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Voluntary Public

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GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

China Food and Drinks Fair Chengdu 2014

Report Categories:

CSSF Activity Evaluation

Agricultural Trade Office Activities

Trade Show Evaluation

Promotion Opportunities

Wine

Sugar

Beverages

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Report Highlights:

Tangjiuhui (China Food and Drinks Fair) is a semiannual event held every autumn and spring in China. The autumn Tangjiuhui is in a different Chinese city each year, but the spring event is always held in Chengdu. The 2014 Tangjiuhui, including the event's various pre-shows, lasted from March 24-31.

Tangjiuhui events have grown in importance for China's food and wine industry and now serve as the most sophisticated and concentrated platform for building, expanding, and centralizing sales channels and distribution networks. ATO Chengdu assisted with organizing and facilitating cooperation with U.S. wine associations for three major U.S. wine events (The Great American Wine Tasting, U.S. Pavilion at Kempinski Hotel, and Tangjiuhui Main Exhibition). These events created opportunities for

U.S. wine to more deeply penetrate the Chinese market.

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

General Information: