



WUSATA

Western US Agricultural Trade Association

wusata.org

China Outbound Mission to Hong Kong, Guangzhou, and Chengdu June 3-7, 2013

Event Benefits:

- Meet one-on-one with pre-screened buyers from China
- Showcase products and discuss potential purchasing plans
- Learn the needs and preferences of China buyers

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

This will be an excellent opportunity for export-ready companies to participate in the China market, which is growing faster than any other major world economy. With increased disposable income, urbanization, and food safety concerns, Chinese consumers are spending more on U.S. food products than ever before. The excellent quality and food safety reputation of American food products are in high demand.

Companies will be provided:

- Interpreters
- Hotel and Intra-China airfare arranged and paid for by WUSATA (limited to one person per company)
- Market briefings, technical assistance, and retail market tours

Products of Interest*:

Suitable products include, but are not limited to: Retail grocery items, Processed foods, Dairy Products, Specialty Food Products, Foodservice products, Healthy and Functional Foods, Beverages (including alcohol), Fruits & Vegetables, Nuts, Seafood

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

May 3, 2013

Participation Fee:

\$200.00

Managing States:

Oregon Dept of Agriculture

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To Register: [login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!

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