



China Outbound Trade Mission

Dalian, Shenyang & Guangzhou, China
August 16-20, 2021

For the United States, China remains a key importer of U.S. agricultural products. According to USDA statistics, export value of agricultural and related product from Southern United States to China increased 144 percent in 2019, from \$1.83 billion in 2018 to \$4.47 billion. China's middle class is still growing as disposable income continues to climb closer to more-developed countries, which will propel the country's demand for quality and safe agricultural and food products.

SUSTA is hosting this outbound trade mission to Dalian/Shenyang and Guangzhou. Dalian is a port city located in northeast China and is the wealthiest city in the region. Dalian is rich in seafood resources and has a strong seafood sector. Local consumers' growing spending power and are increasingly purchasing imported foods and beverages. Shenyang is the provincial capital and the largest city of Liaoning Province in northeastern China. It is the region's key industrial and commercial hub. The entire Northeast is one of China's fastest growing regions and it is an emerging market for U.S. foods.

Participation Fee: \$600; Early Bird Special: \$400 (if you register and pay before April 16, 2021)

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Interpreter services as needed;
- Market Briefing & Tour;
- In-country transportation to meeting locations

Registration Deadline: June 16, 2021 (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, point of sale materials and more!

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

Product Description: Grocery, Canned Goods, Wine/Beer, Non-Alcoholic Beverages (Orange Juice), Dried Fruits/ Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Natural and Organic Foods, Ready-to-eat foods

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