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Report Highlights:

In December 2022, the People's Republic of China announced changes to its pandemic response policy, signaling a shift that removed previous restrictions which impacted food and agricultural trade and marketing. Despite the slower-than-expected recovery of China's economy in 2023, demand for U.S. agricultural and food products remains robust. As the United States' third largest export market for consumer-oriented products, China imported \$7.2 billion in 2022. Opportunities for new-to-market consumer-oriented products exist due to the rapid development of China's e-commerce categories, including live-streaming shopping and instant retail. This report provides practical tips for U.S. agricultural, forestry, and fishery exporters on how to conduct business in China.

Market Fact Sheet: China

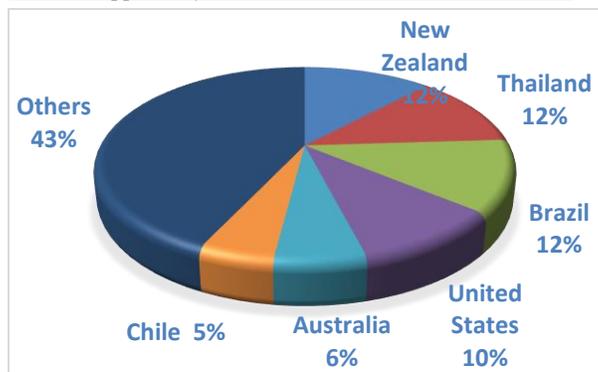
Executive Summary

China's gross domestic product in 2022 reached \$17.9 trillion, showing an increase of about \$1 trillion compared to 2021, or 3 percent growth year-on-year, according to the National Bureau of Statistics¹. U.S. agricultural and related exports to China totaled about \$40.8 billion in 2022, up from \$33 billion in 2021, making China the largest market for U.S. agricultural exports. In 2022, imports of consumer-oriented food products from the world reached \$109.2 billion², an increase of 6.5 percent compared to 2021. From January to November 2023, imports reached \$98.1 billion, down 1.5 percent from the previous year.

Consumer-Oriented Products

The United States was the 4th largest exporter of consumer-oriented products to China in 2022, with \$7.23 billion – an increase of 7 percent from the previous year.³

China's Suppliers of Consumer-Oriented Products in 2022



Source: Trade Data Monitor

Food Processing Industry

China's food industry witnessed steady growth in 2022, with major companies reporting revenues of \$1.34 trillion, a yearly increase of 5.6 percent⁴. China continues importing increasing volumes of food ingredients.

Food Retail Industry

COVID-19 fueled expansion of online shopping in China. In 2022, online shopping of agricultural products hit a record \$77.8 billion, up 9.2 percent year-on-year and representing about 3.8 percent of the \$2.04 trillion online retail market⁵. Live-streaming and instant retail are increasingly gaining popularity. Industry sources estimate

live-streaming shopping in 2023 will be over \$514 billion, a 19 percent increase from 2022 and accounting for 17 percent of total e-commerce retail⁶. Instant retail and home delivery formats are also growing, achieving \$70.3 billion in 2022 and expected to triple by 2025.⁷

Quick Facts

2022 Imports of Consumer-Oriented Products

\$109.2 billion

Top 10 Imports of Consumer-Oriented Products

- | | |
|------------------------------|--|
| 1) Fish and Seafood Products | 2) Beef & Beef Products |
| 3) Dairy Products | 4) Fresh Fruit |
| 5) Pork & Pork Products | 6) Soup & Other Food Preparations |
| 7) Processed Vegetables | 8) Poultry and Poultry products (ex. Eggs) |
| 9) Meat Products NESOI | 10) Tree Nuts |

Retail Industry Gross Sales (USD \$ trillion)

Total retail sales: \$6.49 Online sales: \$2.04

Top 10 Supermarket Chains

Wal-Mart; Yonghui; RT-Mart; CR-Vanguard; Wu-Mart; Hema Fresh; Jianhua; Jiajiayue; Zhongbai; Century Hualian

Source: CCFA

GDP/Population (2022)

Population: 1.4 billion
GDP (current US\$): \$17.9 trillion
GDP per capita (current US\$): \$12,640
Per capita food expenditure: \$1,103

Sources: Trade Data Monitor (TDM), World Bank, www.stats.gov.cn

SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • U.S. food products are perceived as high-quality and safe, and offer a wide selection. 	<ul style="list-style-type: none"> • Continued retaliatory tariffs on U.S. exports. • Full economic recovery is slower than expected.
Opportunities	Threats
<ul style="list-style-type: none"> • Increasing health awareness and online and fresh grocery delivery. • The U.S. – China Phase One Trade Agreement provided expanded market access. 	<ul style="list-style-type: none"> • Consumers increasingly trust domestic food production, processing, and safety. • Perception of improved but uncertain U.S. - China bilateral relationship.

