OUTBOUND MISSION

CHINA PET FOOD INT'L FAIR OUTBOUND MISSION

Monday, Aug 18 - Wednesday, Aug 27, 2025
Registration: Wednesday, May 14 - Thursday, Jul 10, 2025
Hong Kong & Shanghai | China

https://www.wusata.org/e/8QS0R2I

EVENT DETAILS

Cancelled: 2025 China Pet Food Outbound Mission

Over the past decade, China has become one of the fastest growing pet markets in the world, as people began owning pets for companion at home or at work, with the US being the largest supplier of pet food to Hong Kong & China. Nearly 50% of pet food imported to HK are from United States. In 2022, the US exported approximately 36 million USD worth of pet food to Hong Kong. Several key advantages make Hong Kong an attractive market for U.S. pet food exports, including: Tariff free access to the market, Pet owners in Hong Kong are increasingly willing to spend on premium pet food products. Developing e-commerce channels can be crucial for expanding U.S. market share. Hong Kong also re-exports pet food to other markets. Pet owners are seeking for new trends like raw food, grain-free diets, and high-quality protein pet foods.

U.S. pet food exports to Mainland China, top city Shanghai, are significant and growing, with the U.S. being the largest pet food exporter. In 2022, U.S. exports to China were valued at over $264 million. To export pet food to Shanghai, China, companies must adhere to specific regulations, including facility and product registration with relevant Chinese authorities. Consider the growing demand for premium and niche pet foods, as well as the increasing popularity of Online retail in China. With ongoing trade tariffs, U.S. pet food exports to China are subject to tariffs, but some importers can request exclusions or reductions.

WUSATA will facilitate one-on-one business meetings with pet food buyers in Hong Kong, as well as coordinate participation for all pet food suppliers at the WUSATA booth during Pet Fair Asia 2025 in Shanghai from August 20-24. Additionally, WUSATA's in-market rep will arrange one-on-one meetings with pet food buyers at the show, helping suppliers establish valuable trade relationships and expand pet food exports!

This activity is eligible for FundMatch, allowing companies to receive a 50 percent reimbursement on qualifying expenditures, such as roundtrip airfare. For more information, please contact your WUSATA Engagement Executive at export@wusata.org.

WUSATA will cover:

- In country airfare from Shanghai to Hong Kong

- Lodging paid for 1 company representative for 9 nights

- Coordinated group ground transportation for all participating companies in HK and SH

- Interpreters for one-on-one meetings

- Assistance with shipping samples. Details provided upon registration.

- Free registration and exhibiting at the Pet Fair Asia in Shanghai within the WUSATA booth

INDUSTRY FOCUS

Pet Food and Products

BUYER AUDIENCE

China

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

Benefits of Participation:

– Meet in person with qualified buyers from Shanghai and Hong Kong.

- Learn about the opportunities and demands of pet food retail products and ingredients in the China market by meeting one-on-one with buyers.

- Market briefing with USDA ATO HK and Shanghai office about pet food trends and import requirements

- Advantage of "$0" tariff to Hong Kong market. Learn about possible tariff exemptions or reductions to China

- Opportunity to exhibit your pet food products at the Shanghai Global Pet Fair inside the WUSATA booth.

- WUSATA will cover the registration fee to attend the Shanghai Global Pet Fair, hotel lodging, ground transportation, and one-on-one business meeting arrangements;

- Assistance with shipping samples

Itinerary:

August 18: Arrive in Shanghai

August 19: Market Briefing by ATO Shanghai; Booth Setup @Pet Fair Asia Show

August 20: Exhibiting at the show, one on one meetings with pet food buyers at the show;

August 21: Exhibiting at the show, one on one meetings with pet food buyers at the show;

August 22: Exhibiting at the show, one on one meetings with pet food buyers at the show;

August 23: Exhibiting at the show, one on one meetings with pet food buyers at the show

August 24: Exhibiting at the show, one on one meetings with pet food buyers at the show

August 25: Travel to Hong Kong; Market visits, processor visits

August 26: Market Briefings; One on one meetings with pet food buyers

August 27: Return to U.S.

Registration Opens: 05/14/2025

Suitable Products:

Pet food retail products; Pet food ingredients products; Pet food chewy products; Pet food related products.

Registration Details:

Deadline: July 10, 2025

Participation Fee: $250 per market

Passes Available: Shanghai-10, Hong Kong-10

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