

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

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Report Categories:

Agricultural Trade Office Activities

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Report Highlights:

This monthly newsletter contains the articles: Annual USAPEEC Poultry Trade Appreciation Event; USSEC aids dairy cow nutrition development in China; China to promote local alfalfa production; The communist party of China's No. 1 document continues to focus on rural issues; Join the USA Wine Pavilion @ SIAL China, May 11-13, 2012; YesMyWine.Com - China's 3rd largest imported wine retailer; Ja-e, A new retail concept in China; "Gourmet Tour of American Cuisine"-Ringier Publishing/Betty's Kitchen, Michelin and ATO Shanghai; "Export Now" - A new way to enter China market.

To view the newsletter with working links, please use the following link: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9ZkUMDm5-v4n?w=3>



USDA China e-Newsletter

February 2012, Volume 1, Issue 2

www.meiguomeishi.org



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ATO China Map



 Regional Coverage
FAS maintains six offices in china

USDA China Email Addresses:

Beijing:
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USDA China - Scott's New Year Greeting :

Hello from the Agricultural Affairs Office in Beijing! I hope everyone had a restful holiday and will have a wonderful year of the dragon! We are happy to send out our second monthly newsletter covering issues related to all seven of our USDA offices across China. I hope you found the first issue to be useful. We are hoping that more and more U.S. producer associations will provide us with even more materials so we can share their successes with our friends and colleagues back home. The China market continues to grow at a rapid rate! Our 2011 fiscal year trade numbers show greater than 30% increase over the previous year which was also a record. Things slowed down during the holiday period, but we are optimistic we will have another record year in 2012. Our USDA China offices are quite busy managing multiple market development programs and assisting more and more American agricultural/food related companies enter the China market. We are also working on a number of trade policy related issues and are looking forward to our first ever [Agricultural symposium](#) that will be held in Iowa in mid-February as part of Vice President Xi Jinping's visit to the United States. The Symposium will be hosted by both USDA Secretary Vilsack and China's Agriculture Minister Han. Vice President Xi is expected to help open the event. We will provide a read out of the symposium in the March issue of our newsletter. In the meantime, my colleagues and I look forward to serving your needs related to agricultural trade issues between China and the United States. Xin Nian Kuai Le!!!

Sincerely,

Scott Sindelar
Agricultural Minister Counselor

Quick Links:

- [Annual USAPEEC Poultry Trade Appreciation Event](#)
- [USSEC aids dairy cow nutrition development in China](#)

+ Facts & Figures

US Exports to China
(FY 2007-2011 USD Million)

Cotton

2007	1,417.9
2008	1,455.4
2009	982.4
2010	1,700.1
2011	2,805.3*

Dairy Products

2007	131.4
2008	198.4
2009	126.4
2010	209.5
2011	311.8*

Red Meats, FR/CH/FR

2007	91.2
2008	314.2
2009	55.0
2010	62.4
2011	422.6*

Tree Nuts

2007	54.8
2008	73.8
2009	100.2
2010	135.4
2011	156.2*

Wine and Beer

2007	13.0
2008	18.5
2009	23.9
2010	31.9
2011	53.2*

Snack Foods

2007	23.6
2008	21.6
2009	20.8
2010	32.1
2011	47.5*

- [China to promote local alfalfa production](#)
- [The communist party of China's No. 1 document continues to focus on rural issues](#)
- [Join the USA Wine Pavilion @ SIAL China, May 11-13, 2012](#)
- [YesMyWine.Com - China's 3rd largest imported wine retailer](#)
- [Ja-e, A new retail concept in China](#)
- ["Gourmet Tour of American Cuisine"-Ringier Publishing/Betty's Kitchen, Michelin and ATO Shanghai](#)
- ["Export Now" - A new way to enter China market](#)

+ Recent Events:

Annual USAPEEC Trade Appreciation Event: The USA Poultry and Egg Export Council coordinated its annual trade appreciation event on January 13, 2012 at the Chimelong Hotel in Panyu which is in southern China outside Guangzhou where large volumes of US poultry traditionally enter China. This marked the fourteenth anniversary of the event. More than 550 guests participated in the events including mini-trade show, seminar, and trade reception. Guests included importers, traders and wholesalers from Panyu, Shenzhen, Anhui, Shanghai, Suzhou, Nanjing, Wuxi, Chengdu, Chongqing, Hangzhou, Qingdao, Dalian, Beijing and Hong Kong.



