



**SIAL China**

Shanghai, China  
May 17-19, 2017

China accounts for 19% of the world population but only 11% of the world’s arable land, and as urban populations are growing across the country (750 million urban residents and about 20 million more each year), China will increasingly rely on food imports. The U.S is one of China’s main trading partners. In fact, the U.S is China’s #1 supplier of agricultural, fish and forestry products and the third major supplier of consumer-oriented agricultural products. These are some of the value-added food categories making great progress in China: dairy, sauce & condiments, tree nuts, snacks, dried fruit, juices, and cereals.

Exhibit with SUSTA at SIAL China, China’s largest leading international exhibition for food and beverages! With approximately over 70,000 visitors, this event gives SUSTA region companies the opportunity to showcase their products at a cosmopolitan event and in a market with demographic indicators that offer great sales potential.

**Fees:** 9sqm in-line booth space, \$5,600, 6 booths available  
9sqm corner booth space, \$5,600, 2 booths available

**Fee Includes:**

- Furnished booth space within the U.S. Pavilion.
- 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\*
- Interpreter for your booth (if you need one)
- Meetings scheduled with trade at your booth during the show

**Registration Deadline: March 17th, 2017**

**No refunds will be issued for cancellations after March 17th, 2017**

**Product Description:** Suitable products include, but are not limited to: Organic/Health Foods, Grocery & Canned Foods, Ethnic Foods, Value-added Food Products, Sauces, Condiments & Seasonings, Dairy Products, Juices & Other Beverages, Nuts

**Industry Focus:** Food service products, Ingredients, Natural/Health, Organic, and Retail products

**50% CostShare** Apply now for 50% CostShare to request 50% reimbursement of your booth fees, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! If you are already a contracted 50%CostShare participant this year but did not include these expenses in your application, you can submit an amendment to request more funding. Learn more about 50% CostShare.

**Activity Managers:**

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*SUSTA does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, age, disability, political beliefs, marital/family status, gender or gender expression. Persons with disabilities, who require alternative means for communication of program information, should contact us. SUSTA is an Equal Opportunity Employer.*

