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Report Highlights:

China is the third largest export market for U.S. agricultural and related products. For the first time in at least 20 years, consumer-oriented imports exceeded bulk commodity imports by value in 2019. Due to pandemic-related travel restrictions, exporters are encouraged to stay engaged by participating in virtual trade shows, conferences, and matchmaking events. The U.S.-China Economic and Trade (Phase One) Agreement provided new or expanded market access for U.S. beef, pork, poultry, seafood, dairy, animal feed, pet food, fruit, and horticultural products. This report provides practical tips to U.S. agricultural, forestry, and fishery exporters on how to conduct business in China. The report includes information on local business practices, a review of consumer preferences, food standards and regulations, and import and inspection procedures.

Market Fact Sheet: China

China is a set of complex, diverse, and fluid consumer and regional markets which have undergone considerable change in 2020. Consumer purchasing power is uneven with urban residents in first-tier cities devoting a higher portion of their incomes to imported products than rural residents. With limited arable land and increasing demand for meat, poultry, and dairy, the country must import animal feed ingredients and food grains to meet its livestock and food security needs. As a major manufacturer, China also imports significant quantities of wood, cotton, and fishery products for processing into consumer products (e.g., furniture; clothing).

Market Overview

Population: 1.4 billion; growing 0.5% annually; largest in the world.

GDP (in PPP): \$23.4 trillion in 2019; highest in the world (U.S. at \$21.3 trillion).

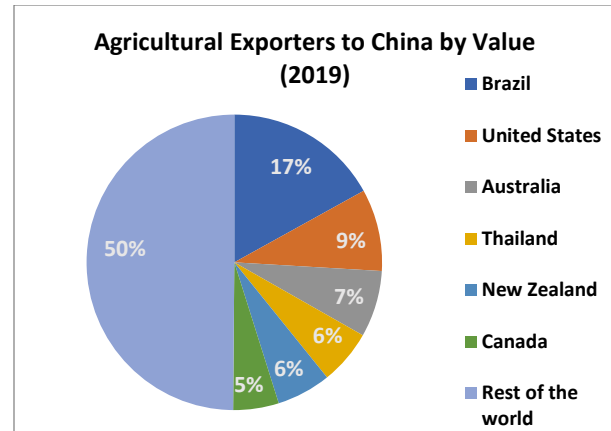
Gross National Income (GNI), per capita: \$10,410 in 2019 (U.S. \$65,670).

U.S. Agricultural Exports (2019)

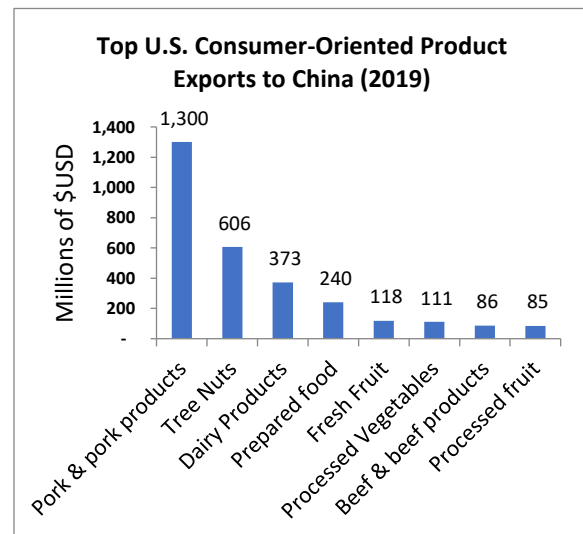
Bulk	\$9.1 Billion
Intermediate	\$1.6 Billion
Consumer Oriented	\$3.2 Billion
Agricultural Related	\$2.4 Billion
Total	\$16.3 Billion

In 2019, the United States exported \$16.3 billion of U.S. agricultural and related products to China, a 24 percent decrease compared to 2018. In the [Phase One Trade Agreement](#), China committed to increase agricultural purchases from the United States and address

requests for new and expanded market access for meat, poultry, seafood, rice, pet food, and other products.



