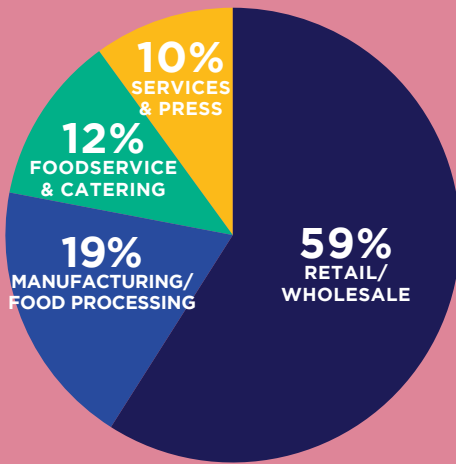


# China's Largest Food & Beverage Event

## VISITORS

**150,000+** professionals

## VISITORS BY INDUSTRY SEGMENT



## EXHIBITORS

**4,500+** exhibitors

## CHINA MARKET FACTS

- The historic and enforceable U.S.-China Phase One Economic and Trade Agreement addressed structural barriers to trade & will support a **dramatic expansion of U.S. food & agricultural exports**
- U.S. exports of consumer-oriented food products to China **increased 69% to a record \$5.4 billion in 2020**
- Chinese consumers, especially the younger generation, **actively seek out international experiences and products.** U.S. exports are poised for success, as they are generally perceived as safe, high quality, and sustainably produced

## USDA'S TOP EXPORT PROSPECTS



Alcoholic Beverages



Meat



Snack Food



Dairy Products



Pet Foods



Tree Nuts



Bakery Ingredients

## TOP REASONS TO EXHIBIT

- Establishing & maintaining personal relationships with existing and new buyers is essential in China. SIAL China grants access to the Chinese and Asian food market & is the world's 4th largest food & beverage tradeshow
- Despite a reduced presence due to COVID-19, SIAL China 2021 delivered incredible results for U.S. agricultural & food exports, including \$17.85 million in on-site & projected 12-month sales!
- New retail distribution channels and improved logistics have increased the number of potential consumers of U.S. imports



**IMEX has always been a trusted partner for us at SIAL China. I will definitely recommend for any U.S. exhibitors.**

Ian Chien, SUSTA representative



USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

Allison Brittain  
+1 704.248.2797

AllisonB@imexmanagement.com

# Maximize Your ROI with the USA Pavilion at SIAL China 2022



## You Focus on Business, We Handle the Rest



### Prime Location

A highly desirable location ensuring maximum traffic & visibility



### Turnkey Solutions

All-inclusive booth packages & personalization options



### Expert Assistance

Dedicated IMEX staff from registration through show days on-site



### USDA Endorsed

ATO staff on-site for market assistance & promotion



### Enhanced Visibility

Exhibitor listings in official printed, online & Pavilion directories



### Full Access

Complimentary exhibitor badges & visitor invitations



### Exclusive Services

Preferred hotel rates, freight forwarding, interpreter, catering, cleaning, etc.



### Superior Amenities

Meeting rooms, business center, Pavilion lounge

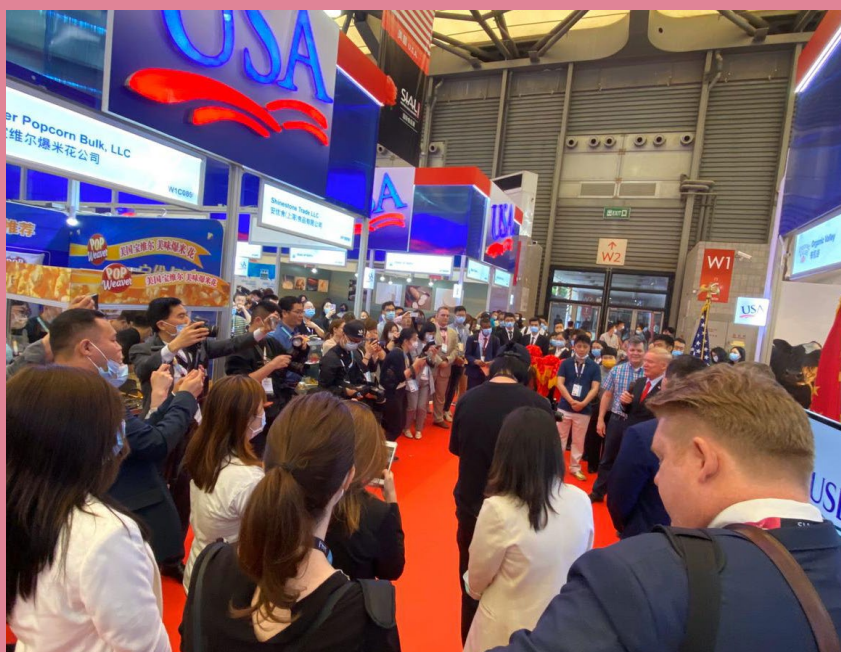
## Reserve Your Space and More Information

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[UPCOMING SHOWS](#)



USA PAVILION ORGANIZED BY



**IMEX Management, Inc.**  
1422 E Main St #267  
Lincolnton, NC 28092 USA  
+1 704-365-0041  
[www.imexmanagement.com](http://www.imexmanagement.com)

**Allison Brittain**  
+1 704-248-2797  
[AllisonB@imexmanagement.com](mailto:AllisonB@imexmanagement.com)