

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

Voluntary Public

Date: 6/30/2015

GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

2015 China Food and Drinks Fair Chengdu

Report Categories:

CSSF Activity Evaluation

Agricultural Trade Office Activities

Trade Show Evaluation

Promotion Opportunities

Wine

Sugar

Beverages

Approved By:

Morgan Haas

Prepared By:

Staff

Report Highlights:

The China Food and Drinks Fair (CFDF, formerly Tangjiuhui), China's largest and longest running food and beverage exhibition, is a semiannual event occurring each spring in Chengdu and each fall in a different Chinese city. The number of opportunities and corresponding activities within Chengdu's CFDF continues to grow as the show becomes increasingly international. Over the period March 22-28, 2015, the ATO supported a U.S. Wine Pavilion at the Kempinski Hotel's pre-show, a Great American Wine Tasting, a U.S. Craft Beer Seminar, and the U.S. Wine Pavilion at the Convention & Exhibition Center.

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

General Information:

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