



China Wood Species Outbound Trade Mission

Beijing and Shanghai, China
September 6-10, 2027

China is the world's second largest wood importer and the largest wood product exporter in the world, with an annual consumption is estimated at 500-600 million m³, with construction, decoration, paper making, and wood processing being the largest consuming sectors. China is one of the largest importers of U.S. wood products in the world, ranking 3rd amongst all countries in 2025.

An outbound trade mission to Beijing and Shanghai, held in conjunction with the Furniture China trade show, typically in early September, will take place on September 6-10, 2027. In its 31st edition, Furniture China gathers a complete range of furniture, raw materials, and decorative accessories from both domestic and international manufacturers. Mission participants will meet with the local ATO offices for market briefings, tours to local markets or meetings with local importers, as well as one-on-one meetings with local buyers.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before April 10, 2027)

Fee Includes:

- Pre-arranged one-on-one meetings
- Factory/site visits based on company interests
- Marketing briefing
- Interpreter services as needed
- In-country transportation to meeting locations and transportation from Beijing to Shanghai
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*
- Reimbursement of lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation**

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

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

Registration Deadline: July 6, 2027 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Forest Products

Product Description: Wood Species

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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If you have a question about an event, feel free to contact us at events@susta.org

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

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