



# SIAL China 2024

Shanghai, China  
May 28 – 30, 2024

As the 2nd-largest consumer market and importer in the world, China imported over \$236 billion worth of agriculture imports from around the world in 2022. Within its trade partners, the U.S. has continued to establish its importance to the Chinese market and its demand by supplying a growing amount of agricultural products, peaking at \$41 billion in 2022.

SIAL China is growing to be the most prestigious trade show in China for international food and beverage suppliers. SIAL China has maintained its status as the premium trade exhibition for food and beverage in China and the Asia region. China's growing middle class is propelling a demand for reliable and quality food products, an area which the U.S. has a strong reputation and continues to be in demand. Many suppliers were able to gain access to China through exhibiting at SIAL. Business connections were built and businesses transactions were made that benefitted first-time participants and experienced exporters alike.

### Participation Fee:

- **Corner Booth:** \$6,441; **Early Bird Special:** \$6,241 (if you register and pay before December 28, 2023)
- **In-line Booth:** \$5,841; **Early Bird Special:** \$5,641 (if you register and pay before December 28, 2023)

### Fee Includes:

- 9m<sup>2</sup> booth and standard furniture package
- Market Briefing & Tour
- Prearranged one-on-one meetings with qualified Chinese buyers
- Interpreter services (please request in advance if needed)
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

**Registration Deadline:** February 28, 2024 (No refunds for cancellation after this date)

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

**Product Description:** 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:

#### Mississippi Department of Agriculture and Commerce

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**Global Event Coordinator:** Angelique Rhome, [Angelique@susta.org](mailto:Angelique@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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