¹ Data source: [National Economy Withstood Pressure and Reached a New Level in 2022](#) by National Bureau of Statistics of China

² Including Seafood Products

³ Data source: U.S. Census Bureau Trade Data

⁴ Data source: China National Light Industry Council

⁵ Data source: [Statistics](#) by Ministry of Commerce

⁶ Data source: [eMarketer reports](#)

⁷ Data source: China Skinny- [China new growth: booming instant retail fast-tracks consumption evolution](#)

SECTION I. MARKET OVERVIEW

In December 2022, the People's Republic of China (PRC) lifted all COVID-19 control measures after nearly three years of their zero-tolerance policy. The General Administration of Customs China (GACC) announced that starting January 8th, 2023, all nucleic acid testing requirements for importing cold and non-cold food will be abolished. Effective August 30, 2023, all China-bound travelers are not required to take COVID-19 nucleic acid or antigen tests before border entry nor to declare the test result on the Health Declaration Form. As of December 2023, no COVID-related restrictions exist for imported goods or for international travelers entering China.

China reported a GDP growth of 3 percent in 2022. In 2023, full economic recovery is slower than expected, but imports of food and agricultural imports are continuing to grow. Following the pandemic, the PRC government introduced policies to expand domestic demand, encourage new forms of consumption, and drive high-quality growth. This is reflected in how China is undergoing rapid changes and innovation, particularly in consumption patterns and business models. New business formats such as social commerce and vertical e-commerce continue to emerge, while instant retail and home delivery models are flourishing. Such development is driving offline retailers to actively embrace online channels, providing convenience to consumers, and converting online traffic into new sources of orders.

China's consumer market is complex and diverse. In the short term, the market continues to adapt to challenges stemming from shifts in consumer purchasing patterns. Following the pandemic, consumer purchasing behavior has become more digital, with new platforms gaining popularity. Consumers are becoming more lifestyle focused (eating better, enjoying time at home), and a range of new food sectors have emerged or been strengthened, including semi-prepared foods, plant-based foods/beverages, and light meals. Consumers are also paying more attention to the goods they are purchasing, relying on the expertise of key opinion leaders (KOLs) or subject matter experts through live-streaming platforms. Additionally, the booming instant retail sector is also fast-tracking the consumption evolution, with average growth rate of over 50 percent in recent years and topping \$70.3 billion in 2022. In the long term, China's consumer market will continue to mature due to the fast-growing middle-income class and the steadily growing disposable income of Chinese consumers. However, China's vast population of 1.4 billion began to decline in 2022. In the longer term, an aging and declining population will likely shift consumer habits and purchasing patterns.

The [U.S.-China Economic and Trade Agreement](#) continues to support the growth in U.S. food and agricultural exports to China (notably soybeans, pork, corn, and beef). PRC has also continued to waive retaliatory tariffs on imports of certain U.S. agricultural products (see GAIN report [CH2022-0131](#)), and the case-by-case application of tariff exclusions on other products has generally been smooth (see GAIN report [CH2020-0017](#)).

Advantages and Challenges of Exporting Agricultural and Food Products to China

Advantages	Challenges
U.S. food and agricultural products are perceived as high-quality products.	China’s retail sales are recovering but at a slower-than-expected pace after the pandemic. Uncertainty also exists in disposable income growth among Chinese consumers.
The U.S.-China Phase One Trade Agreement expanded market access and improved competitiveness for some U.S. agricultural products.	Import requirements for food and agricultural products are sometimes unclear, unjustified, and unevenly enforced.
A population of 1.4 billion, 65 percent urbanization, and a growing middle class create strong demand and potential for consumption of imported food and agricultural products.	Retaliatory tariffs against U.S. products are still in place while 26 countries and regions have 19 free trade agreements with China.
A robust presence of USDA Cooperator and Agricultural Trade Offices (ATO) reinforce the reputation of U.S. products as safe, healthy, high-quality. USDA- Endorsed trade shows with USA Pavilions and educational seminars bridge the gap for importers unfamiliar with U.S. food and agricultural products.	A perception of improved but uncertain bilateral relationship between the United States and PRC.

