers in China, is a booming modern city in southeastern China. With a distance of roughly 10 miles, Shenzhen links Hong Kong with mainland China allowing close business, trade, and social ties. Shenzhen and its diverse manufacturing capability, very modern city skyline, and a dynamic lifestyle attracts business visitors and tourists alike, making it a very appealing market for Western food ingredient exporters.

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Learn the opportunities and demands in the market firsthand
- See the marketplace and establish in-person connections
- Highlight your products at targeted showcase events
- Participate in market briefings and retail tours

### Activity Information:

WUSATA will provide:

- Custom one-on-one appointments with pre-qualified buyers
- Hotel accommodations for **one company representative**
- Transportation between official meetings and events, including travel between cities
- Interpreters, as needed
- Market briefings and retail tours

Participant companies will be responsible for:

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](http://www.wusata.org) | (360) 693-3373



## PRODUCT DESCRIPTION

**Suitable products include but are not limited to:** Frozen fruits & vegetables; dried fruits & nuts; dairy products; seafood; baking ingredients; and other foodservice products

## INDUSTRY FOCUS

Food Service Products    Ingredient    Retail Products

- International airfare to and from Hong Kong
- Meals and Incidental Expenses
- Arrangement for shipments and product samples

**Participation Fee:** \$500 per participant - only one company delegate may attend with this fee.

**Proposed Itinerary:**

December 3: Arrive in Hong Kong

December 4: Hong Kong Market Briefing, one-on-one meetings, reception dinner

December 5: Hong Kong Market Tour, travel to Macau, Macau HRI & Market Tour

December 6: Travel to Shenzhen, Shenzhen HRI Tour

December 7: Shenzhen Market Briefing, one-on-one meetings, reception dinner

December 8: Depart for U.S.