



SIAL China 2018

Shanghai, China
May 16-18, 2018

The Chinese consumer market is in the midst of a transformation that offers tremendous new opportunities. Three great forces are ushering in this transformation: the rise of upper-middle-class and affluent households as the drivers of consumption growth; a new generation of freer-spending, sophisticated consumers; and the increasingly powerful role of e-commerce.

Consumer food product demand continues to increase in China, clearing the way for U.S. producers of tree nuts (like pecans), dairy, pork, wine and beer. According to USDA, export of these U.S. food products has experienced a 300% gain in recent years. Furthermore, close examination of USDA trade figures reveals that dairy exports have grown more than 500 percent since the early years of 2000, and the demand for pork has increased rapidly over the second half of year, more than tripling during the first half of 2016. For the entire year, U.S. exports of pork and pork products to China spiked by 72%, from 223 million to 383 million dollars. Tree nuts, dried fruits, snacks and cereals, traditionally popular categories in the China market, have also witnessed great growth numbers. Tree nuts and dried fruits, in particular, saw increases of 136% and 39% in exports in 2016. This increase is in no small part due to the rapid ascension of China's e-commerce industry, whose sales value of tree nuts is estimated at \$1.2 billion.

Participation Fee: \$5,600 for In-Line or Corner Booth Space (9 sq. meters)

Fee Includes:

- Furnished booth space within the U.S. Pavilion
- 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*
- Interpreter for your booth (please request in advance if needed)
- Scheduled buyer meetings during the show

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

Registration Deadline: February 16th, 2018 (No refunds for cancellation after this date).

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

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of booth fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items and more!

Activity Managers:

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