



INSPIRE FOOD BUSINESS

Shanghai

Come Export With Us in the USA Pavilion

MAY 18-20, 2023

SHANGHAI, CHINA

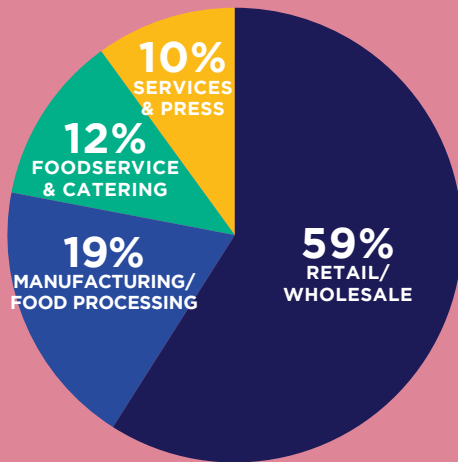
SHANGHAI NEW INTERNATIONAL EXPO CENTRE

China's Largest Food & Beverage Event

VISITORS

120,000+ professionals

VISITORS BY INDUSTRY SEGMENT



EXHIBITORS

3,600+ 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 to a record of nearly \$7.9 billion in 2021**
- 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

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USDA ENDORSED



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

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Maximize Your ROI with the USA Pavilion at SIAL China 2023



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

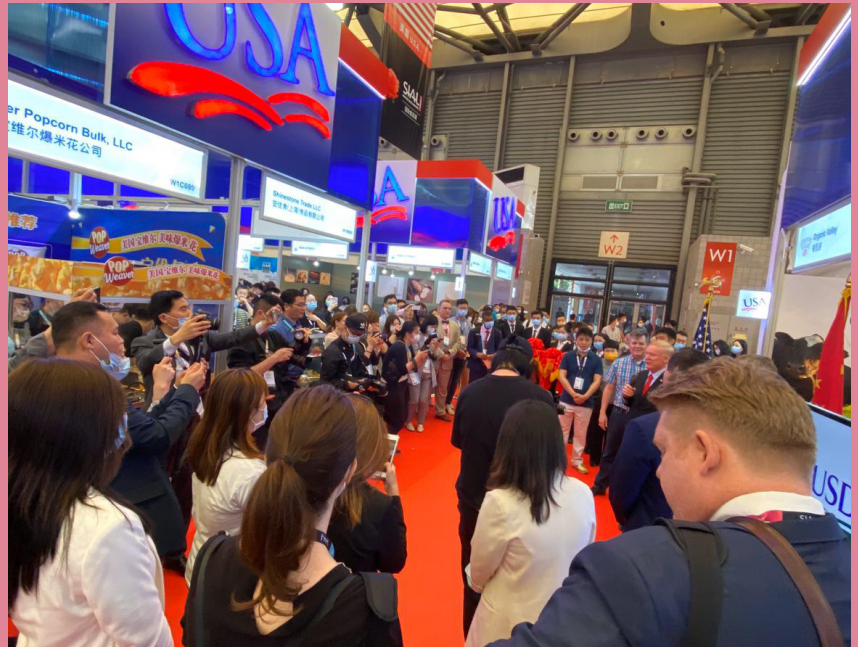
Reserve Your Space and More Information

REGISTER NOW!

USDA EXPORTER GUIDE

USDA RETAIL REPORT

UPCOMING SHOWS



USA PAVILION ORGANIZED BY



IMEX
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