

INBOUND MISSION

2018 CHINA CONSUMER ORIENTED INBOUND TRADE MISSION TO VEGAS FOOD EXPO AND CA

Monday, Apr 16 - Thursday, Apr 19, 2018

Registration: Tuesday, Jan 30 - Monday, Apr 9, 2018

Las Vegas, Sacramento, Oakland/San Francisco, and Los Angeles | Asia - (inactive)

<https://www.wusata.org/e/MPZ8JZ1>



EVENT DETAILS

Want to meet international buyers without traveling internationally? The China Inbound Trade Mission to the Vegas Food Expo and California will bring international buyers to your own backyard! Meet one-on-one with pre-screened buyers to showcase your products, gather current market intelligence, learn buyer preferences, establish contacts, and much more! This event is an excellent opportunity to enter or expand your reach into the market without leaving the country.

China Consumer Oriented Inbound Trade Mission to Vegas Food Expo and CA ~ April 16-19, 2018

China is the United States' largest export market for food and agricultural products. With more than 770 million urban residents, opportunities continue to grow for exporters of consumer-oriented food products. Chinese consumers are consistently looking for new and innovative food products, something that the WUSATA region can easily offer. China's growing urban markets combined with increased consumer spending among middle-class consumers provides great opportunities for U.S. exporters.

This mission is suitable for consumer-ready, shelf stable products for the retail and hospitality sector. The opportunity to meet buyers from the Chinese markets will be an opportunity you do not want to miss. Buyer profiles will be shared with participating companies prior to the event to ensure appropriate compatibility.

Please note: The one-on-one meetings at the Vegas Food Expo will take place prior to the show start from 9-11AM on April 16, 2018. **Meetings will be held in a separate room on the show floor.** These meetings are open to all Western U.S. companies regardless of exhibiting at the show.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

Proposed Itinerary:

April 16: Vegas Food Expo; Las Vegas, NV (Pre-show one-on-one meetings; 9-11AM)

April 17: Sacramento, CA

April 18: Oakland/San Francisco, CA

April 19: Los Angeles, CA

Participation Fee: Complimentary

PRODUCT DESCRIPTION

Suitable Products Include, but are not limited to:

Consumer oriented and retail food products.

INDUSTRY FOCUS

Food Service Products

Retail Products