The sponsors included the USA Poultry & Egg Export Council, AJC International, Butterball LLC, Dalian Yidu Group, Eastern Poultry Distributors, House of Raeford, Interra International, Intervision Foods, Lamex Foods, Metafoods, Mountaire Farms, Parker-Migliorini International, Pilgrim's, Tyson Foods, Unifood Industrial Groups, Van Luin Foods, Vestey Foods International, and Wilson International Frozen Foods. This annual event has become a key way to develop deep trade relations and for networking between the U.S. exporters and Chinese importers/traders.

Forest Products

2007	578.8
2008	555.4
2009	465.6
2010	1,004.2
2011	1,868.4*

Fish Products

2007	525.1
2008	520.0
2009	573.1
2010	669.7
2011	1,056.7*

FAS/BICO - U.S Bureau of the Census Trade Data

* Denote Highest Export Levels since at least FY 1970

+Recent News:

[USDA Secretary Vilseck Comments on Record US Agricultural Exports](#)

[USDA to host first-ever U.S.-China Agricultural Symposium](#)

[The Washington State Wine Commission announces the hiring of Steve Warner as Executive Director.](#)

[China's hog prices trend down; AA broiler prices near two-year lows](#)
(source:eFeedLink)

[Australian wine giant acquires distributor for Chinese expansion](#)
(source: Foodnavigator)

[Taiwan food giant invests further in Eastern China](#)
(source: Foodnavigator)

[The University of Georgia](#)



In conjunction with the annual U.S. Poultry reception, USAPEEC conducted a mini food show for the Chinese importers/traders on the morning of Jan 13. The show attracted 15 American sponsors and over 200 importers. Both suppliers and importers had great opportunities to meet face to face and discuss issues such as the current market situation, policy issues, product quality issues, etc. Attending the cocktail reception included Jim Sumner, the president of USAPEEC, Scott Sindelar, Minister-Counselor for Agricultural Affairs, U.S. Embassy in Beijing; and ATO staff from Beijing, Guangzhou and Hong Kong.

USSEC Aids Dairy Nutrition Development in China:

the [US Soybean Export Council](#) (USSEC) China recently hosted a series of seminars on dairy nutrition and management in the Chinese cities of Urumqi of Xinjiang, Hohhot of Inner-Mongolia, Shenyang of Liaoning, Jinan of Shandong, and Beijing. These five regions represent nearly 60 percent of dairy production in China. More than 440 representatives from various dairy production companies attended the seminars. Michael Brouk, Ph.D., and Keith Behnke, Ph.D., both from Kansas State University, presented nutrition and management strategies for high yield dairy herds and feed processing technologies for dairy production. Jack Cheng, Ph.D., USSEC animal utilization technical consultant and Sam Shi, Ph.D., discussed the application of full-fat soybean meal and soy hulls in dairy rations.

As a result of increasing demand for quality dairy products, the Chinese government has dedicated more resources in the development of the dairy industry. Key government influencers, Wang Junxun, Director of the State Dairy Industry Office and Qiao Yufeng, Vice President of the China Animal Agriculture Association also attended the seminars. U.S. soybean grower leaders, United Soybean Board (USB) and USSEC staff attended the seminar in Beijing and also visited Sanyuan Lvhe, the largest state-owned dairy company in the city. Li Xizhi, deputy director of the Animal Raising Center discussed with the U.S. leaders the dairy operations in Beijing and other nutrition issues. Former USB chairman, Marc Curtis also presented a report on U.S. soybean production and quality during the Beijing seminar.

[California Wine Institute Conducts New Year Wine Tasting](#)

works to increase pecan awareness and profitability

(source: GeorgiaPecan.com)

China's feed demand plunges amid dwindling animal inventories

(source:eFeedLink)

Recommended Books for those interested in doing business in China:

"[Mr. China](#)" by Tim Clissod - An excellent story about Western Investors in China in early '90s

"[Managing the Dragon](#)" by Jack Perkowski - Same story from perspective of THE "Mr. China" whose firm was recently bought out by [Bain Capital](#).

