



SUSTA
Southern United States Trade Association

China and Hong Kong Virtual Trade Mission

Virtual
November 18-19, 2020

Despite a prolonged trade conflict, China remains a key importer of U.S. agricultural products. According to FAS statistics, in the first 5 months of 2020, China imported approximately \$6 billion of U.S. agricultural and related products, and despite the ongoing dispute and supply chain disruption between China and the U.S., imports have increased by 6% in value terms. Specifically, consumer-oriented products saw an increase of 132% led by the likes of pork products, dairy, prepared food, fresh fruits, beef products, pet food and poultry. China remains one of the most dynamic markets in the world and offers great opportunities for overseas suppliers and investors.

Hong Kong remains the 5th largest export market for U.S. consumer-oriented agricultural products, by value; importing more than mainland China and Taiwan. With its central location and free port status, Hong Kong is regarded as the gateway to China and nearby countries' high-growth markets. Of the 30% re-exports from Hong Kong, over 50% are re-exported to Mainland China thanks to the Hong Kong's modern and efficient port terminal, dependable legal system, financial system, and rule of law. In 2018, Hong Kong's total imports of agricultural and related products reached \$28.6 billion. With a dynamic food culture, sophisticated and affluent buyers, and a world-class logistical infrastructure, Hong Kong would remain an attractive market for innovative U.S. food and beverage products as well as a gateway to the region

Take part in this activity with SUSTA and connect with buyers in China and Hong Kong to expand your export portfolio without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with buyers.

Participation Fee: \$25

Fee Includes:

- Market briefing
- Customized Market Assessment
- Interpreter Services (if needed)
- One-on-one meetings with Chinese and Hong Kong buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: September 30, 2020 (No refunds for cancellation after this date)

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

Product Description: Grocery, Canned Goods, Non-Alcoholic Beverages, Dried Fruits/ Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Natural and Organic Foods, Ready-to-eat foods (no fresh/frozen/chilled products)

Activity Manager:

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