



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

SIAL China 2010

May 19-21, 2010

Shanghai New International Expo Center

- In 2009, 28,500 food trade visitors attended the show, resulting in over 400 promising contacts for U.S. exhibitors and \$2.5 million in on-site sales
- SIAL China is a unique trade show, with 50% international exhibitors and 50% exhibitors from China

Each year, SIAL China positions itself as the “not-to-be-missed” event for professionals in the food, beverage, wine and spirits industries in China. Exhibiting at SIAL China is the best means of making your products known and for positioning them directly with the various import/distribution segments in China and Asia, including supermarkets/hypermarkets, wholesalers, food service (hotel/restaurant), and importers/trade agents.

As China’s trade and commercial center and largest city, with a population of 20 million people, Shanghai has become the trade show hub for the entire Asia region.

China’s accession to the WTO has lowered tariffs and brought about economic liberalization that has yielded significant gains for U.S. food exports.

Best Prospects:

■ Frozen Products	■ Seafood & Meat Products
■ Processed Fruits & Vegetables	■ Nuts & Breakfast Cereals
■ Confectionery & Bakery Products	■ Grocery & Canned Products
■ Beverages	■ Wine & Beer

Important Information:

- **Participation fee: \$1,350**
- Includes a furnished booth, display shelves, lockable countertop display, demonstration chef, interpreters and up to 100 lbs of sample products shipped from a consolidation point to the show (includes the weight of packing materials)
- **Deadline for application: Tuesday, February 23, 2010**
- Sign up online at www.susta.org or contact the activity managers listed for registration information
- No refunds will be issued after the registration deadline



Register on the Events page at www.susta.org

Contact:

Alden Harris
Alabama Department of
Agriculture & Industries
Phone: 334-240-7232
Email:
alden.harris@agi.alabama.gov

OR

Cindy Martel
West Virginia Department of
Agriculture
Phone: 304-541-9756
Email:

cmartel@ag.state.wv.us

OR

Victoria Mejia
SUSTA Consultant
Phone: 865-951-1575
Email:
victoria@meiconsulting.com