OUTBOUND MISSION

2023 CHINA OUTBOUND TRADE MISSION TO THE GREATER BAY OF CHINA - HONG KONG, GUANGZHOU, & ZHUHAI

Monday, Sep 18 - Wednesday, Sep 27, 2023
Registration: Monday, Jun 26 - Monday, Jul 31, 2023
China | China | East Asia

https://www.wusata.org/e/V2DVKKW

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Consumer Oriented Trade Mission to The Greater Bay Area of China
Hong Kong, Zhuhai, Macau, and Guangzhou, China
September 18 - 27, 2023

China imported over $236 billion worth of agriculture imports from around the world in 2022, up 7.4 percent from 2021. Within its trade partners, the U.S. has continued to establish its importance to the Chinese market and its demand by supplying a growing amount of agricultural products, peaking at $41 billion in 2022.

The Greater Bay Area is a Chinese government project to connect 11 cities in the South of China on Mainland China into a single economic and business hub. For this project, the WUSATA trade delegation will visit 4 of 11 cities, including Hong Kong, Guangzhou, Macau and Zhuhai. With an area slightly larger than the Netherlands, a population greater than Germany and a GDP equivalent to South Korea, the block has a larger economy than either Spain or Russia. If it were a country, it would be among the world's top 10 economies.

To take advantage of this important regional market to introduce food, drink and all agricultural products from Western United States, this outbound mission proposed from September 18-27, 2023, to meet with local buyers, visit local retail stores and facilities, meet with ATOs for market briefing and other important arrangements conducive to building important relationships for business in the region.

During this outbound trade mission, the project manager and WUSATA China contractor SMH to arrange for a delegation of 8-10 suppliers to visit GBA (Greater Bay Region) for 8 days. The suppliers will meet one-on-one with potential buyers from each city. The delegation will also visit retail tours, food processing facility as well as USDA offices in the region.

This is the first in-person outbound mission to China after covid. Meet with new and existing buyers from China market! Experienced food & drink exporters and new-to-market companies - please take advantage of this opportunity to build your connections in China!

Benefits of Participation:

- Meet one-on-one in person with qualified buyers from Hong Kong and Guangzhou; Meet media and panel discussion with buyers from Zhuhai City
- Market Briefing from in-country Agricultural Trade Office under USDA

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, Meat products, Beef & Seafood. Preferred all products shelf-stable with exception of Alcoholic Beverages.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Retail Products** **Seafood** **Specialty** **Beverage**

BUYER AUDIENCE

China

about China Greater Bay city market situation, to gain knowledge and market tread from southern China market

- Learn about the opportunities and demands from China market after COVID era.
- Showcase your products and learn firsthand about buyer preferences; Buyers reception and network event with buyers group from each city. Preferred 1-2 new products from each WUSATA participating company.
- Identify new buyers for your product, and/ or re-build relations in China market.
- $500 in sample shipment reimbursement for the trade mission; Sample shipping is required for the buyers meetings and showcase.
- Market research, new and current trade policy and benefit of business operation platform in these cities

Itinerary:

9/19 - Arrive in Hong Kong

9/20 - Hong Kong

9/21 - Arrive in Zhuhai

9/22 - Zhuhai

9/23 - In Macau and Zhuhai

9/24 - Arrive in Guangzhou

9/25 - Guangzhou

9/26 - Visit Foshan and Panyu

9/27 - Guangzhou to Hong Kong; Return to U.S.A.

Participation Fee: $450

Registration Deadline: July 31, 2023

Elisa Daun

Washington Department of Agriculture

Phone: (206) 471-8688; email: EDaun@agr.wa.gov