



SUSTA
Southern United States Trade Association

SIAL China 2021

Shanghai, China
May 18-20, 2021

China remains a key importer of U.S. agricultural products despite the ongoing trade dispute between China and the U.S. Agricultural and related products exported from the United States to China actually increased in 2019, up from \$13 billion in 2018 to \$16 billion in 2019. Export value of agricultural and related product from Southern United States to China increased 144 percent in 2019, from \$1.83 billion in 2018 to \$4.47 billion. China's middle class is still growing as disposable income continues to climb closer to more-developed countries, which will propel the country's demand for quality and safe agricultural and food products.

SIAL China is growing to be the most prestigious trade show in China for international food and beverage suppliers. The 2019 edition attracted 117,595 professional visitors from all over the country and surrounding regions. In 2019, the number of exhibitors exceeded 4,300, a year-on-year growth of 26%.

Participation Fee:

Corner Booth: \$5,359; **Early Bird Special:** \$5,159 (if you register and pay before December 18, 2020)

In-line Booth: \$5,111; **Early Bird Special:** \$4,911 (if you register and pay before December 18, 2020)

Fee Includes:

- 9m² 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)
- 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: April 1, 2021 (No refunds for cancellation after March 18, 2021)

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 and more!

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

Activity Manager:

Susan Lawrence

Mississippi Department of Agriculture and Commerce

Marketing Specialist

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.



SIAL China Virtual Trade Mission

Virtual
May 18-20, 2021

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Due to the COVID-19 pandemic and subsequent travel restrictions for international travelers, SUSTA is also offering the opportunity to exhibit at SIAL China 2021 virtually! The virtual option will allow you to display your products without traveling to the trade show. SUSTA's consultants in China will be on-hand to distribute your product samples and flyers as well as facilitate virtual meetings with potential customers. Please join SUSTA for this virtual trade show, which will allow you to attend SIAL China and connect with Chinese buyers without ever leaving your home!

Participation Fee: \$500

Fee Includes:

- Booth space to display products and marketing materials
- Market briefing & Trade seminar
- Virtual scheduled one-on-one meetings with pre-selected Chinese buyers
- Sample shipping of up to 25 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*

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Important Dates:

May 12th - Trade seminar
May 14th - Market Briefing
May 18-19th - Virtual Meetings
June 21-23rd - Post-Show Virtual Consultations with SMH

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