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**Report Name:** USA Pavilion Delivers 711 Million USD in New Sales at CIIE 2024

**Country:** China - People's Republic of

**Post:** Shanghai ATO

**Report Category:** Agricultural Trade Office Activities, Agriculture in the News, Export Accomplishments - Marketing, Trade Events and Shows, Promotion Opportunities, Trade Show Evaluation

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**Report Highlights:**

On November 5-10, ATO Shanghai organized the American Food and Agriculture Pavilion at the China International Import Expo (CIIE), the world's largest expo for imported products. This was the second time for ATO to organize this pavilion with the American Chamber of Commerce in Shanghai. This year's pavilion hosted 14 exhibitors showcasing U.S. meat, grains, poultry, oilseeds, dairy, potatoes, wines, spirits, cotton, hay, peas, fruits, and ginseng. USDA Acting Deputy Under Secretary for Trade and Agricultural Affairs Jason Hafemeister attended the show together with a high-level U.S. industry delegation representing 13 groups including the CEOs of six USDA Cooperators. This event served as the single largest representation of U.S. agriculture in China this year representing nearly 90 percent of U.S. agricultural exports. U.S. companies in the pavilion secured over \$711 million in on-site sales during the five-day show.

## Background

The China International Import Expo (CIIE) is a trade-focused exposition hosted by the People's Republic of China (PRC) Ministry of Commerce (MOFCOM) and the Shanghai Municipal Government. The expo, launched in 2018, aims to boost the consumption of imported products in China. It is one of only four national expos in China and the only one focused on imports. Given high-profile endorsement by the PRC government, the show attracts extensive participation from international companies across various sectors. In 2023, ATO Shanghai and the American Chamber of Commerce (AmCham) Shanghai co-organized the first-ever American Food and Agriculture Pavilion at CIIE, garnering substantial media attention and facilitating large purchase deals for U.S. agricultural products. See GAIN Report [CH2024-0041](#) for details on CIIE 2023.

## American Food and Agriculture Pavilion

ATO Shanghai once again collaborated with AmCham Shanghai to host the second American Food and Agriculture Pavilion at CIIE from November 5 to 10. The pavilion covered 240 square meters, up from 210 meters the previous year. This year's pavilion featured the following 14 U.S. exhibitors:

1. California Wine Institute
2. Cotton Council International (CCI)
3. Hang Tung Resources
4. Marathon Ginseng
5. Morton Salt
6. Potatoes USA
7. RAD Beverage
8. Sealed Air
9. State of Idaho
10. State of Washington
11. U.S. Meat Export Federation
12. USA Dry Pea & Lentil Council
13. USA Poultry & Egg Export Council (USAPEEC)
14. USA Rice Federation

In addition, the following U.S. associations had independent pavilions nearby:

1. U.S. Soybean Export Council (USSEC)
2. U.S. Grains Council (USGC)

The show was attended by USDA Acting Deputy Under Secretary (ADUS) for Trade and Foreign Agricultural Affairs Jason Hafemeister and a high-level multi-commodity cooperator mission including USSEC, USGC, U.S. Dairy Export Council (USDEC), Almond Board of California (ABC), American Pistachio Growers (APG), U.S. Wheat Associates, American Seed Trade Association, U.S. Rice Producers Association, USAPEEC, and CCI. **These industry groups and others represented at the American Food and Agriculture Pavilion accounted for nearly 90 percent of the total \$28.8 billion in U.S. agricultural exports to China in 2023.**

On November 6, ADUS Hafemeister gave opening remarks and cut the ribbon at the American Food and Agriculture Pavilion. He was joined by the CEOs from the USSEC, USGC, USDEC, ABC, and APG, as well as AmCham Shanghai President Eric Zheng, AmCham Shanghai Chairman Allan Gabor, Shanghai Friendship Association Chairman Jing Chen, CIIE Bureau Assistant President Weimin Zhang. Following the opening of the pavilion, high-level guests were given a walking tour to meet all the exhibitors. A demonstration kitchen within the pavilion served samples of U.S. beef, pork, and poultry.



*ADUS Hafemeister and U.S. industry representatives at the American Food and Agriculture Pavilion Opening Ceremony*

## **Media Engagement**

The American Food and Agriculture Pavilion received extensive coverage from 15 international and local press outlets across 20 unique media engagements. Multiple outlets conducted interviews with ADUS Hafemeister and AmCham Shanghai President Eric Zheng, as well as U.S. exhibitors in the pavilion. The pavilion's coverage spanned every major media market in China, including print, television, and social media. Overall coverage is estimated to have reached over 540 million readers and viewers in China.



*ADUS Hafemeister participating in a U.S. beef and chicken cooking demonstration*

## List of Media Articles Covering the American Food and Agriculture Pavilion:

### International Press (English)

1. Bloomberg TV: [USDA's Hafemeister on US-China Trade](#)
2. China Global Television Network: [US farmers score \\$711 million in contracts at CIIE 2024, boosting China trade ties](#)
3. City News Service: [AmCham President, Massive Deals & U.S. Pavilion](#)
4. Global Times: [US Agricultural Companies Seek Opportunities at CIIE](#)
5. Reuters: [China will remain a key market, said Jason Hafemeister, USDA Acting Deputy Under Secretary for Trade](#)
6. South China Morning Post:
  - a. [US agricultural interests, tied to China, see hope in expo orders this week](#)
  - b. [China, US can find common ground in agriculture trade, official says](#)
  - c. [US farmers sign big deals at CIIE expo](#)

