



China Outbound Trade Mission

Shanghai, Chongqing & Shenzhen, China
August 13-18, 2023

SUSTA is hosting this outbound trade mission to Beijing, Shenyang, and Nanjing. Beijing is the capital of China, and one of the most important markets for imported food and drinks with an established base of importers located in the city. 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 in recent years. While, Nanjing, the capital of Jiangsu province in eastern China, is the second-largest city in the region with over 9 million in population and it is home to one of the world's largest inland ports. Nanjing is identified as one of the key emerging markets to explore imported food and drinks in east China.

This Outbound Mission allows SUSTA companies to meet face to face with Chinese buyers, visit the local retail scene and tour facilities pertaining to international trade. There is also an opportunity to meet with the regional USDA ATO offices, who offer valuable insights to exporting to China, trends and outlook, as well as any policy changes in the market.

***Please note that this mission is in conjunction with the Hong Kong Outbound Trade Mission**

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before April 13, 2023)

Fee Includes:

- Market Briefing & Tour
- Prearrange one-on-one meetings
- Interpreter services as needed
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*
- Shipping of up to 50 lbs. of product samples using SUSTA's designated freight forwarder*

**Fresh/frozen/chilled shipments may be subject to separate allowances*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: June 13, 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, 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

Activity Managers:

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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.