



SIAL China 2025

Shanghai, China
May 19 – 21, 2025

China is a leading producer of food and agricultural products in the world and one of the top markets for U.S. agricultural exports. Despite China's slower-than expected economic recovery in 2023, demand for U.S. agricultural and food products remain strong with imports of consumer-oriented products totaling \$84 billion.

SIAL China is a legacy show for SUSTA and has been a key platform to deliver business opportunities for SUSTA companies. As the leading trade exhibition for premium food and beverage in China, SIAL China regularly attracts over 100,000 trade visitors.

Participation Fee:

- **Corner Booth:** \$6,763; **Early Bird Special:** \$6,563 (if you register and pay before December 19, 2024)
- **In-line Booth:** \$6,133; **Early Bird Special:** \$5,933 (if you register and pay before December 19, 2024)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Market Briefing & Tour
- Prearranged one-on-one meetings with Chinese buyers
- Interpreter for your booth (please request in advance if needed)
- Translation of company's flyer or brochure (2 pages maximum for each company)
- Sample shipping of up to 100 lbs. gross weight (which includes the weight of all packing materials) from a US consolidation point to the show using SUSTA's designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **February 19, 2025** (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description: Suitable products include, but are not limited to: Organic/Health Foods, Grocery & Canned Foods, Ethnic Foods, Value-added Food, Sauces, Condiments & Seasonings, Dairy Products, Juices & Other Beverages, Nuts

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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