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Country: China - People's Republic of

Post: Beijing ATO

Report Category: SP1 - Expand International Marketing Opportunities, Promotion Opportunities, Trade Show Announcement

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Report Highlights:

Trade shows in the United States and abroad can help U.S. companies expand their reach to potential customers around the globe. The volume and variety of trade shows in China are undergoing substantial change. Prior to 2010, most trade shows were hosted in the same city by the same operator year after year, such as the Guangzhou Trade Fair or SIAL in Shanghai. As a result of China's rapid urbanization and increase in spending power, more and more cities are vying for the tourism dollars and commercial prestige that comes from hosting major business events. Cities throughout China are opening state-of-the-art venues. At the same time, both established and newly innovated shows are including livestreaming components, due to COVID-related travel restrictions.

The goal of this report is to introduce U.S. exporters of farm, fishery and forest products to the major trade shows taking place throughout China in fiscal year 2022. Exporters are encouraged to conduct their own research to verify costs, obligations and logistics prior to registration. In order to make that work easier, FAS has also provided at the end of this report the contact information for all four U.S. Agricultural Trade Offices (ATO) in China.

FAS China expects travel to China to remain restrictive for U.S. citizens and Chinese nationals returning to Mainland for the foreseeable future. As travel remains restricted, FAS China recommends that you look toward virtual ways to engage U.S. companies and stakeholders until the PRC government decides to reopen. Mission China ATOs are all working on increasing virtual capabilities and will be organizing more Virtual Trade Events in the near future as an adaptation to current realities. We encourage you to use virtual B2B connections to maintain relationships where needed, plan and expand virtual offerings and virtual components for in-country activities and collaborate with ATOs on in-person and virtual events.

It is worth noting that Chinese and American food cultures are dissimilar with different purchasing patterns. For example, consumers in China prefer wok-ready foods and are unfamiliar with using ovens. At the same time, restaurants featuring craft beers, red wine, pizza, steak, barbecue, and fancy baked items have grown tremendously in popularity. For more information about any particular show, contact the ATO from the relevant region who will be glad to assist.

Also, each year, FAS endorses the trade shows that will provide the best international exposure and marketing opportunities for U.S. companies and producers. FAS works with show organizers and other partners to create a “USA Pavilion” to showcase the variety and quality of made-in-the USA products to potential foreign buyers. FAS also provides participating companies with marketing and promotion services, market intelligence, logistical support, and on-site assistance. Currently, the four USDA trade shows endorsed for China are the Food and Hotel China, Food Ingredients China, SIAL, and China Fisheries and Seafood Expo. China Fisheries and Seafood Expo is the newest, and October 2021 will see it endorsed for the first time.

Category	Date	Event	Chinese	Location	Scale	Sponsor/Host	Website
Meat	September 15-17, 2021	China International Meat Industry Week	2021第19界中国国际肉类工业展览会	Qingdao, World Expo Center	International	China Meat Association	http://www.cnena.com/showroom/bencandy-htm-fid-15-id-36995.html
Husbandry	September 15-17, 2021	VIV Qingdao 2021	亚洲国际集约化畜牧展览会（青岛）	Qingdao, Shandong Province	International	China International Meat Industry Expo	http://www.vivworldwide.cn/home/index
Livestock	October 20-22, 2021	Leman Swine Conference	李曼中国养猪大会	Chongqing International Expo Center	International	University of Minnesota	http://www.lemanchina.com
Food & Beverage	October 23, 2021	Hilton Beijing Food & Beverage Experience		Beijing, China	Local	Hilton Beijing	https://www.hilton.com/en/hotels/bjshitw-hilton-beijing/
Seafood	October 27-29, 2021	China Fisheries & Seafood Expo	中国国际渔业博览会	New Hongdao International Convention and Expo Center	International	N/A	http://chinaseafoodexpo.com/
Food & Beverage	October 28-30, 2021	SIAL China South	华南国际食品和饮料展览会	SHENZHEN World Exhibition & Convention Center	International	Comexposium-Sial Exhibition	http://ensouth.sialchina.com/
Dairy	November 5-7, 2021	The 12th CDIE China International Dairy Industry Expo	第十二届CDIE中国国际乳制品产业博览会	Beijing, China International Exhibition Center	National	CDIEEXPO	http://www.cnmilkeexpo.com/zh_cn/70/