Key Takeaways

Be Patient: Chinese importers know there is consumer demand for and value in U.S. products. Some importers perceive the risks of tariffs and bilateral tensions as too great. PRC’s regulatory system can also be inconsistent and difficult to navigate.

Embrace Change: As in other countries, Chinese companies adapted to bring trade shows, meetings, and promotions online for business-to-business (B2B) engagements. Increases in online sales of food and food products drove business-to-consumer (B2C) spending. Identify your target market early and meet them where they are. Explore a platform that works for Chinese audiences.

Tailor Product Offerings: Regions in China have distinct taste preferences and styles. Focus on one or two regions where your products match or can be modified to fit regional taste or demand preferences. Also, keep in mind that online sales allow smaller units to be sold to private buyers.

Product Education: As some U.S. products may not be priced as competitively as in other countries, be prepared to collaborate with partners to educate consumers about the quality, standards, grades, cuts, and freshness of products. These efforts will add value to products and detail why U.S. products are a superior choice.

Importance of In-Person Meetings: Face-to-face interactions are still highly valued following three years of travel restrictions. It is important to attend trade shows (including one of the USDA-Endorsed Trade Shows: [Food Ingredients China](#), [SIAL](#), [China Fisheries and Seafood Expo](#), and [Food and Hospitality China](#)) and seminars to facilitate more effective in-person communication with your Chinese

partners or industries; this is helpful for building stronger relationships. Chinese industry professionals are also eager to travel to the United States to rekindle their business relationships and learn more about new trends and products. For more information on China-based trade shows, please refer to the [2024 China Trade Shows Report](#).

Recent Food and Agricultural Product Trends

- Following the COVID-19 pandemic, agricultural and food consumption recovered the fastest among all the consumption categories.
- Consumers increasingly want more cost-effective, high-quality, functional, healthy, convenient food solutions.
- Retail digitization, live-streaming and community group purchasing, are highly developed and continuing to evolve to meet consumer needs.
- Local manufacturers have started to highlight their products' environmentally friendly production, packaging, and distribution features, reflecting increasing consumer interest in sustainable packaging.
- Pet food and packaged foods (including breakfast cereals, baked goods, sauces, and condiments) are also trending up. Simultaneously, supermarket and convenience store outlets are expanding to smaller community outlets.
- National pride and improved quality underpin support for Chinese-made, -manufactured, and -grown products.
- A growing middle-class income leads people to 'upgrade' their eating habits to items once considered luxuries such as imported tree nuts, prepared food, wine, snack foods, and live seafood.

SECTION II. EXPORTER BUSINESS TIPS

The Chinese export market is large, competitive, and complex; competition is fierce.

Exporters must remain up to date, connected with importers, and prepared to invest in marketing. For the best chance of success, exporters should familiarize themselves with current and forecasted market data. See Section VI (Trade Assistance for Exporters) for further resources.

Protect your brand early by registering patents and trademarks with the China Trademark Office (CTMO). China has a 'first-to-file' policy for trademark registration.

Market Research

Research the target market with the objectives of your company in mind. Marketing a range of products may spread resources too thin to penetrate the market. Focus on marketing one or two products well and discuss your strategy with a local representative who understands China's economy and needs. FAS provides free market research reports available via [GAIN](#).

Visit China. Working through a local business consultant will help you navigate your engagements in China. Local partners and distributors are especially useful for smaller companies without large marketing budgets, and they can assist with marketing and taking orders. Although the number of flights between the United States and China have increased over the past year, the levels have not yet returned

to pre-pandemic levels. Visitors are encouraged to [check the latest State Department travel information](#) prior to making travel arrangements.

Effective marketing campaigns often impact purchasing decisions. Joining more extensive campaigns with FAS and State and Regional Trade Groups (SRTGs), including [Food Export-Midwest](#) and [Food Export-Northeast](#), [Southern United States Trade Association \(SUSTA\)](#), and [Western United States Agricultural Trade Association \(WUSATA\)](#) can draw more attention than individual promotions and are more cost-effective.

Local Business Customs and Trends

Understanding China's business and cultural customs and the current bilateral relationship is key to establishing and maintaining business relationships.

Communication. Though regional differences exist, Chinese communication styles are generally more subtle than typical western ones. Hire an interpreter who can help with both the language and navigating cultural norms.

