



SIAL China 2027

Shanghai, China
May 18-20, 2027

**Set up day is May 17*

China remains a leading producer of food and agricultural products in the world and one of the top markets for U.S. agricultural exports. Demand for U.S. agricultural and food products remained robust, with imports of U.S. consumer-oriented goods reaching \$3.3 billion in 2025. Some of the top exports included tree nuts, food preparations, pork products, dairy products, and beef products.

SIAL China is a legacy show for SUSTA and has been a key platform to deliver business opportunities for SUSTA companies. As the leading trade exhibition for premium food and beverage in China, SIAL China 2025 attracted over 180,000 professional visitors and more than 5,000 Chinese and international suppliers from 125 countries and regions.

Participation Fee:

- **Corner Booth:** \$3,380; **Early Bird Special:** \$3,180 (if you register and pay before December 18, 2026)
- **In-line Booth:** \$3,066; **Early Bird Special:** \$2,866 (if you register and pay before December 18, 2026)

Fee Includes:

- 9 sq. meter 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)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

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

Registration Deadline: **February 1, 2027** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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