

## INBOUND MISSION

# 2017 CHINA INGREDIENT AND FOODSERVICE INBOUND TRADE MISSION TO ID, OR

Monday, Sep 25 - Thursday, Sep 28, 2017  
Registration: Thursday, Jul 20 - Friday, Sep 22, 2017  
📍 ID, OR | China | Asia - (inactive)

## EVENT DETAILS

Meet with buyers from the rapidly-growing consumer market of China at this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

### China Ingredient and Foodservice Inbound Trade Mission to Idaho and Oregon ~ September 25-29, 2017

China's food-service sector has reached and maintained a rapid double-digit growth rate in the past 10 years with a total sector revenue of USD \$497 billion in 2015. Chinese markets are seeing a high demand for western style and fusion menus, making imported products the ideal choice. This event is designed for Western U.S. companies interested in the rapidly-growing consumer market of China. Companies will meet for table-top and one-on-one visits with qualified ingredient and foodservice buyers.

### Benefits of Participation:

- Connect with pre-qualified ingredient and foodservice buyers representing China that are hand-selected by WUSATA's in-country contractor and are interested in finding suppliers
- Evaluate how your product fits in to the marketplace and assess the competitive landscape by personally engaging with various buyers, importers, and distributors
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or personally re-connect with existing clients

### Proposed Itinerary:

September 25 & 26, Monday and Tuesday, Boise, Idaho - One-on-one meetings or site visits

September 27 & 28, Wednesday and Thursday, Portland, OR - One-on-one meetings or site visits

**Participation Fee:** \$20 per company

**Registration Deadline:** September 15, 2017



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** fruits; dried fruit; frozen fruit; vegetables; grains; flours; dairy products; juice; juice & concentrate; dehydrated/frozen potatoes & onions.

Secondary: Legumes, berries, pork.

## INDUSTRY FOCUS

Food Service Products    Ingredient