Business cards (and WeChat). The exchange of business cards with information in English and Chinese is still accepted, but in some cases phasing out in favor of digital connections. WeChat, an online messaging and payment platform, is ubiquitous in establishing and maintaining communication, sometimes replacing email. View your contact's posts to understand their business interests and opportunities. The built-in translation tool is also generally good.

Plan accordingly to avoid the Chinese holidays. The two largest and longest public holidays are the Mid-Autumn Festival/Golden Week (first week of October) and the Lunar New Year (one to two weeks, mid-January to mid-February), when most businesses close. Most holidays follow the lunar cycle so the dates will vary.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND PROCEDURES

The United States' food and agricultural legal, commercial, reporting, and enforcement systems differ from PRC's. Furthermore, PRC revises its procedures regularly and often without warning, making it challenging to understand and stay current with the systems. Exporters are encouraged to use all resources available to avoid as many customs' clearance problems as possible.

The five USDA FAS offices across China (see the contact information below in the appendix) can support exporters and routinely publish reports on new policies and developments. You can view recent reports about China or search for reports by topics or keywords via [GAIN](#). GACC also lists laws, regulations, and decrees on their [website](#).

The [FAIRS Export Certificate Report Annual](#) lists major export certificates the PRC requires for imports of food and agricultural products, and serves as an index of agricultural product import regulations and standards.

The USDA Animal and Plant Health Inspection Service (APHIS) has an office in Beijing. APHIS ensures that U.S. agricultural and food products exported to China meet entry requirements and resolve unjustified sanitary and phytosanitary issues. The APHIS [website](#) provides information for U.S.

exporters on plant and plant products, animal, and animal products, including relevant international regulations.

The USDA Food Safety Inspection Service (FSIS) has an office in China. [The FSIS Export Library](#) for China provides detailed guidelines on eligible (and ineligible) food products for export to China. FSIS often works closely with U.S. exporters to meet entry requirements for U.S. meat products and to resolve sanitary and phytosanitary issues.

Labeling: According to the International Trade Administration, incorrect labeling is the most common reason products do not pass customs. All U.S. food exports must include labeling in either English and Chinese or just Chinese. More on this is [in the FSIS library](#). Some products also require a China Compulsory Certification (CCC) mark. [China Customs](#) provides detailed information on tariffs, declarations, certificates, and more. Search by product or H.S. code. See the [World Trade Organization's](#) website for more tariff resources and databases.

PRC's Tariff Exclusion: PRC's retaliatory Section 232 and 301 tariffs make U.S. products less price competitive. However, their Section 301 tariff exclusions process on some products from the United States are still in place. Though Chinese importers can only undertake the process, U.S. exporters should be aware of the process, tariff rates, and how it may affect pricing. A consolidated GAIN report [CH2020-0017](#) outlines the process and a consolidated tariff rate table by H.S. code. Please refer to additional [GAIN](#) reports for the latest on Section 301 tariff exclusions extensions for various products.

Trademarks and Patents Market Research: See SECTION II (Protect your brand). In addition, note that trademark copyright can take 18 months to process in China. Plan well before exporting to China to ensure you are as protected as possible from intellectual property theft and rights violations.

Facility Registration

The GACC Bureau of Import Export Food Safety (BIEFS) requires facilities or establishments exporting specific categories of food products to China to register with GACC in the China Import Food Enterprises Registration (CIFER) system prior to shipping under Decree 248. Each facility must list the products it intends to export to China in its CIFER application. Products are defined as a combination of one H.S. code plus a corresponding "Customs, Inspection, and Quarantine" (CIQ) code. Chinese importers must present these H.S. and CIQ codes to GACC in order to clear imported shipments. Facilities and establishments are strongly encouraged to verify that all facility and product registration information is complete and correct within the CIFER system prior to shipping product to China. For additional information, please see the most recent GAIN report for more information: [Decree 248 Guidance for U.S. Exporters](#).

If a product from an improperly registered facility arrives in China or is shipped before GACC approves the registration, the exporter should expect that it will be detained at port. If a shipment is detained, Please refer to the instructions in [Clearing Detained Shipments Unofficial Guidance](#).

GACC Decree 177 outlines that all overseas production, processing, and storage enterprises are required to register with GACC prior to exporting "grains" including soybeans, corn, wheat, barley, sorghum, and oats – including edible grains. For additional information on Decree 177, please refer to the most recent GAIN report: [Required Registration of Overseas Grain and Oilseed Enterprises](#).

