

Voluntary Report – Voluntary - Public Distribution

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Report Name: American Food and Agriculture Pavilion Makes Strong Debut at CIIE

Country: China - People's Republic of

Post: Shanghai ATO

Report Category: Agricultural Trade Office Activities, CSSF Activity Evaluation, CSSF Activity Report, Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

The China International Import Expo (CIIE) is a trade-focused exposition hosted by the People's Republic of China (PRC) Ministry of Commerce and the Shanghai Municipal Government. This expo aims to boost the consumption of imported products. Given the high-profile endorsement by the PRC government, the event attracts extensive participation from international companies across various sectors. The FAS Agricultural Trade Office at the U.S. Consulate Shanghai (ATO Shanghai), together with the American Chamber of Commerce Shanghai, hosted the inaugural American Food and Agriculture Pavilion with 17 U.S. agricultural companies and trade organizations. Our participation garnered substantial media attention and successfully facilitated the signing of purchase deals exceeding \$500 million through a series of business matchmaking sessions.

Inaugural American Food and Agriculture Pavilion

In 2023, the United States exported \$31.6 billion of agricultural and related products to China. In a demonstration of support for U.S. agriculture and the USDA's commitment to sustained agricultural trade engagement, ATO Shanghai organized the first-ever American Food and Agriculture Pavilion at CIIE. This initiative was carried out in collaboration with the American Chamber of Commerce Shanghai. A 210 square meters pavilion was constructed at a prime location on the CIIE trade show floor, with participation from U.S. agricultural companies and trade organizations, as well as Chinese importers representing U.S. agricultural products. During the opening ceremony, ATO Shanghai hosted key dignitaries, including U.S. Ambassador to China, Nicholas Burns, USDA Acting Deputy Under Secretary (ADUS) Jason Hafemeister, U.S. Consul General to Shanghai Scott Walker, Agricultural Minister Counselor to China Robert Hanson, and ATO Shanghai Director Lashonda McLeod Harper, and Deputy Director Ted Shibata. The 17 exhibitors included U.S. meat, poultry, dairy, wine, oilseeds, grains, tree nuts, and dried fruits, along with U.S. states from Idaho, Illinois, and Georgia represented.

Amplifying U.S. Presence through Media Exposure

The American Food and Agriculture Pavilion received extensive coverage from PRC media channels, including China Central Television, China Daily, Shanghai Media Group, China Global Television Network, South China Morning Post, The Paper, Global Times, and Xinhua News, among others. International media outlets such as Reuters, Financial Times, and Bloomberg also featured USDA's participation in the event. Ambassador Burns and ADUS Hafemeister addressed a crowd of over 40 domestic and international journalists who were excited to see the U.S. government represented. The U.S. Consulate General Shanghai Public Affairs section reported that the press conference reached millions and was covered in major domestic outlets. U.S. exhibitors were interviewed and highlighted across various media channels, showcasing their companies and products including the following:

- Ambassador Burns' press release on CIIE: <https://china.usembassy-china.org.cn/first-official-u-s-representation-at-china-international-import-expo-ciie/>
- U.S. Food and Agriculture Pavilion inks deals worth over \$500 million at CIIE: <https://news.cgtn.com/news/2023-11-09/CIIE-U-S-Food-and-Agriculture-Pavilion-inks-over-500m-in-deals-1oAVcaiChHy/index.html>
- CIIE 2023: US to send strongest-ever delegation to China International Import Expo amid improving ties: <https://www.scmp.com/economy/global-economy/article/3239785/us-send-strongest-ever-delegation-china-international-import-expo-amid-improving-ties>
- (CIIE) Deals worth 505 mln USD signed at American Pavilion during 6th CIIE: <https://english.news.cn/20231110/697a10dc55694302b7d68e219c4c60c3/c.html>
- Successful American Food and Agriculture Pavilion at CIIE: <https://www.amcham-shanghai.org/en/article/video-successful-american-food-and-agriculture-pavilion-ciie>
- U.S. companies look to new opportunities at China's trade fair: https://www.ciie.org/digital/release/news/detail?id=41945&lang=en_US
- Deals worth \$505M signed at American Pavilion during 6th CIIE: http://www.china.org.cn/business/2023-11/10/content_116808527.htm

- Exclusive: USDA leading large agricultural delegation to CIIE sign of increasing China-US cooperation: experts: <https://www.globaltimes.cn/page/202310/1300825.shtml>
- CIIE Update: US Envoy Wants More China Trade; Intel Optimistic: <https://www.bloomberg.com/news/articles/2023-11-06/ciie-update-ties-with-china-improving-australia-s-farrell-says>
- Western businesses flock back to Shanghai trade fair despite tensions: <https://www.ft.com/content/ca9b0b29-aaa6-4c2d-bc2b-36165ef64bb3>

On-Site Sales:

In addition to the high-level media attention during Ambassador Burns and ADUS Hafemeister’s participation in the opening ceremony, the American Food and Agriculture Pavilion also hosted purchase commitment signings between exhibiting U.S. companies and Chinese businesses exceeding \$500 million: 1) Hang Tung Resources Co., Ltd. – Illinois-based commodity trading company - \$500 million (grains); 2) Dynamite - family-owned Idaho-based - \$1 million (pet supplements); and 3) Anderson Northwest – based in Idaho - \$2 million (dried peas and lentils). Ambassador Burns and ADUS Hafemeister also witnessed signings by U.S. companies and trade associations exhibiting outside of the U.S. pavilion, including a \$600 million contract for U.S. beef signed by Cargill and 11 purchase agreements signed by the U.S. Soybean Export Council and a MOU between the U.S. Grains Council and China’s Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA).

Additional Information:

List of Exhibitors Exhibiting in the American Food and Agriculture Pavilion

1. US MEAT EXPORT FEDERATION (USMEF)
2. USA POULTRY & EGG EXPORT COUNCIL (USAPEEC)
3. USA RICE FEDERATION
4. U.S. CRANBERRY MARKETING COMMITTEE
5. CALIFORNIA WINE INSTITUTE
6. ALMOND BOARD OF CALIFORNIA
7. STATE OF IDAHO
8. STATE OF GEORGIA
9. HORMEL FOODS
10. KINGBOND WINE
11. ATHLETIC GREENS
12. SEE
13. ORANGE CHEESE
14. MORTON
15. EKTIMO VINEYARDS
16. GOLDEN CALIFORNIA INC.
17. HANG TUNG RESOURCES

Event Photos



VIPs cut the ribbon during the opening ceremony.



USDA Acting Deputy Under Secretary Jason Hafemeister provided remarks.



U.S. Ambassador to China, Nicholas Burns interviewed by media outlets.



U.S. Ambassador to China, Nicholas Burns toured the American Food and Agriculture Pavilion.

Interest in the American Food and Agriculture Pavilion at CIIE

Contact the FAS Agricultural Trade Office at the U.S. Consulate General Shanghai atoshanghai@usda.gov, if you are interested in exhibiting at CIIE 2024 under the American Food and Agriculture Pavilion.

Attachments:

No Attachments.