VIRTUAL TRADE EVENT

2021 WUSATA CHINA ATO ROAD SHOW & 2ND TIER CITIES VIRTUAL BUYER MEETINGS

Wednesday, Nov 17 - Tuesday, Nov 23, 2021
Registration: Tuesday, Oct 5 - Monday, Nov 1, 2021 | 2:30 PM
Virtual Meeting | East Asia

https://www.wusata.org/e/1QKP1RZ

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:

WUSATA China ATO Road Show & 2nd Tier Cities Virtual Buyers Meeting
November 17-18 & November 22-23, 2021

In China, 1st tier cities, the 'big 4' of Beijing, Shanghai, Shenzhen and Guangzhou, only represents around 9% of the Chinese population despite their economic and purchasing prowess. Today, 2nd tier cities, many of which have a population of 5 million or more and have a consumption growth 1.5 times larger than that of 1st tier cities, have emerged as the destination for new business opportunities for foreign companies and exporters. Join the WUSATA ATO Road Show and China 2nd-tier Cities Virtual Trade Mission to introduce your Western U.S. food and non-alcoholic beverage products to buyers in key emerging 2nd tier markets in Mainland China.

Choose from the following: ***Register for the day that best matches your products***

November 17 - Meetings with buyers from Chengdu & Chongqing (3 top buyers per city; 6 buyers total)

- **Products focus:** Value added, consumer-oriented retail and food service products
- U.S. Companies will meet with Beijing ATO director for market briefing

November 18 - Meetings with buyers from Shenyang & Dalian (3 top buyers per city; 6 buyers total)

- **Products focus:** Frozen seafood, fresh produce, and value added products
- U.S. Companies will meet with Shenyang ATO for market briefing

November 22 - Meetings with buyers from Guangzhou & Shenzhen (4 top buyers per city; 8 buyers total)

- **Products focus:** Food service sector and fresh produce
- U.S. Suppliers will meet with Guangzhou ATO for market briefing

November 23 - Meetings with buyers from Hangzhou & Nanjing (3 top buyers per city; 6 buyers total)

- **Products focus:** Consumer oriented retail and food service products
- U.S. Suppliers will meet with Shanghai ATO for market briefing

The buyers chosen will have experience importing food and beverage products

PRODUCT DESCRIPTION

Register for the day that best matches your products -

Suitable Products: Value added products, consumer oriented products, food service products, and processed products. Dried fruits & veggies, frozen fruits and seafoods, canned fruits & vegetables, nuts, beverage mixes, coffee, tea, sauces & BBQ sauces, spices, seasonings, condiments, cereals, wheat & grain products, confectioneries, bakery products, snacks, candies, healthy & natural products. Preferred all products shelf-stable.

***No Alcoholic or Specialty Beverages**

INDUSTRY FOCUS

Consumer Oriented | **Food Service Products** | **Produce** | **Retail Products** | **Seafood**

into the China 1st and 2nd tier markets. They distribute to retail, online and food service businesses across the country. This is a great opportunity for companies seeking a new distribution partner in China.

U.S. companies will have at least 3 top buyers to meet with in your product category.

If you are interested in meeting with buyers from any of the above cities please sign up quickly. Meeting times are limited.

Benefits of Participation:

- Meet up to 6-8 buyers per day from various 1st tier cities and 2nd tier cities in China without leaving your office
- Learn about your product's fit and trend for China market
- Reimbursement for sample shipping expense to China after the meetings

Itinerary: Meetings will be held from 5:00-8:30 p.m. PT

Participation Fee: $25.00 per day

Registration Deadline: Monday, November 1, 2021