ATO Shenyang Arranges Trip for Large Chinese Beef

Company: ATO Shenyang helped arrange a 7-day trip for the top-level managers of one of China's largest beef operators to go to the United States to meet with U.S. beef genetics companies and visit several feedlots.



The Chinese company is Haoyue Beef. It is headquartered in Changchun in northeast China. Haoyue has 5,500 employees in four modern beef slaughter facilities with a total annual slaughter capacity of one million head, currently slaughtering 500,000 head per

in "House of Roosevelt" on the Bund:

SHANGHAI - Wine lovers thirsting for affordable varieties this winter found excellent choices at the, California Wine Institute's second 2012 California Wine Tasting on January 30 in Shanghai. Nine wine distributors offered their California ranges for sampling. They were EMW, Mercuris, Tohzen, Plus Wine, Jebesen, Bestill, CA-workshop, Alexander and Napa reserve.



The event was held in the unique [House of Roosevelt](#) building on Shanghai's magnificent, historic Bund strip which runs along the city's Huangpu River. The House of Roosevelt features an extensive wine cellar with wine from around the world. It also has an exclusive membership club which includes Yao Ming who recently launched [Yao Family Wines](#) from Napa Valley in the same venue. On January 30, the Wine Institute introduced Chinese consumers to a wide variety of California's great wine products and an array of delicious finger foods was provided for guests. The state's wine culture was on display at its best.



California Wine Institute is making great efforts to educate and inform the China market and through several wine tasting events it aims for consumers to learn more about California wines and spread the word. California, also known as Golden State, is not only rich with natural wonders and abundant sunshine, but also plentiful with magnificent wines.

Shanghai 1st Food Mall New Product Launch - Results:

ATO Shanghai organized a new product launch in collaboration with five stores belonging to Shanghai 1st Food Mall from Nov 5-19, 2011 in Shanghai. Six USDA cooperators supported the launch. During the two-week program, sales of U.S. products in the five stores reached RMB 400,000 (\$ 60,000), a further increase of more than 40% from a new

year. They have a feedlot finishing capacity of 50,000 head with the balance sourced from other operators.



The company hopes to use US genetics to switch the breed of Haoyue's supply chain from Simmental/Charolais to Black Angus and Red Angus as quickly as possible.

ATO Guangzhou: During the months of December and January leading into the 2012 Chinese Lunar New Year, ATO Director and staff met with individual members of the ATO-founded Pearl River Delta American Wine Import Association (PRDAWIA). The purpose of these meetings was to gather market information on projected sales and gain a better understanding of upcoming marketing strategies for the region. For more information please check www.usawine.org.



Robert Mondavi Wine Master Class in Guangzhou

product launch at same time 2010. The number of products introduced with the 2011 program increased from 60 to more than 400 during the promotion, and total sales of American products during the two-week promotion grew by 360% compared to a similar event in 2009. In total, 19 distributors & importers were involved in supplying American products. Nine of them were new distributors introduced to the 1st Food Mall by ATO and cooperators.

Sam's Club American New Product Launch - Results:

ATO Shanghai organized an American New Product Launch at Sam's Club of Wal-mart in Shanghai from Dec 9-23, 2011. ATO successfully introduced six American food and beverage distributors who provided 40 new products to Sam's Club Shanghai. The two-week promotion at this single store generated sales of nearly RMB 300,000 representing a 45% increase in sales of imported American products compared with a similar period the year before. The new product launch was held just before the traditional Chinese New Year in order to offer Sam's Club members a greater variety of high quality American food and beverage products during the holiday season.

Suzhou Enjoy City New Product Launch - Results:

Last summer during the month of July 2011, ATO Shanghai conducted a month-long, new product launch at nine Enjoycity supermarket stores in Suzhou after introducing the chain to five new importers/distributors of American products. Almost 600 new products (SKUs) were introduced for the first time to consumers in Suzhou. Total U.S. food sales during the event exceeded US\$100,000 which was three times greater than sales from the same period last year. ATO also helped Enjoycity supermarket develop relationships with new suppliers, such as a Shanghai based American craft beer importer/distributor. Sales of these new beer products in the chain ranked 5th among all categories.

