

OREGON

DEPARTMENT OF AGRICULTURE



Director's Outbound Trade Mission to China

May 12-17, 2018



The Oregon Department of Agriculture is recruiting companies to join Director Alexis Taylor on an Outbound Trade Mission to China. This mission will include ATO market briefing, retail tours, China market seminar, business meetings with qualified buyers, showcase reception, and trade show visit at SIAL China 2018.

China, one of the major markets for US agricultural goods, imported nearly \$332 million worth of food and agricultural products from Oregon in 2016. Growing incomes and increasing health awareness have been shaping consumer preferences in China towards healthier, higher quality foods, produced to more stringent food safety standards. Now the world's second largest consumer market, China's dramatically expanding middle class promises to add \$2 trillion in consumption by 2020. 76% of China's urban population, or 550 million people, will be considered middle class by 2022 which is demographically large enough to represent the world's third largest populous. Energized by a young, well educated, less frugal and more confident generation of consumers empowered by the digital information age, China's middle class represents

enormous market potential and an extremely lucrative opportunity for Oregon food and beverage producers positioned to satisfy China's quest for products of exceptional quality.

Industry Focus: Retail and Foodservice food & beverage products

Products: *Suitable products include, but are not limited to:*
specialty/gourmet foods, organic/natural foods, snacks, beverages,
dried fruits & nuts, frozen/processed fruits & vegetables,
frozen/convenience foods

Proposed Itinerary:

Sat, May 12: Arrive in Shanghai
Sun, May 13: Retail tours, China Market seminar
Mon, May 14: ATO Market Briefing, Site visit
Tue, May 15: Business meetings, Networking reception
Wed, May 16: Trade show visit – SIAL China
Thu, May 17: Depart to the US

Participation will be limited. Please submit your [application](#) by **January 31, 2018** to Yelena Nowak at ynowak@oda.state.or.us

Additional Opportunity

SIAL China, the 4th largest food show in the world, sets the benchmark for overseas companies stepping into Asia and China as well as provides valuable market insights into trends and innovations of the regional food industry. The 2017 SIAL China included 101,134 professional trade visitors and 3,200 exhibitors across 67 international pavilions. Exhibiting at SIAL China is a great way to position your products directly with the major market players from retail, hotel/restaurant, food service, and manufacturing.

Participants interested in exhibiting at SIAL China Trade Show (May 16-18) may [register](#) for the remaining booths at the WUSATA pavilion (please check WUSATA [requirements](#)). WUSATA fees will apply. The registration deadline is February 19, 2018.