VIRTUAL TRADE EVENT

2022 CHINA PET FOOD VIRTUAL MISSION

Tuesday, Aug 16 - Friday, Aug 19, 2022
Registration: Wednesday, Jun 15 - Friday, Jul 15, 2022 | 8:00 AM
Virtual Meeting | China | East Asia

https://www.wusata.org/e/ZLOZ277

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:

2022 China Pet Food Virtual Mission

August 16 - 19, 2022

In the past decade, China has become one of the fastest growing pet markets in the world, as people began owning pets for companion rather for work. As of 2019, the number of pet owners in China reached 74 million, among which a total of over 90 million dogs and cats were owned, mostly in the affluent cities of Shanghai and Guangzhou. As the country with the most approved pet food facilities able to export to China, the U.S. has seen explosive growth in export to China in 2020, when the Phase One Agreement came into effect. It went from the 19th largest exporter to China in 2019 to 9th highest in 2020, and there is still a lot of potential in the market in China as pet ownership per capita is still significantly lower than countries like the U.S., and this is where pet food manufacturers from the U.S. can tap into as we look into the future.

The total pet population in Hong Kong reached 1.1 million in 2019, and has gone up as a result of COVID-19, with even more people now looking for companion from pets during lockdown and movement restrictions. Hong Kong is one of the largest pet food markets in the world, ranking as the 11th largest market for imported pet food, with nearly 50% of all pet food imported from the U.S.

Benefits of Participation:

- Meet virtually with qualified pet food buyers from China in Hong Kong, Shanghai and Guangzhou
- Learn about the opportunities and demands of pet food products and ingredients in China market by meeting one-on-one with buyers online
- Market briefing with USDA ATO China office about pet food trend and import requirements
- Evaluate how your product fits into the marketplace by engaging with retail and wholesale buyers
- Assistance with sample shipment costs up to $500 per company

WUSATA will provide:

- 6 pet food buyers from Hong Kong
- 8 pet food buyers from Guangzhou
- 8 pet food buyers from Shanghai
- Sample shipping up to $500 per U.S. Company

Tentative Itinerary:

August 15 (Monday) PM - Market briefing by ATO China & Hong Kong about pet food market, follow with HK Buyer's meetings

INDUSTRY FOCUS

Pet Food and Products

August 17 (Wednesday) PM - Virtual buyer's meetings with Guangzhou buyers

August 18 (Thursday) PM - Virtual buyer's meetings with Shanghai buyers

Participation Fee: $30.00
Registration Deadline: July 15th, 2022

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