YiHaoDian Dec/Jan On-line American Food and Beverage Promotion - Results:

ATO Shanghai introduced 16 new American food and beverage importers/distributors to YiHaoDian for a most successful one month long promotion from Dec 15, 2011 to Jan 16, 2012 that resulted in sales of around \$240,000 of products. Nearly \$100,000 of American UHT milk was sold during the promotion and sales continue at a rapid rate. ATO Shanghai has introduced the YiHaoDian buyers to ATOs in Beijing and Guangzhou to introduce more regional importers and distributors for nation wide American food and beverage sales in the future.

+ Trade Policy Updates

Chinese Government to Promote Domestic Alfalfa Production

On June 1, 2011, details of an alfalfa seed subsidy were published by The State Council in a document entitled,



Meiwei's U.S. wine & culture promotion in Changsha

+Event Calendar:

Mar. 3-4

Xiaoshan Plant & Flower Show

Mar. 11-13

Boston Seafood Show- reverse trade mission

Mar 23-28

USDA Agricultural Trade Mission lead by U/S Scuse

Mar 23-26

TangJiuHui in Chengdu

Mar 27-29

Domotex Wood Flooring in Shanghai (AHEC Pavilion)

Mar 27-30

Interzum Furniture Show in Guangzhou

Mar. 28-30

Food Ingredients China 2012, Shanghai USDA Endorsed

Apr. 14-21

Idaho Lt. Governor's visit to China

Apr. 13-16

Hortiflorexpo in Shanghai

April 16-28

Highpoint Market Int'l Furniture Trade Show NC

“Opinions on Promoting the Sound and Rapid Development of the Pastoral Region.” According to this document, a subsidy will be provided to encourage forage grass production. The central government will offer RMB 10 per mu as a seed subsidy in Inner Mongolia, Xinjiang, Tibet, Qinghai, Sichuan, Gansu, Ningxia, and Yunnan. The central government will also provide RMB 500 per household to subsidize production inputs such as fuels (e.g. diesel). Since the 2011 announcement missed planting season for most of these provinces, it will be officially implemented in 2012.

CPC's No 1 Document Continues to Focus on Rural

Issues On February 1, the Communist Party of China (CPC) released its 2012 No.1 document, which renews efforts on improving science and technology to help boost agricultural production and farmers' incomes. This is the ninth consecutive year that the No. 1 document has focused on rural issues. The No.1 document targets six key issues: (1) increase agricultural inputs and development; (2) adoption of advanced science and technology for agricultural modernization; (3) strengthening of agricultural extension services; (4) promote education and technology training in rural areas; (5) improve infrastructure and mechanization; and (6) expand agricultural marketing systems.

+ Upcoming Events:

USA Wine Pavilion @ SIAL China, May 11-13

ATO Shanghai will coordinate a first-ever USA Wine Pavilion inside the SIAL China Wine and Spirits Hall in Shanghai with Imex Management which is the official recruiter of the USA Pavilion at the show. Hundreds of wine exhibitors from around the world will exhibit at this show and we hope more and more companies representing American wine will join this show which is one of China's largest shows dedicated to the rapidly developing Hotel and Restaurant sector.

Participation in the **USA Wine Pavilion** package includes:

- A demonstration counter with your company logo to showcase your products
- A centralized location within the dedicated Wine Hall
- Wine glass rental with glass washing service and delivery
- Spittoon & ice service
- Refrigeration
- Tables and chairs for meetings with buyers
- Two exhibitor badges
- Free entry into the Best Buy China Competition
- Assistance with optional participation (PR events) in the Tasting Room, Wine Business Meetings, Wine Networking Night, Wine Innovation Forum

Apr. 18-19

[PLMA Exec Training @ Jiaotong Uni Shanghai](#)

May 1-3

[FMI Show Dallas, TX](#)

May 5-8

[NRA Chicago, IL](#)

May 8-10

[Sweets & Snacks Expo in Chicago](#)

May 9-11

[SIAL China - USDA Endorsed Show](#)

