



## SIAL China 2020

Shanghai, China  
September 28 – 30, 2020

China has become the largest export destination of U.S. agriculture and food products with a value of USD 24.11 billion. The Chinese consumer market is also in the midst of a transformation that offers tremendous new opportunities. Among the \$13 billion of U.S. agricultural and related products shipped to China, roughly \$1.8 billion were from southern U.S., according to USDA statistics. Even under the harsh trading environment, many consumer-oriented products such as beef, eggs, chocolate, tree nut, prepared food and non-alcohol beverages increased in 2018. In addition to traditionally popular items like snacks, dried fruits, confectionery etc., the ever-improving and expanding cold chain logistics network in China is also helping specialty product like the fresh produce, chilled and frozen items find potential on the market, marching into the far and inland regions beyond the affluent coastal cities.

SIAL China is growing to be the most prestigious trade show in China for international food and beverage suppliers. The 2018 edition attracted 110,635 professional visitors from all over the country and surrounding regions. In 2019, the registered number of exhibitors has 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 June 30, 2020)

**In-line Booth:** \$5,111; **Early Bird Special:** \$4,911 (if you register and pay before June 30, 2020)

### 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)
- 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: July 31, 2020 (No refunds for cancellation after July 15, 2020)**

**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 Managers:

#### Mississippi Department of Agriculture and Commerce

Susan Head Lawrence  
Marketing Specialist  
(601) 359-1196  
[susan@mdac.ms.gov](mailto:susan@mdac.ms.gov)

#### Florida Department of Agriculture and Consumer Services

Whitney Lett  
Development Representative  
(850) 617-7333  
[Whitney.Lett@FDACS.gov](mailto:Whitney.Lett@FDACS.gov)

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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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.



## Virtual SIAL China 2020

Virtual  
September 25 – 30, 2020

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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 2020 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
- Translation of brochures/flyers and business cards
- 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\*

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

### Important Dates:

September 25: Trade seminar  
September 27: Market Briefing  
September 28-29: Virtual Meetings  
October 8 – 15: Post-Show Virtual Consultations with SMH

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