### Local Press (Chinese, unofficial translation of titles)

1. China Central Television (CCTV) News Center: [U.S. Companies Embrace the Chinese Market](#)
2. CCTV 13: [Seize the Opportunity of CIIE, Gain A Lot with A Bright Future](#)
3. China.com.cn: [Agricultural Trade as a Stabilizing Force in U.S.-China Relations](#)
4. Guancha
  - a. [U.S. Official Expressed His Stance at the CIIE](#)
  - b. [U.S. Expresses Desire for Greater Participation in Chinese Market at CIIE](#)
5. Jiemian News: [U.S. Exhibitors talking about U.S.-China economic and trade relations at CIIE](#)
6. Phoenix TV: [USDA: New Administration Will Continue to Value U.S.-China Agricultural Cooperation](#)
7. Shangguan News
  - a. [U.S. Food and Agriculture Pavilion debuts at CIIE, expected to reach new highs](#)
  - b. [The U.S. official pavilion made its second appearance at CIIE, signing more than last year's total on the first day](#)
8. Xinhua:
  - a. [USDA official positively reviews participation at the 6th and 7th CIIE](#)
  - b. [Guests from Abroad Share Their Thoughts on the CIIE](#)
9. Yicai: [U.S. small and medium-sized agribusinesses seek new opportunities at CIIE](#)

Many of the above articles were also cited and reposted by smaller, niche outlets across China.

## Pavilion Visitors

Overall, CIIE welcomed over 400,000 attendees including 800 purchasing groups. On November 8, U.S. Consul General in Shanghai Scott Walker visited the American Food and Agriculture Pavilion to meet with exhibitors and participate in a tasting session with the California Wine Institute. Other key visitors to the pavilion included former PRC Minister of Commerce Demin Chen, former PRC Ambassador to the United States Tiankai Cui, and President of the U.S.-China Business Council Craig Allen. The pavilion also welcomed business delegations from Alibaba T-Mall, Anhui Province, and the Shanghai Council for the Promotion of International Trade, as well as representatives from ADM, Bunge, Cargill, and Louis Dreyfus.



*U.S. Consul General Scott Walker visiting the California Wine Institute booth*

## **U.S.-China Agricultural Trade Cooperation Forum**

ADUS Hafemeister and the U.S. industry delegation also participated in the U.S.-China Agricultural Trade Cooperation Forum hosted by the USSEC, USGC, and China's Chamber of Commerce of Import and Export of Foodstuffs, Native Produce, and Animal Products (CFNA) held inside the CIIE venue. ADUS Hafemeister delivered a keynote speech highlighting U.S. agriculture's success at CIIE and the importance of free and fair trade for food security. U.S. agriculture leaders from ten cooperators emphasized the importance of their longstanding partnership with China for sustainable development and trade growth. Other speakers included USSEC CEO Jim Sutter, USSEC Vice Chair Janna Fritz, USGC Chairwoman Verity Ulibarri, United Soybean Board Chair Steve Reinhard, and U.S. Ambassador to China Nicholas Burns. USDEC President and CEO Krysta Harden spoke at the nearby Global Dairy Forum.



*ADUS Hafemeister speaking at the U.S.-China Agricultural Trade Cooperation Forum*

## On-Site Sales

During the show, the American Food and Agriculture Pavilion hosted signing ceremonies for U.S. agricultural products with an estimated value of over \$711 million for soybeans, corn, sorghum, alfalfa, feed ingredients, dried peas, and ginseng. This reflected a 40 percent increase over the previous year's total of \$505 million. ADUS Hafemeister also witnessed signing ceremonies in the nearby USSEC and Cargill pavilions worth approximately \$140 million in U.S. soybeans and beef. While some agreements were reached prior to the show's opening, others were negotiated on the show floor including a \$400,000 contract for Wisconsin ginseng. All signing ceremonies received significant media attention.



*Signing ceremony for \$4 million in dry green peas from Idaho*

## Conclusion

In the second year of USDA's participation at CIIE, on-site sales of U.S. agricultural products grew by 40 percent to \$711 million while attracting high-level U.S. industry participation from key sectors representing nearly 90 percent of total U.S. agricultural trade to China. **The groups represented at the U.S. pavilion at CIIE accounted for over \$25.5 billion of the total \$28.8 billion in U.S. agricultural trade to China in 2023.** Given high-profile endorsement of the show by the PRC government, significant attendance from regional governments and state-owned enterprises, and strong media visibility, CIIE is expected to continue to serve as a key platform to promote U.S. agricultural products in China. The participation of U.S. agriculture industry leadership at CIIE underscores the importance of this show for U.S. producers and exporters seeking to maintain the visibility and relationships needed to be successful in the China market.

Please contact ATO Shanghai at [atoshanghai@usda.gov](mailto:atoshanghai@usda.gov) if you are interested in participating in the future.

## **Appendix: CIIE 2024 By the Numbers**

- 3,496 exhibitors from 129 countries
- Over 800 purchasing groups and 400,000 guests attending
- American Food and Agriculture Pavilion
  - o 240 square meters (up 14 percent from 2023)
  - o 14 exhibitors including 7 USDA cooperators and 2 U.S. states
- U.S. Multi-Commodity Cooperator Mission
  - o 13 U.S. associations
  - o 25 industry representatives
  - o 6 U.S. Cooperator CEOs
- \$851 million in new U.S. agricultural sales
  - o \$711 million inside American Food and Agriculture Pavilion
- Coverage by 15 international and local press with 20 unique media engagements
- Over 540 million readers and viewers reached

## **Attachments:**

No Attachments.