

Voluntary Report – Voluntary - Public Distribution

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Report Name: Tangjiuhui USA Pavilion Received Strong Traffic and High Recognition

Country: China - People's Republic of

Post: Beijing ATO

Report Category: Agricultural Trade Office Activities, Beverages, CSSF Budget End-of-Year Review, CSSF Budget Mid-Year Review, CSSF Budget Third-Quarter Review, CSSF Budget Request, CSSF Revised Budget, Trip Report

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Report Highlights:

From April 10 to 12, ATO Beijing organized a USA Pavilion at the pre-show of the 108th China Food and Drinks Fair in Chengdu to showcase U.S. alcoholic beverage products. This year's pavilion built upon the success of last year's and housed 18 exhibitors, showcasing U.S. wine, beer, and whiskey. The three-day trade show attracted more than 12,000 visitors.

Goals and Objectives

ATO Beijing organized the USA Pavilion to strengthen the U.S. wine, beer and whiskey showcase at the 108th China Food and Drinks Fair (CFDF, otherwise known as Tangjiuhui) with the following objectives:

- To increase traders' awareness of the advantages and availability of U.S. wine, beer, and whiskey.
- Increase new contacts interested in purchasing U.S. wine, beer, and whiskey.
- To demonstrate continued outreach to the Southwest China region.

Activity Overview

USA Pavilion:

From April 10 to 12, ATO Beijing organized a USA Pavilion to showcase U.S. alcoholic beverage products at Niccolo Hotel in Chengdu, one of the pre-shows (otherwise known as hotel shows) prior to the 108th Tangjiuhui show. This is the second time that ATO Beijing organized a USA Pavilion during Tangjiuhui. This year's USA Pavilion built upon last years' success and welcomed 18 exhibitors, showcasing U.S. wine, beer, and whiskey from the great states of California, New York, Washington, Oregon, Virginia, Kentucky, Florida, and Alaska. The U.S. Grains Council (USGC) presented beer brewed with U.S. malts under the USA Pavilion. The three-day trade show attracted more than 12,000 visitors.



USA Pavilion Livestreaming:

On April 11, ATO Beijing Director Lashonda McLeod Harper led a livestreaming of the USA Pavilion. The livestreaming started with Lashonda's introduction of FAS China, overview of the USA Pavilion and products categories. Following Lashonda's guidance, each USA Pavilion exhibitor had the opportunity to highlight its products. The livestreaming was targeted at professional buyers of alcoholic beverages and attracted more than 6,000 visitors.



Livestreaming during the Hotel Show.

Networking Event: Taste of America

On the afternoon of April 12, ATO Beijing organized a networking event: Taste of America at the Niccolo Chengdu Hotel to make new connections and strengthen relationships established during the highly praised 2021 ATO Friends of Southwest China event which was held on the margin of CFDF. During the networking event, U.S. agricultural trade organizations and Chinese importers showcased a wide variety of American food, beer, wine, and spirits products to 200 key agricultural contacts in Chengdu. On top of alcoholic products, the event featured agricultural food products including high-quality U.S. poultry and meat, award-winning dairy and cheese, unique potato products, as well as delicious pistachios, cranberries, raisins, and dried blueberries. This activity demonstrates USDA's continuing commitment to the region and to the enduring business relations and friendships.



ATO Beijing Director McLeod Harper greets the guests.

Results and Outcomes

The show received unexpected strong, continuous traffic of serious buyers. All USA Pavilion exhibitors reported that they made more than 100 serious contacts on average. One exhibitor reported an on-site sales deal of \$2,200 (RMB 150,000) on the first day of the show and received a potential order of one container of wine.

After the networking event, the Niccolo Chengdu Hotel reached out to ATO Beijing to ask for the U.S. beef supplier's contact information as the hotel wished to supply U.S. beef at its restaurants after tasting the U.S. beef products from the networking event. ATO Beijing has connected USMEF and the U.S. beef suppliers with the Niccolo Chengdu Hotel for direct communication and will follow up accordingly.



The organization of the USA Pavilion help filtered professional contacts interested in the U.S. alcoholic beverages. All 18 exhibitors expressed strong interest in joining the USA Pavilion next year. Additionally, ATO Beijing was approached by some new contacts who are very eager to join the USA Pavilion in the next year.

Recommendations

Due to China's zero COVID policy for the past three years, exhibitors based in the United States did not have opportunity to attend trade shows to expand business contacts. The USA Pavilion at CFDF provided the best opportunity for exhibitors to maintain business relations and explore new contacts. All 18 exhibitors reported it necessary and essential for ATO Beijing to organize a USA Pavilion during the show to facilitate buyers finding U.S. wines at one stop.

Also, most exhibitors think the Tangjiuhui Hotel Show attracts more professional alcohol buyers than the Tangjiuhui Expo. Post will consider continuing U.S. alcohol promotion at hotel shows in 2024. Since hotel shows are usually organized by different organizers at different hotels, it is important to select the hotel show organizer by considering its experience, requested payment terms, as well as the hotel location.

Attachments:

No Attachments.