



China Outbound Trade Mission

Beijing & Guangzhou, China
August 26 – 29, 2024

Beijing, as the capital of China, is one of the most important markets for imported food and drinks, with an established base of importers located in the city. Guangzhou is a sprawling port city northwest of Hong Kong on the Pearl River, and serve as a major port and transportation hub, as well as one of China's three largest cities, and also one of four first-tier cities in the country. Both cities have consumers who have high purchasing power and familiarity with imported foods, making them prime markets for introducing food and drinks from the U.S.

The Outbound Mission is one of the most important activities for SUSTA companies to travel abroad, meet in person with key local buyers for business matchmaking, visit local retail stores and facilities to analyze the competition, and receive the latest market updates, trends and policy changes in China from the USDA ATO offices.

***Please note that this mission is in conjunction with the Hong Kong Outbound Trade Mission**

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before April 26, 2024)

Fee Includes:

- Prearranged one-on-one meetings
- Market briefing & tour
- Interpreter services as needed
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*
- Shipping of up to 50 lbs. of product samples using SUSTA's designated freight forwarder*

**Fresh/frozen/chilled shipments may be subject to separate allowances*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: June 26, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Produce and Retail Products

Product Description: Grocery, Canned Goods, Wine/Beer, Non-Alcoholic Beverages (Orange Juice), Dried Fruits/ Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Natural and Organic Foods, Ready-to-eat foods

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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