

Voluntary Report – Voluntary - Public Distribution

Date: November 29, 2023

Report Number: CH2023-0165

Report Name: Chinese Buyers Seek Opportunities in the United States with Travel Restrictions Lifted

Country: China - People's Republic of

Post: Beijing ATO

Report Category: Agricultural Trade Office Activities, Market Promotion/Competition, Promotion Opportunities

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Report Highlights:

Chinese buyers are traveling back to the United States and showing strong interest in U.S. products. Since the reopening of China to travel, four delegations have participation in reverse trade missions to the United States with many others traveling for industry tours and conferences across the United States. Reverse trade missions to the United States and showcasing products at trade shows in China are one of the best ways to sell products on the Chinese market. Chinese buyers, traders, and importers have reengaged with U.S. companies and continue to find new avenues and products to import.

Background

Chinese buyers are once again traveling to the United States and showing strong interest in U.S. products. As travel resumes following the end of Zero Covid in China, marked by the elimination of quarantine restrictions on January 8th, 2023, FAS has already assisted with four reverse trade missions to the United States to rebuild connections between Chinese buyers and U.S. exporters.

In 2023, FAS China-assisted reverse trade missions visited four different trade shows including the Great American Beer Festival, Natural Expo East, American Food and Beverage Show, and the Global Pet Food Expo. In total, more than 31 buyers attended trade shows, engaged in one-on-one meetings with industry representatives (manufacturers, distributors, exporters, etc.), and developed crucial contacts for future purchases.



Figure 1 American Food and Beverage Show, Miami, Florida; Figure 2 Great American Brew Festival, Denver, Colorado

During the nearly three years without international travel, Chinese importers continued to express a need to reestablish ties. Some, however, decided to pivot to different products to keep up with a changing market. Aside from attending trade shows, FAS China continues to help Chinese buyers and agriculture industry members visit trade shows and events in the United States.

Chinese agricultural industry representatives have been going to the United States in large numbers to attend U.S. conferences and tours such as the World Dairy Expo, swine tours, and a soybean and feed grain tour. Recently, a large delegation of Chinese officials attended the World Food Prize in Iowa, where they signed several purchasing commitments for U.S. soy.

Furthermore, FAS China has heard from numerous importers that they are looking for U.S. products. At recent domestic trade shows, Chinese buyers have expressed interest in finding new U.S. products and reestablishing contact with U.S. exporters. Despite the economic downturn in China, demand for profitable, high-quality U.S. products remains high.

Upcoming Trade Shows in China

For companies who may be interested in exhibiting products, please see the below list of major upcoming Spring shows. There are no remaining COVID-related travel restrictions to China. This list is not exhaustive but highlights some of the larger spring shows.

- China Animal Husbandry Expo (CAHE) is one of China's largest and most important animal husbandry trade shows. It is organized by China Animal Agriculture Association (CAAA). CAHE 2024 will be held in Nanchang, the capital city of Jiangxi Province from May 18 – 20, 2024.
- China Food and Drinks Fair, also called Tangjiuhui, is one of the largest and most influential food and beverage show. It has been held twice each year, in spring and autumn, since 1955. Its primary gathering is held each spring. It is expected to take place in March 2024, in Chengdu.
- SIAL Shanghai is one of the largest and most product-diverse trade shows in China, and the largest food and beverage show in Asia. In 2024, it will take place from May 28th through 30th at the Shanghai New International Expo Center, with an anticipated 5,000 exhibitors and 180,000 visitors.
- The (China) Guangzhou Bakery Exhibition is the largest professional bakery show in south China. It will be held from May 11th through 13th at the Canton Fair Exhibition Center in Guangzhou. exhibition covers baking ingredients and additives, package, and product design; tea & coffee products are also included.

Conclusions

Reverse trade missions to the United States and showcasing products at trade shows in China are two of the best ways to sell products on the Chinese market. Chinese buyers, traders, and importers have reengaged with U.S. companies and continue to find new avenues and products to import. While there are challenges to exporting to China, domestic demand remains steady, especially as it relates to consumer-oriented high-value products.

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Attachments:

No Attachments.