



Bringing the bounty of the Southern USA to the World.

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China Outbound Trade Mission

August 16-20, 2010

Guangzhou & Chengdu, China

- *China is the 4th largest importer of U.S. agricultural products*
- *The U.S. is China's top supplier of consumer food products*

As the world's fastest-growing market, China is an ideal target for many food and agricultural product exports. China, with the world's largest population and one of its fastest-growing economies, has opened up its markets further to foreign players following its entry into the World Trade Organization. As average household incomes rise, there is greater consumer demand for products and services previously considered luxuries. On this mission, SUSTA will provide an opportunity for southern U.S. suppliers of high-value food products to tour Chinese markets and meet one-on-one with a delegation of top Chinese retail and food service buyers.

Best Prospects:

■ Frozen/Ready-to-Eat Meals	■ Seafood
■ Processed Fruits & Vegetables	■ Nuts & Breakfast Cereals
■ Confectionery, Breads & Bakery	■ Grocery & Canned Products
■ Beverages	■ Wine & Beer

Important Information:

- **Participation Fee: \$1,000**
 - Includes one economy international airfare ticket, flight from Guangzhou to Chengdu, ground transportation and interpreter services. Hotel and other expenses are the traveler's responsibility
 - SUSTA will pay up to 100 lbs towards shipping samples from a U.S. consolidation point to China
 - Companies will have pre-arranged one-on-one meetings with key buyers in both locations
- **Registration Deadline: May 12, 2010**
- Sign up on the Events page at www.susta.org
- Contact the activity managers at right for more information



Register on the Events page at www.susta.org

Contact:

Matthew Anderson
Georgia Department of
Agriculture
Phone: 404-656-3740

E-mail:
matthew.anderson@agr.georgia.gov

Cathy Ma
North Carolina Department
of Agriculture
Phone: 919-733-7912
Email: cathy.ma@ncagr.gov

Victoria Mejia
MEI Consulting
Phone: 865-951-1575
Email:
victoria@meiconsulting.com

SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, www.susta.org 701 Poydras St #3725, New Orleans, LA 70139

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