



# SIAL Shenzhen 2024

Shenzhen, China  
September 2-4, 2024

South China is a key region for economic growth and international trade, with many key agriculture and food importers and distributors located in the area led by Guangdong province. Bordering Hong Kong, Shenzhen is the third most populous city in China after Shanghai and Beijing, and is part of the Guangdong-Hong Kong-Macao Greater Bay Area, a region of significant importance in China's development blueprint.

SIAL Shenzhen is one of the ten leading food and beverage exhibitions in the SIAL network. It is a new food and beverage exhibition under the SIAL network with a focus on the south China market. The show covers 21 categories of food and beverage products, and is expected to attract 1,200 exhibitors and over 50,000 professionals from around the world.

**Participation Fee:** \$1,200

**Fee Includes:**

- 9m<sup>2</sup> booth and standard furniture package
- Market briefing & tour
- Prearranged one-on-one meetings with Chinese buyers
- Interpreter for your booth (please request in advance if needed)
- Translation of company's flyer or brochure (2 pages maximum for each company)
- 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\*

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

**Registration Deadline: June 2, 2024 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredient, Natural/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

**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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**Global Event Coordinator:** Angelique Rhome, [Angelique@susta.org](mailto:Angelique@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.

**Southern U.S. Trade Association**, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 [www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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