PRC's registration requirements change without notification, so exporters are strongly encouraged to maintain active communication with their importers and to check for updates in [GAIN](#).

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Retail Industry

In 2022, the total retail sales of consumer goods decreased by 0.2 percent over the previous year. Two sales formats have emerged recently: convenience stores and membership supermarkets. Convenience stores are close to the community and consumers can make multiple purchases daily. Membership stores such as Sam's Club and Costco provide a diverse selection of western-style, large-packaged goods and enjoy great reputation for their high-quality sourcing.

Online retail continues to play an increasingly essential role in China for daily necessities. The pandemic greatly accelerated digitalization of businesses and the proliferation of e-commerce and consumer technology adoption. As a result, e-commerce is set to continue to be the main growth driver of retail sales. Various sales/purchasing methods have surfaced in the last few years leaving many companies to adapt their marketing to meet consumer purchasing patterns.

Please see the latest [Retail Food Report](#) for additional information.

Hotel, Restaurant, and Institutional (HRI) Industry

In China, premium imported food and beverage products are typically introduced first in hotel restaurants, then in stand-alone restaurants. Most international hotel chains employ experienced and well-trained chefs who understand and use international food ingredients for both Chinese and western-style cuisine. Chinese cuisine is diverse, with each region having a unique flavor profile.

The HRI sector's recovery from the pandemic is mixed. Hotels in China are experiencing a robust return of customers due to an increase in domestic travelers, while restaurants are seeing wider shifts in consumer spending habits driven by lower consumer confidence and uncertainty in disposable income.

Please see the latest [Food Service - Hotel Restaurant Institutional Report](#) for additional information.

Food Processing Sector

The food processing industry reported a 12.6 percent growth in value year-on-year by the end of the third quarter of 2022, 2.6 percent higher than the average of China's industries. This growth is likely to continue in 2023.

The pandemic reinforced some diet trends such as eating at home, eating healthier, and a preference for time-saving cooking. As a result, a range of new food sectors emerged or were strengthened. These include semi-prepared/ready-to-eat foods, plant-based foods/beverages, as well as light meals. These trends are likely to keep evolving and increase demand for imported food ingredients like nuts, dried fruit, meat, seafood, pulses, and dairy products. The food and drink industry in China is expected to grow by approximately \$30 billion in the coming three years and China will continue to be import dependent for key ingredients.

Please see the latest [Food Processing Sector Report](#) for further information.

Cross-Border E-commerce Market

China's cross-border e-commerce (CBEC) channel has maintained strong momentum since its inception as it allows exporters to offer zero tariffs, reduced value-added and consumption taxes, and streamlines customs clearance processes for specific products on the CBEC positive list. In the first half of 2023, China's CBEC trade value reached \$152.7 billion, an increase of 16 percent from the same period in 2022. The CBEC channel may be an entry point for companies new to the Chinese market, offering new-to-market products a chance to test products and often lowering market entry barriers.

Please see the latest report, [China Cross-Border E-commerce Market Opportunities for U.S. Agricultural Products](#), for additional information.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

China's Major Imports of Consumer-Oriented Products and Competition

Product Category	Imports 2022 (USD in millions)	1st Supplier (Share)	2nd Supplier (Share)	U.S. Ranking (Share)
Fish & Seafood Products	22,551	Ecuador (16%)	Russia (13%)	6 (5%)
Beef & Beef Products	18,000	Brazil (42%)	Argentina (15%)	4 (10%)
Dairy Products	15,209	New Zealand (45%)	European Union (38%)	4 (5%)
Fresh Fruit	12,693	Thailand (40%)	Chile (26%)	11 (1%)
Pork & Pork Products	6,574	European Union (55%)	Brazil (16%)	3 (15%)
Soup & Other Food Preparations⁸	4,706	United States (25%)	European Union (21%)	1 (25%)
Processed Vegetables	4,545	Thailand (69%)	Vietnam (22%)	6 (1%)
Poultry Meat & Prods. (excl. eggs)	4,165	Brazil (37%)	United States (30%)	2 (30%)
Meat Products NESOI	3,654	New Zealand (38%)	Australia (23%)	3 (14%)
Tree Nuts	3,283	United States (25%)	Vietnam (15%)	1 (25%)

Products Present in The Market with Good Sales Potential

The following product categories of consumer-oriented products that have strong growth potential over the next few years. The Chinese market shows an increasing demand for these products as shown through rising imports over the last five years.

