



SUSTA
Southern United States Trade Association

China and Hong Kong Virtual Trade Mission

Virtual
July 11-15, 2022

China is the third largest export market for U.S. agricultural and related products. With limited arable land and increasing demand for meat, poultry, and dairy, the country must import animal feed ingredients and food grains to meet its livestock and food security needs. In 2019, the United States exported \$16.3 billion of U.S. agricultural and related products to China. 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. China remains one of the most dynamic markets in the world and offers great opportunities for overseas suppliers and investors.

Hong Kong is an attractive market for innovative U.S. food and beverage products as well as a gateway to the region. Due to limited arable land, around 95 percent of food in Hong Kong is imported. In 2019, the United States was Hong Kong's sixth largest supplier of consumer-oriented food and beverage products, with total sales reaching \$2.9 billion USD. Consumers are sophisticated and enjoy cosmopolitan food and beverage tastes. Top categories for U.S. agricultural exports to Hong Kong include beef, tree nuts, poultry meat, fresh fruit, prepared food, pork, seafood products, wine and beer, meat products, and pet food.

Take part in this activity with SUSTA and connect with buyers in China and Hong Kong to expand your export portfolio without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with buyers.

Participation Fee: \$25

Fee Includes:

- Market briefing
- Customized Market Assessment
- Interpreter Services (if needed)
- One-on-one meetings with Chinese and Hong Kong buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation (depending on conditions in the market)

Registration Deadline: June 24, 2022 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Produce and Retail Products

Product Description: Grocery, Canned Goods, Non-Alcoholic Beverages, Dried Fruits/ Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Natural and Organic Foods, Ready-to-eat foods (no fresh/frozen/chilled products)

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.

