



## Outbound Trade Mission to China

Beijing, Xi'an & Shenzhen  
August 12-17, 2018

For 2016, China's GDP was officially recorded at 6.7% - the slowest in 26 years, or since the early days the Chinese government began its economic reforms. As China's economy continues to transition from manufacturing-based towards a consumption-based economy, its growth has continued to go on a decade-long downward trend. However, the slower overall growth is still enough to sustain a fast increase in the spending potential of China's middle and upper-income segments, providing significant ongoing expansion opportunities for consumer goods companies.

The sustained level of economic growth in China means that food and beverage consumption patterns will change. This generates opportunities for US suppliers looking to introduce their products in mainland China. For example, demand for tree nuts, dairy, pork, wine and beer has continued to increase achieving tremendous growth between 2015 and 2016. According to USDA, export of these U.S. food products has experienced a 300% gain in recent years. On January 1, 2017, the China government announced adjustment in its tariff policy for the upcoming year and a comprehensive list of food and beverage products are to enjoy reduced tariff including live/chilled/frozen seafood, tree nut, baby food totaling among others. Some categories like non-alcohol beverage are seeing a reduction as high as 15% in taxation. These reductions are indicative of a more agreeable market environment for overseas suppliers. A dynamic market requires a dynamic presence and this trade mission with SUSTA can be the tool for US suppliers looking to sell their products in mainland China.

**Participation Fee:** \$400 (if you register before January 31<sup>st</sup>, 2018); \$600 (if you register after January 31<sup>st</sup>, 2018)

### Fee Includes:

- China Market briefing; one-one-one meetings with pre-qualified buyers and tours of retail stores
- Reimbursement of hotel within the Federal per diem rate for one company representative;
- Interpreter services as needed;
- In-country transportation to meeting locations;
- Shipping of up to 100lbs of product samples\* through SUSTA's designated freight forwarder. \*frozen/chilled shipments to be handled on a case by case basis.

**Registration Deadline: May 31<sup>ST</sup>, 2018 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

**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

### Activity Managers:

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