



China and Hong Kong Virtual Trade Mission

Virtual
August 25-26, 2021

China is the third largest export market for U.S. agricultural and related products. With limited arable land and increasing demand for meat, poultry, and dairy, the country must import animal feed ingredients and food grains to meet its livestock and food security needs. In 2019, the United States exported \$16.3 billion of U.S. agricultural and related products to China. Consumers are upgrading their consumption habits, which is driving demand for imported tree nuts, wine, spirits, prepared foods, snack foods, live seafood, and many other products. China remains one of the most dynamic markets in the world and offers great opportunities for overseas suppliers and investors.

Hong Kong is an attractive market for innovative U.S. food and beverage products as well as a gateway to the region. Due to limited arable land, around 95 percent of food in Hong Kong is imported. In 2019, the United States was Hong Kong's sixth largest supplier of consumer-oriented food and beverage products, with total sales reaching \$2.9 billion USD. Consumers are sophisticated and enjoy cosmopolitan food and beverage tastes. Top categories for U.S. agricultural exports to Hong Kong include: beef, tree nuts, poultry meat, fresh fruit, prepared food, pork, seafood products, wine and beer, meat products, and pet food.

Take part in this activity with SUSTA and connect with buyers in China and Hong Kong to expand your export portfolio without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with buyers.

Participation Fee: \$25

Fee Includes:

- Market briefing
- Customized Market Assessment
- Interpreter Services (if needed)
- One-on-one meetings with Chinese and Hong Kong buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: July 30, 2021 (No refunds for cancellation after this date)

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

Product Description: Grocery, Canned Goods, Non-Alcoholic Beverages, Dried Fruits/ Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Natural and Organic Foods, Ready-to-eat foods (no fresh/frozen/chilled products)

Activity Managers:

Kirby Bohls

Texas Department of Agriculture
Program Specialist
(512) 475-0366

Kirby.Bohls@TexasAgriculture.gov

Allison Tuszynski

North Carolina Depart. of Ag. and Consumer Services
International Trade Specialist
(919) 707-3174

Allison.Tuszynski@ncagr.gov

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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