

# JOIN OUR F & B TRADE MISSION TO CHINA IN MAY 2019

Build and refine your Food & Beverage export strategy with best-in-class subject matter experts, and meet one-on-one with distributors and retailers who can help you enter and expand your market footprint in China

## WHY WE ARE GOING

- China is the world's largest Food & Beverage market, with more than 550M consumers purchasing imported foods—affluent middle-class Chinese consumers covet quality Canadian brands
- SIAL China, Asia's largest Food & Beverage exhibition, is happening in May 2019 —hosting nearly 3,400 exhibitors from 67 countries and more than 110,000 visitors
- China is the world's 2<sup>nd</sup> largest economy, and Ontario's 2<sup>nd</sup> largest single-country trade partner and 3<sup>rd</sup> largest export destination

## WHO SHOULD JOIN US

- Trade-ready Canadian companies in the Food & Beverages and Consumer Packaged Goods sectors who are interested in selling goods in China
- Companies offering products or services in other sectors and looking to expand into the booming Chinese retail market

## MISSION HIGHLIGHTS

- Highly curated and professionally organized business-to-business meetings with distributors, wholesalers, and retailers
- Site visits to understand the regional supply chain and identify which products are being procured and distributed
- Panel discussions and education about industry trends and key challenges and opportunities in the Chinese market

## WHAT IS INCLUDED

- Ground transportation for the official program
- Networking events for the official business program
- Curated business-to-business matching services

## WHAT IS NOT INCLUDED

- International flights to and from Canada
- Accommodations
- Regular meals outside of business program
- Admission to SIAL China
- Visa application fees (if required)
- Shipping samples



Monday, May 13, –  
Thursday, May 16, 2019



Shanghai & Hangzhou,  
China



Business Delegate \$3,000  
Service Provider \$5,000

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