May 10-12

[Bakery China Show in Shanghai](#)

May 11-14

[VINEXPO, Hongkong](#)

May 26-28

[BioFach China in Shanghai](#)

June 26-28

[Fi Asia China 2012\(Health Ingredients & Natural Ingredients China 2012\)](#)

June 11-13

[China Dairy Expo in Hubei](#)

Sept. 5-7

[Asia Fruit Logistica in Hong Kong](#)

Sept. 11-13

[Asian Seafood Expo in Hong Kong](#)

Sept. 20-22

[Sweets & Snacks China INTEX, Shanghai](#)

Sept. 27-29

[ACLE ALL China Leather Show 2012 in Shanghai](#)

Oct. 25-27

[2nd Intl Eco and LOHAS](#)

For more information about the USA Wine Pavilion, please contact Ms. Kelly Wheatley with Imex Management at kellyw@imexmanagement.com directly or let us know if you have any questions about the show and participation.



The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to the retail and HRI sectors. The show has gained tremendous growth over the last 10 years. A record 67 Exhibitors in last year's USA Pavilion generated USD1.4m on-site sales and USD25.6m 12-month estimated sales. For more information about joining the USA Pavilion, [click here](#).

Date: May 11-13, 2012

Venue: Shanghai New International Expo Center, China

YesMyWine imported wine on-line sales opportunities in China

Established in 2008, the three-year-old www.yesmywine.com (YMW) website sells on average nearly 3,000 bottles of imported wine per day. The founder said it is the third largest retailer for imported wine in China, just after Carrefour and Metro. Its sales revenue has tripled annually over the past three years. YMW has more than 400,000 active members. Unlike the legal limitations in the States, the commerce of wine and liquor between different provinces in China is quite smooth and straightforward. YMW is able to sell wine nationwide, with Shanghai, Beijing and Guangzhou being its major target markets. In 2010, YMW started to direct import wine from overseas, mainly from France. It imported over one million bottles in 2011 and is planning to import three to four million bottles in 2012.

It is now looking to expand its American wine portfolio. To better

Exhibition & Conference in Shanghai

Nov. 15-17

Food & Hospitality China 2012 USDA Endorsed Show in Shanghai

PLMA | Private Label Manufacturers Association Training Program:

When: April 18-19

Where: Shanghai

Topic: PLMA-Executive Education Program Shanghai

Contact: Melanie Payman
www.plmainternational.com

Subscription

To continue to receive this newsletter in your inbox, please addusdachina@yahoo.com to your address book.

If you have any questions, comments, or would like to contribute articles for future issues, please contact Ms. Joy Wangzhe.wang@fas.usda.gov at ATO Shanghai.

educate wine lovers in China, it is partnering with "Wine Enthusiast", an American magazine, to publish its Chinese version. The first issue will be coming out in April 2012, featuring Yao Ming's wine from Napa Valley. ATO Shanghai will collaborate with YMW to leverage this on-line channel with an American wine promotion during the month of July. ATO Shanghai will also work hard to introduce American wine associations and their members to this new channel in the coming weeks and months. In fact, the California Wine Institute just invited the founder of YMW to join a reverse trade mission to California at the end of March. The owner and one of his buyers will also visit wineries in Washington and Oregon after the California visit. ATO Shanghai senior marketing specialist Xu Min will accompany them along with a few other buyers on this exploratory wine tour to the United States.

Ja-e, A new retail concept in China: Ja-e, a new retailer is up and coming in China. its retail concept is to offer imported products at affordable prices for Chinese consumers. It will limit the selection of each product category and each product will have a story behind it. The vast majority of the products will be purchased directly from the manufacturer passing savings on to the consumers through large volume of sales. The store concept is a cross between a Costco, Crate and Barrel, and Trader Joes.



The Ja-e Supermarket store in Shanghai

The company was founded by Mr. Michael Zhu, a visionary who's family-run business Sunjoy Industries is one of the world's largest outdoor furniture manufacturers and exports thousands of containers of patio furniture products every year to all the major U.S. retailers like Target, Wal-Mart, Home Depot, Costco etc. Michael started this new retail chain this past year in China market that is just in development stages. Currently, Ja-e has two stores in Shanghai and Hangzhou. The retailer will have up to 20 stores by the end of this year in China coastal cities, together with a very aggressive expansion plan to reach thousands of stores all over China in the coming years.



