



SIAL China SOUTH

Virtual
October 27-29, 2022

China is a set of complex, diverse, and fluid consumer and regional markets, which have undergone considerable change in 2020. U.S. consumer-oriented exports to China from January to October 2020 surpassed the previous year's annual total and on pace to set an all-time high. Imports of consumer-oriented products continued expanding, led by meat, dairy, and horticultural products. Rising demand, slow growth in domestic supplies and growing costs of feed, labor, and land are pushing domestic meat and dairy prices higher, which makes imported meats more competitive. 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.

The SIAL team is pleased to announce its newest event in the SIAL Network, SIAL China SOUTH. The event expects to gather 800 exhibitors and 40,000 professional visitors. SIAL China SOUTH will take advantage of its location in China's Greater Bay Area to showcase premium food and beverage products and highlight insights on market trends. The event will match buyers' needs - including importers and exporters, dealers, wholesale and retailers, supermarkets and comprehensive stores, new retail enterprises, catering enterprises - with the right exhibitors to help their businesses.

Participation Fee: \$500

Fee Includes:

- Market briefing
- Booth space to display products and marketing materials
- A dedicated assistant to showcase participants' products to visitors at the show
- Virtual, scheduled one-on-one meetings with pre-selected Chinese buyers
- 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: September 23, 2022 (No refunds for cancellation after this date)

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:

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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 SOUTH

Shenzhen, China
October 27-29, 2022

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Participation Fee: \$1,200; **Early Bird Special:** \$1,000 (if you register and pay before May 27, 2022)

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)
- Translation of company's flyer or brochure (2 pages maximum for each company)
- 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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