

## TRADE SHOW

# POSTPONED - 2021 WUSATA PAVILION AT SIAL CHINA SOUTH (NON-TRAVEL)

Thursday, Oct 28 - Saturday, Oct 30, 2021

📍 China | China | East Asia

<https://www.wusata.org/e/82UIC51>

## EVENT DETAILS

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

### POSTPONED! 2021 WUSATA Pavilion at SIAL China South (Non-Travel)

**Date time:** TBD Shenzhen, Greater Bay Area, Southern China Region

**\*\*This is a NON-TRAVEL Activity\*\***

During these uncertain times, we understand that it may be difficult to travel, due either to country borders being closed or other barriers you may be encountering. Therefore, WUSATA is offering a non-travel option for SIAL China South 2021.

Meet with potential customers from Shenzhen, Guangzhou, Zhuhai, Hong Kong, Macao and more cities in Southern China region.

SIAL China South in Shenzhen is the first in a series of regional food and beverage events that will be launched over the next 3 years. The objective of these events will be to help global food and beverage companies enter, and further penetrate, the different geographical and seasonal food markets in China. SIAL China South is a strong complement to SIAL China in Shanghai, bringing the SIAL brand much closer to buyers in other regions besides East China.

With 1.4 billion in population, China is the 2nd largest consumer market and importer in the world with over \$150 billion worth of agriculture imports globally in 2019. It is also the 3rd-largest importer of U.S. agricultural products in the world, especially for consumer-oriented & beverages products. South China is a key region for economic growth and international trade, with many key agriculture food importers and distributors located in the Greater Bay Area led by Guangdong province. The Guangdong-Hong Kong-Macao (Greater Bay Area) which comprises the two special administrative regions of Hong Kong and Macao, with about 70 million inhabitants, and the 9 municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong province was created to further deepen economic development of the region. The area is positioned for growth.

SIAL China South was announced as a new event in January, 2021. The organizer aims to take advantage of the global pandemic recovery, to radiate food & beverage manufacturers, importer & exporters, distributors, wholesalers, retailers, supermarkets and retail stores, new retail systems, nation wide and global wide. The organizer expects to gather 800 exhibitors and 25,000 professional buyers for the event.

### No travel is necessary. Your options are as follows:

1. You may choose to participate in the WUSATA Pavilion with the help of SMH International, WUSATA's in-country partner. SMH will provide a booth attendant for your company's booth at SIAL China in addition to many additional services detailed out below.



## PRODUCT DESCRIPTION

Retail, food-service, and ingredient; processed and value-added food products; prepared foods, snack foods, confectionery, condiments, sauces & spices, tree nuts, baking mixes, and other shelf-stable products like candy, nuts, chocolate, coffee, cookies, oils, dried fruits & veggies, fresh produce, frozen seafood, beverage products including craft beer, cider, wine, spirits, kombucha and other specialty alcohol and non-alcohol drinks.

## INDUSTRY FOCUS

Food Service Products

Retail Products

2. Alternatively, if you have a representative in China, you may choose to have them attend the booth for you and still receive the same additional services provided by SMH.

**BOTH options include the following benefits of participation:**

- Located in the USA Pavilion, a prime location is offered
- Booths significantly discounted!
- Pre-show online trade seminar (buyer's meeting) arranged in Hybrid style for WUSATA companies
- One-on-one online buyer's matchmaking meetings during the show
- Bilingual booth attendant to capture leads
- Virtual market briefing with ATO offices from Hong Kong and Guangzhou
- Get the updated with latest product and market info for Southern China region (Greater Bay Area)
- Assistance with show booth set up

**Participation Fee: New Pricing**

- 9 sqm AISLE booth

~~\$5,070~~ **\$1000**

- 9 sqm CORNER booth

~~\$5,755~~ **\$1050**

- Limit 1 booth per company

Registration Deadline: September 3, 2021

Don't miss this excellent opportunity to meet with prospective food and beverage buyers from Southern China - The Greater Bay Area!