

OUTBOUND MISSION

2019 CHINA SEAFOOD OUTBOUND TRADE MISSION TO HONG KONG, MACAU, CHENGDU & DALIAN

Sunday, Sep 1 - Tuesday, Sep 10, 2019

Registration: Thursday, Jun 27 - Sunday, Aug 25, 2019 | 12:00 PM

📍 Hong Kong & China | Hong Kong | East Asia

<https://www.wusata.org/e/H4XXHKU>



EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

China Seafood Outbound Trade Mission to Hong Kong, Macau, Chengdu & Dalian - September 1-10, 2019

Don't miss this opportunity to participate in the Outbound Trade Mission to meet with Chinese Seafood Buyers. The activity will include one-on-one meetings with qualified seafood buyers such as importers, distributors and seafood retailers & wholesalers. Participants will be able to meet and showcase their products in person to the buyers. Participants will also be able to get more knowledge and information from the ATO Hong Kong, Shenyang and WUSATA in market representatives about the growing seafood market in China.

Mainland China is one of the leading export destinations for U.S. seafood products. Previously, cost-effective items for re-processing occupied a high share in terms of total export. With improving market status and the growing domestic demand on fish and seafood items, now over 70% of the products are actually retained for domestic sales instead of for re-exporting. Premium items like snow crab, dungeness crab, salmon, halibut, cod, lobster and etc. enjoy popularity among consumers. Thanks to the development of the logistics, in addition to traditional retail and foodservice channels, a huge quantity of both live and frozen seafood are finding new opportunities via the E-commerce sector.

Despite the trade situation, U.S. food and agriculture are still in high demand by consumers, who place quality and safety as priorities when it comes to purchasing. The United States is well known for satisfying such demands from consumers in China, thus the outlook for U.S. exports to China is still optimistically-viewed, especially for non-comparison seafood products from the U.S.

Hong Kong is the first-tier city with the largest economies and imported food consumption in the country. Meanwhile, Dalian, located in northwest China, is a major port for supplying imports for the region and the wealthiest city in the region. Dalian is also a major consumer of seafood in general, and demand for premium imports is growing, thus presenting great opportunity for U.S. seafood suppliers seeking entry into mainland China. In addition, Hong Kong and Dalian are also the key entry ports for seafood imports into China. We selected Chengdu as the second tier city of China where is booming in food service sector in terms of U.S. Seafood products and other food service ingredients. Top importers are exposed to American consumer oriented products yet have not had exposure to American seafood products in bulk and retail format. This is a great opportunity for Seafood suppliers to directly meet with seafood buyers from the second tier city in China.

We are still recruiting the participants for this trade mission. The Asia Seafood Expo has been canceled, but we will bring

PRODUCT DESCRIPTION

General Seafood and Shellfish products. Food Service & Ingredient Bulk Seafood Products and Retail Seafood Products. Suitable products include, but are not limited to: Salmon; Halibut; Pacific Rockfish; Arrowtooth Flounder; Pacific Cod; Hake; Sea Bass; pacific Whiting; Black Cod; Oysters; Geoduck; Alaska King Crab; Blue Crab; Dungeness Crab; Mussels; Spot Prawns; Clams; Dover Sole, English Sole, Grenadier, Ling Cod, Ocean Perch Pacific Cod (True Cod), Petrale Sole, Rex Sole, Sand Dab, Arctic Char, Atlantic Salmon, Catfish, King Salmon, Rainbow Trout, Steelhead, Sturgeon, Tilapia, Ahi Tuna (Bigeye, Bluefin, Yellowfin), Albacore Tuna (Tombo), Barracuda, Barramundi, Blue Nose, Corvina, Escolar, Crawfish and Other Bulk Seafood Products, Retail Packaged Seafood Products, as well as Consumer Oriented Seafood Items.

INDUSTRY FOCUS

Seafood

the delegation to meet with seafood buyers from South East Asia, HK, Southern China, Middle China, and Northern China in the city of HK, Chengdu, and Dalian. Please sign up ASAP if you have a Chinese visa.

Benefits of Participation:

- Meet one-on-one with Seafood importers and distributors in the Chinese market
- Market briefing from in-country Agricultural Trade Office under USDA about Seafood industry. Market briefing will be done by ATO HK and ATO Shenyang for both Southern and Northern China Seafood Market.
- Product show case reception and network event with Seafood buyers group
- Market Research, new seafood trade policy and tariff of seafood products for China

WUSATA will provide for one company representative:

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

Participating companies will be responsible for:

- International airfare & in-country airfare
- Meals and incidental expenses
- Arrangement for shipments and product samples

Itinerary:

- September 1 - Arrive in Hong Kong, China
- September 2 - AM, market briefing by HK ATO. PM, one-on-one meeting with South East Asia Buyers and Hong Kong buyers
- September 3 - AM, retail market visit. PM, one-on-one meeting with Southern China buyers (Guangzhou & Shenzhen)
- September 4 - Seafood Street and Market visit in Macau, China and ATO Evening Reception
- September 5 - Arrive in Chengdu, China and Market briefing ATO Chengdu
- September 6 - One on One Meetings
- September 7 - Arrive in Dalian, China and Seafood processing plant tour
- September 8 - Seafood retail and wholesale market tour
- September 9 - Market briefing ATO Shenyang, One on One Meetings, and Network Reception
- September 10 - Return home

Registration Participation Fee: \$450 per company

REGISTRATION DEADLINE: August 25, 2019

Don't miss this excellent opportunity to meet with Seafood buyers from China!