Pork and Pork Products: China remains the largest destination for U.S. pork variety meat exports, though there is plenty of domestically produced pork in the market. In 2023, U.S. pork variety meat exports to China continued to grow, rising 9 percent from 2022 on strong consumer demand.

Dairy and Related Products: Consumers are increasingly looking for nutritious products and incorporating more dairy and cheese into their diet. Retail packaged cheese shows promise.

⁸ Soup & Other Food Preparations include soup broths, canned food preparations, and frozen prepared food preparations.

Fish and Seafood Products: China leads the world in seafood consumption and Chinese consumers increasingly prefer high-quality, value-added seafood products. Because of the strong demand, China remained the world's largest seafood producer in 2022, and imports surged in 2022 to \$22.6 billion, up 31 percent from the previous year.

Beef and Beef Products: Consumers take food quality and food nutrition more seriously than before. U.S. beef enjoys a good reputation in China and is sought out by Chinese consumers. Although the domestic consumer market was weak in 2022, U.S. beef still sold well. Demand for U.S. beef will continue, although the high growth rate was partly due to competitors' absence from the market.

Poultry and Poultry Products: In 2023, driven by rebounding HRI demand, China has emerged as the second largest destination for U.S. poultry exports. In particular, frozen chicken feet (or paws) are preferred by Chinese consumers for their unique large size and consistent high quality.

Snack Foods: Imported snack foods, especially those perceived as healthy are expected to increase as consumers renew their focus on healthy lifestyles.

Tree nuts: China's solid demand and the abundant global supplies of almonds and pistachios will encourage increased imports of tree nuts. There is also a demand for a limited volume of imported walnuts to supply a niche market.

Pet Food: Pet ownership continues to grow, and consumers are increasing their purchases of imported pet food. The Phase One Trade Agreement provided U.S. exporters with expanded market access. E-commerce has become the primary pet food sales platform.

Healthy and Functional Food Products: The Chinese functional foods market, also known as the health foods market, has grown rapidly in recent years. In particular, functional snacks and drinks have begun to attract a growing number of younger consumers due to their health claims.

Ready-to-eat Food: China's market for ready-to-eat meals has continued to grow rapidly in recent years and reached \$61 billion in 2022, a year-on-year increase of 21.3 percent. Small-packaged, ready-to-eat meal products are more popular among consumers due to factors such as refrigerator capacity and portability. By 2026, the industry's market size is expected to reach over \$140 billion.

Alcoholic beverages and related ingredients: China's demand for imported beer, spirits, and wine has increased significantly over the past decade. 2021 witnessed the strong growth of China's importation of spirits and beer. The local spirits of China still dominate the market, while western spirits like whiskey and brandy have more and more influence on Chinese consumers' alcohol choices

For more details on specific product groups, please view recent reports by topics or keywords on [GAIN](#).

SECTION VII. APPENDICES

Appendix 1: USDA FAS Support Programs

[Market Access Program \(MAP\)](#)– Through MAP, FAS partners with U.S. agricultural trade associations, cooperatives, SRTGs, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.

[Branded Program](#)– Under the Branded Program, eligible companies can be reimbursed up to 50 percent of their approved promotional expenditures in a foreign market, including advertising and freight cost of samples. This program is generally administered by the four [SRTGs](#) with support from USDA.

[Quality Samples Program \(QSP\)](#)– QSP enables potential customers worldwide to discover the quality and benefits of U.S. agricultural products. The program focuses on processors and manufacturers rather than consumers, and QSP projects should benefit an entire industry or commodity rather than a specific company or product. Projects should focus on developing a new market or promoting a new use for a U.S. product.

[Emerging Markets Program \(EMP\)](#)– EMP helps U.S. organizations promote exports of U.S. agricultural products to countries that have, or are developing, market-oriented economies and that have the potential to be viable commercial markets. EMP supports exports of generic U.S. agricultural commodities and products.

For links to these programs and several other USDA programs not referenced herein, please visit <https://www.fas.usda.gov/programs>

USDA Endorsed Trade Shows – USDA has four endorsed trade shows in China each year: Food Ingredients China, SIAL Shanghai, China Fisheries and Seafood Expo, and Food and Hospitality China. U.S. exporters can meet with importers at these events and learn about the latest market developments. Please visit [USDA Endorsed Trade Shows](#) for more information.

