

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **China - Peoples Republic of**

**Post:** Beijing ATO

### **China EMP HRI - Qingdao Chef Training**

**Report Categories:**

Market Development Reports

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**Report Highlights:**

ATO Beijing recruited 6 organizations, including 4 market development cooperators and 2 distribution companies for the Qingdao Chef Training Workshop. This event attracted 50 chefs and media from Qingdao's 4-5 star hotels to learn about the varieties of U.S. food products, and methods to prepare those high-value products.

**General Information:****Highlight:**

ATO Beijing recruited 6 organizations, including 4 market development cooperators and 2 distribution companies for the Qingdao Chef Training Workshop. This event attracted 50 chefs and media from Qingdao's 4-5 star hotels to learn about the varieties of U.S. food products, and methods to prepare those high-value products. The estimated sales value is over \$200,000 combined for all products in the next 12-months.

Beginning/End Dates: July 2, 2012

City/Country: Qingdao/China

**Marketing Constraints and Opportunities****Constraints**

Qingdao is one of ATO Beijing's leading destinations for imported food. With the development of Qingdao's foodservice sector, introduction of U.S. food products to use in this sector to local chefs is becoming increasingly important. Major U.S. product importers are still based primarily in Beijing, Shanghai and Guangzhou. Through this event, U.S. product promoters are able to work directly with chefs from leading hotels in this key market (and major tourism destination), including the InterContinental, Shangri-la, and Crown Plaza.

- Many chefs in Qingdao lack of awareness of the U.S. products available in for the food service sector.
- Lack of product exposure for U.S. cooperators and importers/distributors in emerging city markets.

**Opportunities**

- Qingdao is the region's most developed city in terms of investment. Its retail and foodservice sector are developing well, as well as locals are easy to accept imported food products
- Qingdao is a vacation destination for many Chinese, so tourism sector, as well as hotels are developed, which provide opportunities to introduce new products

**Expected Result and Desired Outcomes**

The event provided a platform for U.S. products distributors to connect directly with chefs from Qingdao's leading 4-5 star hotels, which are key audiences for imported U.S. products like meat, seafood, cheese, turkey, ice cream and coffee products. Through participation in this workshop, local chefs not only meet with product distributors at the event, but also learned products advantages and uses through the guest chef's demonstration and his discussion of the products. In the end, chefs also learn to use prepare and to taste the products.

Goals of activity were as follows:

1. Introduce U.S. food products to Qingdao's leading hotels chefs

2. Target at least 40 local chefs from 4-5 star hotels and restaurants to participate
3. Use Chinese chef who is familiar with U.S. products, or participated CIA training course to lead the workshop and the demonstration

**Actual Results and Outcomes**

Participating traders and cooperators report more than 40 new contacts were made in the event. In particular, some of the participating chefs are interested in purchasing U.S. seafood products to use in their establishment after the event.

ATO Beijing expects more than \$200,000 sales over the next 6-12 months, directly from the event. The activity also allowed ATO to cement relations with a major processor of U.S. seafood. In the followup from this event, ATO was able to connect this processor to other ATO offices, helping him to expand his distribution of U.S. seafood from Shandong to other regions of China.

**Recommendations & Follow-up Evaluations:**

Local chefs had good feedback for U.S. products introduced at the event. ATO Beijing will continue to promote U.S. products in secondary cities in the future. Qingdao will remain a high priority for future HRI outreach. ATO notes the proliferation of wine clubs and horse-riding venues in this area as potential sources of demand for HRI related products.

**Cost & Contributions**

Budget Source	Cost (\$)
ATO Beijing (EMP Funds)	\$12,903