For the first time since at least 2000, China imported more consumer-oriented products than bulk commodities by value in 2019. U.S. consumer-oriented exports to China from January to October 2020 have already surpassed last year's annual total and are on pace to set an all-time high.



Data Sources: Trade Data Monitor; World Bank; National Bureau of Statistics of China
Contact: AgBeijing@fas.usda.gov

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Key Takeaways

Be Patient: Maintain contact with importers and distributors even if they are unwilling to make purchases. Due to higher tariffs, coronavirus testing of imports, and bilateral tensions, importers may be reluctant to take on the perceived risks of importing U.S. food and agricultural products. Importers see the value and consumer demand for U.S. products, but they may prefer to wait.

Embrace Change: Virtual business engagements have taken on new importance in 2020, with meetings, trade shows, and promotions largely being conducted online in China. Embrace this change by engaging contacts and holding promotions virtually. [We suggest that exporters](#) carefully consider their audience when planning a virtual engagement, and weigh which virtual platform is best suited for international participants. Expect to spend considerable preparation time addressing and mitigating technical difficulties.

Tailor Product Offerings: China is a large diverse market. Regional taste preferences still take precedence. To improve sales, consider targeting your products to just one or two specific regions. You may also need to adapt products to match regional taste or demand preferences.

Product Education is Important: Be prepared to work with partners to educate end-users about your products. Other country imports may be priced more competitively than U.S. products, therefore these initiatives will help explain why U.S. exports are a superior choice. Focus on product standards, grades, and cuts, as well as, how to maintain product quality and freshness.

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • U.S. exports are generally perceived as safe, high quality, and sustainably produced. • The United States can export a wide variety of products at competitive prices. • U.S. food and agricultural exporters have a long history of engagement in China. 	<ul style="list-style-type: none"> • Increased tariffs and bilateral political uncertainty. • Domestic supply chains are fragmented and inconsistent, especially outside of large cities. • Import requirements for food and agricultural products are sometimes unclear, unjustified, and unevenly enforced.
Opportunities	Threats

- The U.S.-China Phase One Trade Agreement expanded market access and improved competitiveness for some U.S. exports.
- Increased demand for food imports, especially animal proteins, to offset rising food prices.
- Chinese consumers, especially the younger generation, actively seek out international experiences and products.

- China has signed at least 17 free trade agreements with other countries.
- Consumers increasingly trust domestic food production, processing, and safety.
- Reduced disposable incomes caused by macroeconomic headwinds and the COVID-19 pandemic.

SECTION I. MARKET OVERVIEW

In January 2020, the [United States and China signed the Phase One Trade Agreement](#) outlining Chinese purchase agreements, structural reforms, and technical agreements leading to expanded or new market access for U.S. agricultural and related products. An [October 2020 U.S. Trade Representative – U.S. Department of Agriculture report](#) noted that China had fulfilled 71 percent of its 2020 purchasing agreement amounts and addressed 50 of the 57 technical commitments under the Agreement. The United States expects China to honor its commitments in the Agreement and anticipates trade benefits will continue.

Retail Industry

Retail sales reached \$5.9 trillion in 2019, of which \$1.5 trillion were online sales. Food sales reached an estimated \$1.1 trillion. The COVID-19 outbreak had a significant impact on China's retail sector with a 11 percent decrease in sales for the first half of 2020, however food sales remained stable in the first half of 2020. E-commerce sales of food and related products [saw a dramatic increase in 2020](#) as consumers looked to online platforms for their perceived convenience and safety factors.

Hotel, Restaurant, and Institutional (HRI) industry

The HRI sector posted a significant drop in revenue for the first half year of 2020. The China Cuisine Association noted that HRI sales for the first quarter of 2020 dropped 44 percent compared with same period in 2019. The HRI sector has rebounded in the second half of 2020, however sales are still significantly lower than in 2019 as business travel remains depressed and consumers are cautious about indoor gatherings.

