



SUSTA
Southern United States Trade Association

SIAL China 2023

Shanghai, China
May 18-20, 2023

China remains one of the most important export markets for the United States, with the second-largest economy in the world whose growth model is being gradually shifted to a consumption-led one. Its economy has taken a hit from the impact of COVID, but has recovered well since, and although forecast for economic growth has been revised to lower expectations in 2022, consumer spending power continues to be strong, led primarily by the middle-class.

SIAL China is growing to be the most prestigious trade show in China for international food and beverage suppliers. SIAL China has maintained its status as the premium trade exhibition for food and beverage in China and the Asia region. China's growing middle class is propelling a demand for reliable and quality food products, an area which the U.S. has a strong reputation and continues to be in demand. Many suppliers were able to gain access to China through exhibiting at SIAL, where connections were built and businesses transactions were made to the benefit of first-time participants and experienced exporters alike.

Participation Fee:

Corner Booth: \$6,441; **Early Bird Special:** \$6,241 (if you register and pay before December 28, 2022)

In-line Booth: \$5,841; **Early Bird Special:** \$5,641 (if you register and pay before December 28, 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)
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: February 18, 2023 (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:

Mississippi Department of Agriculture and Commerce

Susan Lawrence
Marketing Specialist
(601) 359-1196
susan@mdac.ms.gov

Texas Department of Agriculture

Lindsay Baerwald
Director for Marketing & Outreach
(512) 463-7591
Lindsay.Baerwald@TexasAgriculture.gov

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

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.

