



## China Outbound Trade Mission

Shanghai, Chongqing and Shenzhen, China  
August 13-18, 2023

SUSTA is hosting this outbound trade mission to Shanghai, Chongqing and Shenzhen. Both Shanghai and Shenzhen have long been atop of the chart as markets with strong purchasing power, well-developed logistics network and open-mindedness for experiencing new products. Meanwhile, Chongqing is a megacity in southwest China and is a historically significant city in the region. Named as the “new 1st-tier” cities in 2019, with a population of over 30 million. It is a retail and wholesale center of southwestern China attracting a number of foreign retail enterprises to establish presence in the city.

This Outbound Mission allows SUSTA companies to meet face to face with Chinese buyers, visit the local retail scene and tour facilities pertaining to international trade. There is also an opportunity to meet with the regional USDA ATO offices, who offer valuable insights to exporting to China, trends and outlook, as well as any policy changes in the market.

**\*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 13, 2023)

### Fee Includes:

- Market Briefing & Tour
- Prearrange one-on-one meetings
- 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 13, 2023 (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:** 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:

#### North Carolina Dept. of Ag. and Consumer Services

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