



Asia's largest food and beverage event

- China is on track to be the leading export destination for U.S. ag products & demand for U.S. products remains strong.
- The U.S.-China Phase One Economic and Trade Agreement addressed structural barriers to trade & supports a dramatic expansion of U.S. food & agricultural exports.
- Chinese consumers 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.

175,000+

professionals

with

5,000

exhibitors

USDA ENDORSED



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

Allison Brittain

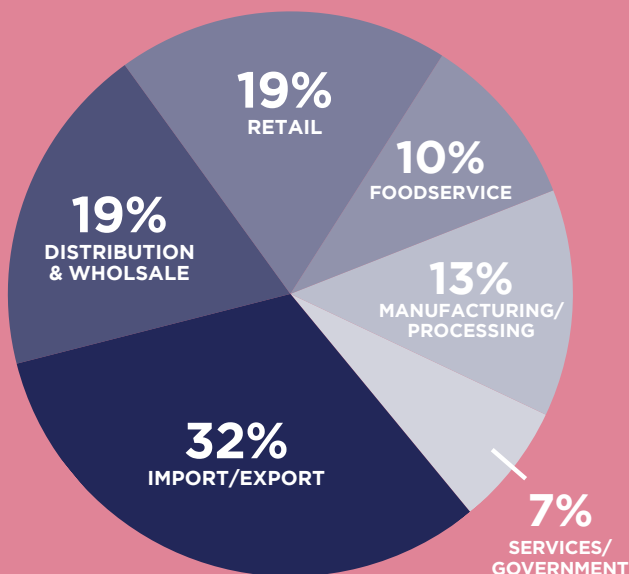
+1 704.248.2797

AllisonB@imexmanagement.com

Maximize Your ROI with the USA Pavilion at SIAL China 2024



VISITOR BREAKDOWN



TOP REASONS TO EXHIBIT

- 1 Establishing & maintaining personal relationships with existing and new buyers is essential in China. SIAL China grants **unparalleled access to the Chinese market** & is the world's 4th largest food & beverage tradeshow.
- 2 **Bridge the gap for importers** unfamiliar with U.S. food products who are looking for the newest trends - share your story!
- 3 New retail distribution channels and improved logistics have **increased the number of potential consumers** of U.S. imports.

2023 USA PAVILION EXHIBITORS REPORTED....

307 SERIOUS CONTACTS MADE

\$21.5 mill
on-site & projected sales

299 BUSINESS MEETINGS HELD

CATEGORIES WITH GOOD SALES POTENTIAL



NUTS



SNACK FOODS



DAIRY PRODUCTS



POULTRY



FISH & SEAFOOD



BEEF



PORK

USA PAVILION ORGANIZED BY



IMEX Management, Inc.
1422 E Main St #267
Lincolnton, NC 28092 USA
+1 704.365.0041
www.imexmanagement.com

Allison Brittain
+1 704.248.2797
AllisonB@imexmanagement.com

Maximize Your ROI with the USA Pavilion at SIAL China 2024



You Focus on Business, We Handle the Rest



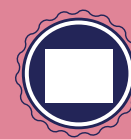
**PRIME
LOCATION**



**TURNKEY
SOLUTIONS**



**EXPERT
ASSISTANCE**



**USDA
ENDORSED**



**ENHANCED
VISIBILITY**



**FULL
ACCESS**



**EXCLUSIVE
SERVICES**



**SUPERIOR
AMENITIES**

Reserve Your Space!

REGISTER NOW

**CHINA PHASE
ONE AGREEMENT**

USDA EXPORTER GUIDE

UPCOMING SHOWS



"This has been a great show accompanying our business for many years, going through good or bad times, up or down in the market. At this show we can always find new opportunities!"

**SHINESTONE TRADE /
ELLSWORTH CREAMERY**
FRED ZHANG



"SIAL China is one of the largest and most effective food & drinks shows in China and the USA Pavilion will certainly help you make the most of it."

**NC DEPT OF AGRICULTURE
& CONSUMER SERVICES**
DANNY DING



USA PAVILION ORGANIZED BY



IMEX
MANAGEMENT
INTERNATIONAL TRADE & EXHIBITIONS

IMEX Management, Inc.
1422 E Main St #267
Lincolnton, NC 28092 USA
+1 704.365.0041
www.imexmanagement.com

Allison Brittain
+1 704.248.2797
AllisonB@imexmanagement.com