Appendix 2: United States Department of Agriculture in China

Organization	Address	Telephone/Fax/Email
FAS, Office of Agricultural Affairs, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3600 Fax: (86-10) 8531 3636 AgBeijing@usda.gov
FAS, Agricultural Trade Office, Beijing This office covers Beijing, Tianjin, and Chongqing; Hebei, Henan, Shanxi, Shaanxi, Qinghai, Sichuan, Yunnan, Guizhou, Hubei, Hunan, Jiangxi, and Gansu Provinces; Xinjiang, Ningxia, and Inner Mongolia Autonomous Regions, and Tibet.	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3950 Fax: (86-10) 8531 3974 ATOBeijing@usda.gov
FAS, Agricultural Trade Office, Shanghai This office covers Shanghai, Jiangsu, Anhui, and Zhejiang Provinces.	U.S. Consulate General Shanghai, Shanghai Centre, Suite 331, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 6279 8622 ATOShanghai@usda.gov
FAS, Agricultural Trade Office, Guangzhou This office covers Guangdong, Guangxi, Fujian, and Hainan Provinces.	43 Hua Jiu Road, Zhujiang New Town, Tianhe District, Guangzhou, Guangdong, China, 510623	Tel: (86-20) 3814 5000 Fax: (86-20) 3814 5310 ATOGuangzhou@usda.gov
FAS, Agricultural Trade Office, Shenyang This office covers Liaoning, Jilin, and Heilongjiang Province	Suite 1903, North Media Building, No.167 Qingnian Street, Shenhe District, Shenyang, Liaoning	Tel: (86-24) 2318 1380 2318 1338 Fax: (86-24) 2318 1332 ATOShenyang@usda.gov
Animal and Plant Health Inspection Service, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3030 Fax: (86-10) 8531 3033 Is.beijing.china.staff@usda.gov
Food Safety and Inspection Service, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3950 beijingfsisdiscrepancy@usda.gov

Appendix 3: U.S Trade Association and Cooperator Groups in China

Note: Representative relationships are for reference purposes only and are subject to change.

Organization	Representative	Telephone/Fax/Email
Alaska Seafood Marketing Institute American Pistachio Growers California Prune Board Sunkist Growers Food Export Midwest and Northeast SUSTA WUSATA California Fig Advisory Board Ginseng Board of Wisconsin Cherry Marketing Institute U.S. Rice Producers Association	SMH International Unit 1606-1608, 16/F, Shanghai Two ICC, 288 South Shanxi Road Shanghai, China	Tel: 86 21 6888 9836 Fax: 86 21 5466 9609 86 139 0184 6680 Robin Wang 86 136 0187 3080 Roger Zhang Smh-shanghai@163.com Shengming@sh163.net
National Association of State Departments of Agriculture Pet Food Institute	Lee's Market Makers, Inc. Room 1507, Flat C No. 311, Siping Road Shanghai P.R. China 200086	Tel: 86 21 55155310/ 65213847/ 65090192 Fax: 86 21 6521 6949 barbara@leesmarket.net.cn rita@leesmarket.net.cn
Brewers Association U.S. Highbush Blueberry Council Produce Marketing Association U.S. Cranberry Marketing Committee	M.Z. Marketing Communications Suite 1406, Building B, 311 Siping Road, Hanson Mansion, Shanghai, P.R. China 200081	Tel: 86 21 6521 6751 Fax: 86 21 6521 3459 info@mzmc.com.cn mabel@mzmc.com.cn
Raisin Administrative Committee U.S. Dairy Export Council Potatoes USA USA Rice Federation California Table Grape Commission U.S. Dry Pea and Lentil Council	PR Consultants Ltd. Suite 1010, Jingan China Tower, 1701 Beijing West Road, Shanghai 200040, China	Tel: 86 21 6319 0668 Fax: 86 21 6319 0338 Admin@prcon.com
California Cherry Advisory Board Northwest Cherry Growers Washington Apple Commission Pear Bureau Northwest	Room 1804, Silver Center, 1388 North Shanxi Road, Shanghai 200060, China	Tel: 86 21 6149 8591 Fax: 86 21 6149 8591 Roger_apple@163.com victorwongsh@163.net
Almond Board of California	Ms. Connie Cheung Wheelock Square, Rm 2530 1717 Nan Jing Road (West), Jing An District Shanghai, China	Tel: 86 21 6157 5138 ccheung@almondboard.com

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Attachments:

No Attachments.