Food processing industry

COVID-19 has had a limited impact on the food processing industry as consumers increasingly prepare meals at home and search for convenient meal options. Sales of grain, oil and other food

products from the major food processors increased 12 percent year-on-year for the first seven months of 2020.

[U.S.-China Phase One Trade Agreement](#)

The Agreement called for Chinese regulatory actions leading to new or expanded market access for U.S. beef, pork, poultry, seafood, dairy, infant formula, rice, potatoes, nectarines, blueberries, avocados, barley, alfalfa pellets, hay, feed additives, distillers' dried grains (DDGs), distillers' dried grains with solubles (DDGS), and pet food. For more information about the actions taken to address new or expanded market access for these products, refer to [USDA's Phase One Agreement website](#). Selected new-to-market product reports have been published for [timothy hay](#), [California Hass avocados](#), [fresh nectarines](#), [alfalfa hay pellets and cubes](#), [fresh blueberries](#), [rice](#), and [poultry meat](#).

SECTION I.A. Recent Food and Agricultural Product Trends

- Consumers have a renewed interest in products that are thought to improve health and prevent illnesses. Products with a healthy image or reputation remain popular with consumers. Demand for fresh fruit, vegetables, dried fruits, tree nuts, and dairy products is expected to increase.
- The pandemic's economic impact on household incomes have led some consumers to dial back purchases of imports. Consumers who previously chose imported products may seek to switch purchases to domestic products.
- Consumers may be reluctant to purchase imported products due to fear of contracting COVID-19. Domestic media have shared non science-based stories of coronavirus detections on imported products, on product packaging, at ports of entry, and in import wholesale markets.
- While e-commerce food and beverage sales had been growing steadily into 2020, the pandemic led consumers to rely even more on online food and grocery delivery, and e-commerce sales of shelf stable food and beverages.
- Food products that are convenient to prepare and consume are popular. Fast-paced urban lifestyles have led to increased consumer interest in pre-packaged meals, healthy snacks, and meal replacement beverages.

SECTION II. EXPORTER BUSINESS TIPS

The China market is complex, diverse, and composed of several fluid consumer and regional markets. Exporters should be aware that while this is the world's largest consumer market, import competition is fierce, and success often requires a company to invest a considerable amount of resources to be successful. It is recommended that exporters review, or carry out their own market research, to best understand consumer preferences and market entry

strategies. Exporters should familiarize themselves with the resources available to them and determine the best way to use those resources (for more information, see Section VI Trade Assistance for Exporters). The Foreign Agricultural Service (FAS) has consumer studies, emerging city market reports, and other industry reports available to the public on the USDA Foreign Agricultural Service's [Global Agricultural Information Network \(GAIN\)](#).

SECTION II.A. Best Practices for Exporters

- **Conduct market research.** Identify your company's objectives and carefully research the target market. It may be more effective to market just one or two products rather than a range of products. Discuss the strategy with a local representative who understands the market and economic conditions. Take advantage of free market research reports and [FAS GAIN](#) reports.
- **Visit the market.** Traveling to China is highly recommended to evaluate partnerships, build connections, and identify new opportunities. **In 2020, China implemented strict visitor and quarantine rules for all international travelers making most short-term business travel impractical. Please refer to the [U.S. State Department's China travel page](#) for the most current information.** Considering international travel restrictions, it may make sense to work through a local business consultant.
- **Participate in online marketing events.** Marketing events are increasingly held online. While some trade shows turned into virtual shows for this year, many believe virtual meetings will become standard even after international travel resumes. For more information about virtual marketing events, please refer to [Virtual Agricultural Marketing and Business Meetings - Lessons Learned](#). You may even explore holding your own creative online marketing event; some exporters have held livestreamed harvests, virtual online matchmaking meetings, online industry conferences, and online tastings.
- **Find a local partner or distributor.** For smaller companies without the resources to directly market their products, a good distributor is critical to success. They should not only be able to take orders for a product, but also make sure the product is properly promoted.
- **Understand the basic Chinese regulations which govern your industry and product(s).** China frequently introduces new food and agricultural standards and is continuously revising existing regulations. Should your product be held up due to a new requirement, work with your buyer to obtain in writing the official requirements. FAS will work with you to clarify, resolve, or otherwise address the new requirements. Do not assume the same rules apply to all products, nor are these applied throughout all ports consistently. Your business partner or distributor is often the best resource to help you navigate import clearance issues.
- **Invest in marketing.** U.S. imports face strong competition from other

