



China Outbound Trade Mission

Shanghai, Ningbo and Guangzhou
August 13th-18th, 2017

China is home to a growing middle class (62 million by 2020) and dynamic rates of urbanization (more than 20 million urban residents per year); hence it is an interesting option for US exporters. Since China joined the WTO in 2001 the number of imports coming into the country have outweigh its exports; in addition, the country's path towards market liberalization has also boosted its imports (for example, China is currently the world's fastest growing market for beer and wine). As a result, US agricultural exports to China have grown 18% per year on average from 2005-2015.

Another factor contributing to the presence of US agricultural products in China is the fact that only 10% of China's land is arable; therefore, China relies on exports to meet its demand for intermediate and certain bulk commodities (such as sorghum and soybeans). Similarly, since 2005 US consumer oriented exports to China have experienced triple digit growth (especially pork and dairy products and tree nuts). In a period between 2012 and 2015, China imported between \$3 and \$2 billion per year worth of consumer oriented products from the US. Despite China's recent sluggish economic growth, its demand for imports remains strong. Moreover, the demand for imports is not only concentrated in the wealthy coastal region of China and the Chinese authorities are aware of this. New entry points across central and western china are being developed in order to accommodate imports. China remains an attractive market for US exporters, and this outbound trade mission to Shanghai, Ningbo and Guangzhou will be a great opportunity to immerse into the Chinese agricultural market.

Registration deadline: May 5th, 2017
No refunds for cancellation after May 5th, 2017

Fees: One-on-one meetings with Chinese buyers, \$600,

Fee Includes:

- Reimbursement of hotel within the Federal per diem rate for one company representative;
- Interpreter services as needed;
- In-country transportation to meeting locations;
- Shipping of up to 100lbs of product samples* through SUSTA's designated freight forwarder. **frozen/chilled shipments to be handled on a case by case basis.*

Product Description (Suitable products include, but are not limited to): Grocery and Canned Goods, Wine/Beer, Non-Alcoholic Beverages (Orange Juice), Dried Fruits/Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Ready-to-eat foods

Industry Focus: Ingredients, Natural/Health, and Retail food products.

50% CostShare Apply now for 50% CostShare to request 50% reimbursement of expenses related to this event, such as travel for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials, freight for shipping samples and marketing materials to and from the event and more! Learn more about **50% CostShare**.

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Activity Managers:

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- ❖ **Saturday, August 12:** Participants arrive in Shanghai
- ❖ **Sunday, August 13:** Market Tour
- ❖ **Monday, August 14:** ATO Briefing
One-on-one Meetings with Showcase Dinner
- ❖ **Tuesday, August 15:** Travel to Ningbo from Shanghai
Market Tour
- ❖ **Wednesday, August 16:** E-commerce Visit
One-on-one Meetings
- ❖ **Thursday, August 17:** Flight to Guangzhou from Ningbo
Retail Tour
- ❖ **Friday, August 18:** ATO Briefing
One-on-one Meeting with Showcase Dinner
- ❖ **Saturday, August 19:** Participants return to the U.S.

Who can register?

Companies pre-qualified for the
2016 International Marketing
Program.

Not pre-qualified? [Sign in](#)

Not sure? Email events@susta.org

How to register?

Fill out the 3 forms below this
document:

1. Participation Agreement
2. Registration Invoice
3. Credit Card Authorization

Email to: events@susta.org or

Fax: (504)568-6010

Questions?

Contact Event Managers:

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