



## SIAL China 2022

Shanghai, China  
December 7-9, 2022

China one of the most dynamic, high-potential markets in the world. It has climbed to the top spot as the largest importer of U.S. agricultural products in the world in 2020, and is well on its way to extend this in 2021 as the Phase One Agreement and China's quick recovery from COVID allowed buyers to purchase new commodities and resume trading earlier than other parts of the world.

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:** \$5,360; **Early Bird Special:** \$5,160 (if you register and pay before July 7, 2022)

### Fee Includes:

- 9m<sup>2</sup> 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)
- 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 30, 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:

#### Mississippi Department of Agriculture and Commerce

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#### Texas Department of Agriculture

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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 Virtual Trade Mission

Virtual  
December 7-9, 2022

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**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
- 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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**Registration Deadline: September 30, 2022 (No refunds for cancellation after this date)**

**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

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