Mr. Keith Schneller-Director of ATO Shanghai, visiting the Ja-e supermarket in Shanghai

With the help of ATO Shanghai, Ja-e is now importing more than 200 US products ranging from water, chocolates, milk, fruit juice, energy bar, cooking oil, dried nuts, nutrition supplements, etc. They are looking to buy more US food and beverage products in the future as they bring more stores on line. ATO Shanghai has already referred several US companies to Ja-e and is optimistic these companies can grow together with Ja-e in the rapidly developing China market.

"Export Now": Is E-Commerce the "Killer App" for U.S. Food Products in China?

American producers now have a quick and easy way to reach new customers in China: e-commerce. More than 150 million Chinese consumers shop on TMall/Taobao, the world's largest e-commerce platform, but historically this platform has been difficult to access for all but the largest U.S. companies. To get posted on TMall, a company has to go through a series of steps and set up warehouse operations, customer fulfillment, and an entire e-commerce structure. Now all of this can be handled by a new company, Export Now, which has opened a TMall department store that will sell your products. Frank Lavin, former Under Secretary of International Trade for the Commerce Department, established [Export Now](#) in 2011 to help American companies easily reach new markets.

For U.S. food producers, Export Now handles the entire e-commerce operations chain. "The U.S. distributor just has to get the product to us in Shanghai or we can pick it up in Long Beach," explained Lavin. "We will post the product on TMall, handle transactions and fill the orders. The U.S. company immediately gets national reach."

Export Now takes care of everything in between: language, currency, shipment consolidation and customs. The idea has drawn attention from Forbes ([Export to China on the Cheap](#)), Fox Business ([Making it Easier for Companies to Export to China](#)), and The Washington Post ([Made in America, Shipped to China](#)).

Among the first companies to sign up as Export Now partners: [Feelgoodz](#), a Louisiana firm that makes biodegradable flip flops of natural rubber, and [Lion Brand Yarn](#), a New York company that is one of the leading craft suppliers.

Any limitations on food items? At present Export Now will only handle shelf-stable products. "No ice cream, please, for right now" said Lavin. Want to learn how your company can reach new customers throughout China? Click to contact an [Export Now adviser](#).

"Gourmet Tour of American Cuisine"--[Ringier Publishing/Betty's Kitchen](#), Michelin and ATO SH

In collaboration with ATO Shanghai, Betty's Kitchen is creating a pamphlet that would go out with their May edition of their Betty's Kitchen magazine. They would circulate around 360,000 of the pamphlets with their magazines that are sold from kiosks around China. Betty's Kitchen is willing to give US producers a special price on advertising and for sharing article content to be included in the pamphlet. ATO Shanghai will support launch of the pamphlet in late

April with a press event to be organized at a popular restaurant in Shanghai. If you have any questions about this project, please contact Susan Zhang direct at susan.zhang@fas.usda.gov.

"Restaurateur" to feature U.S. products in May

Ringier Publishing Company, the official SIAL China newspaper publisher, will produce a series of articles featuring American Food and Beverage products in one of its trade magazines called "Restaurateur" during month of May 2012. This magazine is distributed to more than 25,000 F&B managers, restaurant owners, and chefs across China. It will be handed out at the SIAL China trade show along with the daily SIAL China newspaper. If your company/association would like to place an article or advertisement in one of the Ringier publications during month of May, please contact Howard Lu at howardlu@ringiertrade.com.

Boston Seafood Show, March 9-16

Ms. Leanne Wang, marketing specialist from ATO Shanghai, will pair up with Food Export USA (FEUSA) trade association and accompany four seafood buyers to attend the Boston Seafood Show in mid-March, where Chinese buyers will have the opportunity to participate in activities organized by FEUSA including pre-show, one-on-one meetings and tours of New Bedford Port facilities and local seafood processing plants. U.S. seafood exports to China have been rising rapidly. With increasing incomes and food safety concerns, Chinese consumers prefer to taste and purchase high quality and new species of seafood products from the United States. As a result, seafood exports to China from the United States have been expanding from west coast products typically from Alaska to east coast products such as Maine lobster and Maryland blue crab. Through this mission, we hope to find more new species that will meet Chinese consumers' tastes and meet ever-increasing demand for high quality seafood products.