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Food, Beer, Wine, & Spirits	November 19-21, 2021	China International Food, Wine and Drinks Exhibition	2021第十五届中国（山东）国际糖酒食品交易会	Jinan, Shandong Province	International	Shandong International Exhibition Center	http://www.onezh.com/web/index_64405.html
Hides and Skins	November 23 – 25, 2021	All China Leather Exhibition (ACLE) in Shanghai	中国国际皮革展	SHANGHAI, New International Expo Center	International	Asia Pacific Leather Fair Ltd.	http://www.aclechina.com/
Fruit and Vegetables	November 2021	China Fruit and Vegetable Trade Fair (China FVF)	中国（北京）国际果蔬展览会暨研讨会	Beijing Exhibition Centre, Beijing,	International	Great Wall International Exhibition Co. Ltd.	http://en.chinafvf.com/
Hotel and Food	December 16-18, 2021	Hotelex & Finefood	广州国际酒店用品及餐饮展览会	GUANGZHOU Poly World Trade Center Exhibition Hall Guangzhou	National	Sinoexpo Infoma Markets	www.fhcchina.com/en/guangzhou
Wood Products	March 17-22, 2022	Shenzhen Creative Week Furniture Show	深圳时尚家居设计周-深圳家具展览会	SHENZHEN International Convention and Exhibition Center (New Pavilion)	National	Shenzhen Economic, Trade and Information Technology Commission	https://www.szcreativeweek.com/en
Wood Products	March 18-21 and 28-31, 2022	China International Furniture Fair Guangzhou	第四十六届中国国际家具博览会2021（广州）	GUANGZHOU China Import & Export Fair Pazhou Complex	International	China Foreign Trade Guangzhou Exhibition General Corporation CFTC - China	https://www.ciff.furniture/

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						Foreign Trade Centre	
Food & Beverages	March 22-27, 2022	2022 China Food and Drinks Fair (CFDF) (Tangjiuhui)	第106届全国糖酒商品交易会	Chengdu, Sichuan Province	National	China Sugar Industry Liquor Kind Group Corporation	http://www.expo-qgtjh.com/
Wood Products	March 28-31, 2022	Guangzhou Interzum Show (CIFM)	中国广州国际家具生产设备及配件展览会	GUANGZHOU Pazhou Complex	International	Koelnmesse Co. Ltd.	http://www.interzum-guangzhou.com/
Pet Food	April 1-4, 2022	China Pet Expo	北京国际宠物用品展览会	China International Convention Center	International	Beijing Pet Exhibition Organization Committee	https://www.jufair.com/exhibition/7264.html
Food & Beverage	April 20-22, 2022	ANUFOOD China	世界食品（深圳）博览会	SHENZHEN World Exhibition & Convention Center	National	Koelnmesse Co. Ltd.	www.anufoodchina.com
Feed	April 2022	China Feed Industry Expo (CFIE)	中国饲料工业展览会	TBD	National	China Feed Association	http://www.chinafeed.org.cn/
Tree Nuts	April 2022	2022 China Tree Nuts and Roasted Seeds Exhibition	2022线上线下坚果炒货食品展览会	Hefei Binhu International Expo Center, Anhui Province	National	China Nuts and Roasted Seeds Industry Exhibition	https://www.chinanutexpo.com/index.shtml

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Beer	April 2022	Beijing Craft Beer Exhibition	北京精酿啤酒展	TBD, Beijing	National	N/A	http://www.bjeiecc.com/exhibition/7_384.html
Wood Products	May 19-22, 2022	Qingdao International Furniture Fair (QIFF)	第19届青岛国际家具展	Qingdao	International	Shandong Furniture Association	http://www.qiff.net/
Food Ingredients	May 24-26, 2022	China Bakery Exhibition	中国（广州）国际烘焙展览会	GUANGZHOU China Import and Export Fair Pazhou Complex	National	National Federation of Industry and Commerce Baking Association	http://www.china-baking-expo.com/sy
HRI	May 25-27, 2022	Food and Hospitality South China 2022	中国国际休闲零食展(华南区)	GUANGZHOU Poly World Trade Center Exhibition Hall	National	Sinoexpo Infoma Markets	www.fhcchina.com/en/guangzhou
Wine	May 2022	Interwine China	中国（广州）国际名酒展	GUANGZHOU China Import and Export Fair Pazhou Complex	National	Ketong International Exhibition Co., Ltd	http://www.interwine.org/en/
Livestock Genetics	May 2022	The 2022 China Animal Husbandry (CAHE)	第20届中国畜牧业博览会	TBD	International	China Animal Agriculture Association	http://www.caaa.com.cn/
Food and Beverages	May 31-June 2, 2022	The 19th China International Food & Catering Expo	2022第十九届北京国际食品餐饮博览会	Beijing	China International	N/A	http://www.cf-e.cn/en/

Category	Date	Event	Chinese	Location	Scale	Sponsor/Host	Website
					Expo Center		
Wine	June 2022	Beijing Topwine China	北京国际葡萄酒展览会	National Convention Center, Beijing	International	Partnerworld Co., Ltd	http://www.topwinechina.cn/
Dairy	July 2022	China Dairy Expo	中国国际奶业展览会	TBD	National	China Dairy Committee	http://test.dairyexpo.com/
Tree Nuts	July 2022	2022 China Peanut Expo	2022中国花生交易博览会	Qingdao	National	N/A	N/A
Beer	July 2022	2022 Qingdao International Beer Festival	2022青岛国际啤酒节	Qingdao	International	N/A	NA
Wine	September 2022	World Bulk Wine China	烟台葡萄酒及果蔬加工展览会	Yantai	International	COMEXPOSIUM	N/A

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Attachments:

No Attachments.