



SIAL China 2019

China has become the largest export destination of U.S. agriculture and food products with a value of USD 24.11 billion. The Chinese consumer market is also in the midst of a transformation that offers tremendous new opportunities. Three great forces are ushering in this transformation: the rise of upper-middle-class and affluent households as the drivers of consumption growth; a new generation of freer-spending, sophisticated consumers; and the increasingly powerful role of e-commerce.

Consumer food product demand continues to increase in China, clearing the way for U.S. producers of tree nuts (like pecans), dairy, pork, wine and beer. In addition, export of consumer-oriented products and seafood from U.S. to China achieved growth of 12.2% and 29.8% respectively in 2017. Products like fish & shellfish, dairy, fresh fruit, egg product, tree nut, dried fruit, sauce & condiment and beef all maintained their strong momentum, some even registering an increase over 70% in terms of total export value. As more consumers discover the health benefits of tree nuts, many Chinese companies are turning towards the U.S. for product sourcing, and southern U.S. was a main beneficiary as a result of this trend.



Activity Managers

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Shanghai, China May 14-16, 2019

Participation Fee: \$5,111

Early Bird: \$4,911

If you register and pay before December 14, 2018

Fee Includes

- 9m² booth and standard furniture package
- Market Briefing & Tour
- Sample shipping of up to 100 lbs. gross weight (which includes the weight of all packing materials) from a US consolidation point to the show using SUSTA's designated freight forwarder*
- Interpreter for your booth (please request in advance if needed)

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

Registration Deadline

February 14, 2019

No refunds for cancellation after this date

50% CostShare

[Apply now](#) for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus

Suitable products include, but are not limited to: Organic/Health Foods, Grocery & Canned Foods, Ethnic Foods, Value-added Food, Sauces, Condiments & Seasonings, Dairy Products, Juices & Other Beverages, Nutsal/Health, Organic, Produce, Retail Products

Product Description

Suitable products include, but are not limited to: Organic/Health Foods, Grocery & Canned Foods, Ethnic Foods, Value-added Food, Sauces, Condiments & Seasonings, Dairy Products, Juices & Other Beverages, Nuts

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