TangJiuHui, Chengdu, China, Mar.23-26

The Tang (candy/sweets) Jiu (spirits) show is China's largest, domestic food show which takes place every spring in Chengdu and rotates around China for a second show in the fall. It is organized in a very non-traditional way and most Chinese food companies will rent floors in hotels to entertain clients before the show opens. ATO Chengdu is busy preparing for the annual Tang Jiu Hui (Sugar and Spirits Fair), which will be held March 23 - 26 at the New Exhibition Center in Chengdu. "Pre-trade show" events at local hotels are expected to open March 19 and will feature wine, liquor, bakery ingredients, and other confectionery products. While not a USDA-endorsed show, the 2011 show attracted 3600 exhibitors and generated RMB3 billion worth of signed contracts. The afternoon of March 21, the California Wine

Institute will host a California wine education seminar for media, followed by ATO Chengdu's annual U.S. wine tasting event for traders. Interested wineries please contact us at [ATOChengdu@fas.usda.gov!](mailto:ATOChengdu@fas.usda.gov)
Date: March 23-26, 2012
Venue: Chengdu New International Expo Center

USDA Undersecretary Scuse to lead Agricultural Trade Mission to China from March 23-28, 2012

USDA will organize an agricultural trade mission lead by USDA Undersecretary Michael Scuse to visit Chengdu's Tangjiuhui trade show which is one of the largest domestic food/beverage shows in China and the FIC show in Shanghai. The delegation is expected to include agricultural leaders from 7 states and another 25-30 company representatives. For more information about this mission, please [click here](#).

Food Ingredients China, March 28-30



The FIC is China's largest international show featuring food additives & ingredients industry with over 1000 exhibitors from more than 20 countries. The 2012 show will be endorsed by USDA for the first time. The show will also be held for first time at modern, convention center that was used for 2010 World Expo. For more information about joining the USA Pavilion, [click here](#).

Date: March 28-30, 2012

Venue: Shanghai World Exhibition & Convention Center

Bakery China, May 10-12



Bakery China is the largest international baking show in China, attracting more than 80,000 visitors including domestic and foreign wholesale distributors, food manufacturers and bakery owners. Bakery China 2012 will also be endorsed for the first time by USDA. The show will overlap with the SIAL China show at SNIEC which will draw in even more visitors. For more information about joining the USA Pavilion, [click here](#).

Date: May 10-12, 2012

Venue: Shanghai New International Expo Center

+ GAIN Reports

| ATO ACTIVITIES reports | Shanghai ATO | China - Peoples

Republic of | 1/31/2012 From Jun 25-July 24, 2011, ATO Shanghai conducted a month-long product launch at nine Enjoycity supermarket stores in Suzhou. Almost 600 new SKUs were introduced for the first time to consumers in Suzhou...
[In-store Product Launch with Suzhou Enjoycity Supermarket Shanghai ATO_China - Peoples Republic of_1-17-2012](#)

| FAIRS Export Certificate Report | FAIRS Export Certificate Report | Beijing | China - Peoples Republic of | 1/30/2012
This report lists major export certificates required by the Chinese government from exporters of food and agricultural products.
[Food and Agricultural Import Regulations and Standards - Certification_Beijing_China - Peoples Republic of_12-29-2011](#)

| Market Development Reports | Guangzhou | China - Peoples Republic of | 1/25/2012 This report contains a series of highlights from market research visits conducted in the South China region. ATO Guangzhou presents these highlights to uncover and expose opportunities for U.S. agricultural exporters.
[South China Fresh Fruit market updates_Guangzhou_China - Peoples Republic of_2012-1-19](#)

| Market Development Reports | Guangzhou | China - Peoples Republic of | 1/23/2012 [Pearl River Delta American Wine Import Association Advisers Board Co_Guangzhou_China - Peoples Republic of_2012-1-9](#)