WEBINARS

CHINA: PRODUCT FOCUS BAKERY INGREDIENTS

Wednesday, Oct 16, 2024 | 3:00 PM - 4:00 PM
Registration: Monday, Aug 26 - Tuesday, Oct 15, 2024
Virtual | United States of America

https://www.wusata.org/e/XS60OOC

EVENT DETAILS

The bakery industry in China is experiencing rapid growth which exceeds beyond the country's own GDP in the past decade. Recent estimate indicates the total retail value to reach $71 billion, accounting for one tenth of China's entire food and beverage industry. With rising consumer income and an increasingly westernized diet, interest and demand for premium bakery products boomed, especially in urban areas, and many players in the industry are upgrading their purchases to include more upscale ingredients from overseas, including the United States.

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