

**Bringing the bounty of the Southern USA to the World.**

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## *Central and Southern China Trade Mission*

*Shanghai • Dalian • Guangzhou  
September 3-10, 2008*

- *One-on-one meetings with importers/distributors*
- *Product showcase event*
- *Tours of retail establishments in each city*

China is the 4<sup>th</sup> largest importer of U.S. agricultural products! As the world's most populated and fastest-growing market, China is an ideal target for many food and agricultural products. With 1.3 billion inhabitants, China represents 20.7% of the world's population.

SUSTA will organize a mission for six U.S. exporters to travel to three cities in China for one-on-one meetings, showcase events, and retail tours. The Trade Mission will focus on two of China's mega-population centers, Shanghai and Guangzhou, as well as Dalian. Shanghai and Guangzhou epitomize the export-oriented boom taking place along China's coast.

Experienced exporters with a track record of success in overseas markets are encouraged to take part in this activity designed to generate new opportunities in the China market.

### *Best Prospects:*

■ Pork & Poultry (select states)	■ Wine & Beer
■ Fruit & Juices	■ Breakfast Cereals
■ Sauces & Seasonings	■ Cheese

### *Important Information:*

- SUSTA will pay for ground transportation and airfare between cities in China. U.S. companies are responsible for international airfare, hotels, meals, and other expenses.
- Deadline for application: **July 9, 2008**. Space is available on a first-come, first-served basis. Please send registration fee of **\$1,500** to SUSTA in order to guarantee a place in the Trade Mission.
- Contact the Activity Managers listed at right or sign up online at

[www.susta.org](http://www.susta.org).



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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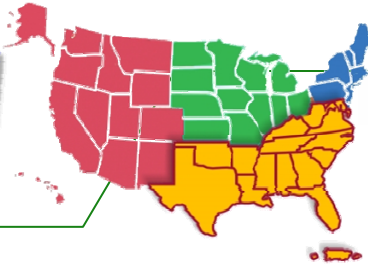
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### Tentative Itinerary

- Sept. 3 Arrive in Shanghai
- Sept. 4 Market briefing
- Sept. 5 One-on-one meetings/showcase event
- Sept. 6 Retail tour
- Sept. 7 Morning: Fly to Dalian  
Afternoon: Retail tour
- Sept. 8 One-on-one meetings/table show
- Sept. 9 Morning: Fly to Guangzhou  
Afternoon: Retail tour
- Sept. 10 One-on-one meetings/showcase event



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