TRADE SHOW

WUSATA PAVILION AT CHINA INTERNATIONAL IMPORT EXPO (CIIE)

Sunday, Nov 1 - Wednesday, Nov 11, 2026
Registration: Monday, Jul 13 - Friday, Sep 4, 2026
Shanghai | China

https://www.wusata.org/e/XX36KGV

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western State Departments of Agriculture announce registration for the 2026 WUSATA Pavilion at the China International Import Expo.

WUSATA Pavilion at China International Import Expo (CIIE)

Shanghai, China

November 1-11, 2026

China is one of the world's largest economies, import markets, and consumer markets, offering substantial opportunities for companies seeking to introduce or expand their products in the country. Continued growth in consumer demand and imports has created opportunities for international companies to build visibility, evaluate market potential, and establish relationships with Chinese buyers.

The China International Import Expo is a government-endorsed trade show expected to bring together companies from more than 100 countries and regions. The event will also feature supporting activities such as supply-and-demand matchmaking meetings, seminars, conferences, and product presentations.

WUSATA will participate in CIIE for the second year, providing participating companies with dedicated space in the WUSATA pavilion to showcase their products and meet directly with Chinese buyers. WUSATA's in-market contractor will assist with booth preparation, meeting coordination, market visits, sample shipping, and other showcase logistics.

Benefits of Participation:

- Dedicated booth space within the WUSATA pavilion to showcase products and hold in-depth discussions with Chinese buyers.
- Opportunities to meet one-on-one with buyers and establish connections at a major government-endorsed trade show.
- Hotel lodging in Shanghai from November 2–11.
- Assistance with the sample-shipping process, including customs clearance and delivery to the show venue.
- Opportunities to participate in retail visits and a market briefing led by the Agricultural Trade Office in Shanghai.
- One complimentary exhibitor badge.
- Complimentary interpreter support.
- Daily transportation between the designated hotel and the trade show venue.

Participating companies will be responsible for their own round-trip airfare to Shanghai, meals and incidental expenses, and product samples.

Itinerary:

- November 1: Depart the United States
- November 2: Arrive in Shanghai
- November 3: ATO market briefing and retail visits in Shanghai

PRODUCT DESCRIPTION

Baking Mixes, Food Preparations, Nuts, Confections, Sauces & Spices, Beverages & Drinks, Dried fruits & veggies, canned fruits & vegetables, coffee, tea, sauces & BBQ sauces, condiments, cereals, wheat & grain products, Seasonings, Bakery products, snacks, candies, healthy & natural products; Specialty Alcoholic beverages, non-alcoholic beverages. Juice, Tea, Meat products, Beef & Seafood. Preferred all products shelf-stable. Animal Feed and Pet Food Products are welcome!

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Livestock Feed and Nutrition** **Pet Food and Products**

BUYER AUDIENCE

China

- November 4: Trade seminars, conferences, and booth setup
- November 5: First day of CIIE
- November 6–9: Trade show
- November 10: Final show day and booth teardown
- November 11: Return to the United States

Participation Fee:

- Full Booth: $1,800
- Shared Booth: $900

Registration Deadline: August 21, 2026