

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 1/14/2016

GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

Chongqing Online Retail Promotion and Road Show

Report Categories:

CSSF Activity Evaluation
Agricultural Trade Office Activities
Trip Report
Market Promotion/Competition
Snack Foods
Fresh Fruit
Fishery Products
Livestock and Products
Wine
Tree Nuts
Dried Fruit
Beverages
Retail Foods

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Report Highlights:

On September 19, ATO Chengdu launched its first U.S. online retail promotion with a Chongqing-

based e-retailer, sjgo365.com. This 2-week on-line promotion featured more than 150 SKUs of U.S. food products, including snack foods, fresh fruits, seafood, meat, wine, dried nuts, dried fruits, and beverages. Along with this on-line promotion, ATO Chengdu and sjgo365.com also held a 2-day road show in Chongqing Guanyinqiao walking street to showcase U.S. food products to local consumers.

For access to the full report, please contact atochengdu@fas.usda.gov

General Information:

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