countries. Marketing campaigns are critical for new-to-market products. Exporters should consider exploring marketing opportunities with FAS and State and Regional Trade Groups, including [Food Export-Midwest and Food Export-Northeast](#), [Southern United States Trade Association](#) (SUSTA), and [Western United States Agricultural Trade Association](#) (WUSATA). These activities tend to be cost effective and draw more attention than stand-alone promotions.

- **Protect your brand.** It is recommended that U.S. manufacturers register trademarks with the China Trade Mark Office (CTMO) as early as possible. This may prevent trademark infringement and builds long-term brand recognition. China implements a “first-to-file” policy for trademark registration. The first-to-file system, unlike the first-to-invent rule which the U.S. follows, grants patents or trademarks to those who file for them first, regardless if they are the inventors of the product.

SECTION II.B. Cultural Considerations

In general, Chinese urban consumers are familiar with imported food and international food culture. While some international brands have had success in China with only minor adaptations to their products, it is recommended that U.S. exporters study the regional market in which their products will be sold. They should appropriately tailor their products to meet the demands of consumers instead of expecting consumers to adapt their tastes. Below are general culture business tips:

- **Networking.** If possible, be introduced by a common party. Cold calls from unknown people will have limited success. It will take a long time to establish trust and respect. Due to language barriers, this is especially true for non-Chinese counterparts.
- **Business cards (and WeChat).** Carry your business card with your name and company information in Chinese and English. Even casual meetings begin with an exchange of business cards. WeChat has quickly become China’s de facto business communication tool, and in some cases have replaced business card exchanges. Many will inquire if you have a WeChat account, and will ask to “scan” you to connect. WeChat has a reliable in-app translation tool. Viewing your contact’s posts are a great way to understand their business interests.
- **Arrive on time.** While the Chinese generally start meetings on the agreed upon time, they are gracious concerning traffic delays. Chinese traffic patterns are often unpredictable, and traffic jams are ubiquitous at all hours. Budget ample travel time to be punctual. A three-mile drive may often take 30 minutes or more. Check with your hotel or local staff before committing to appointment times.
- **Appreciate the business relationship.** Take the time to meet with your buyer and potential business partner outside of business engagements. Share meals or participate in

site visits. This will help to warm the relationship and help you get better acquainted with other key players.

- **Learn the culture and language.** Learn some simple phrases of Chinese, such as *nǐ hǎo* (hello), *zǎo shàng hǎo* (good morning), *fei chang hǎo* (wonderful).
- **Be patient.** Hold back frustration if a business negotiation is not running smoothly. Losing one's temper causes both parties to "lose face." Chinese contacts may be less direct than U.S. counterparts, especially when seeking to express an unwillingness to do something.
- **Acquire quality local support.** Have a local interpreter available to assist with business meetings. They will represent you and can help you troubleshoot what is a knowledge issue versus a commitment issue. If traveling outside of first-tier cities, try to find a locally recommended interpreter who knows the area's culture.
- **Plan accordingly.** Be aware of Chinese holidays. The two holidays to avoid conducting business are during are the Mid-Autumn Festival/Golden Week (first week of October) and the Lunar New Year (one-to-two weeks, mid-January to mid-February). Most holidays follow the lunar cycle and their dates may vary.
- **Take the time to negotiate an agreement that works for you.** Importers know that China is a large lucrative market. Many buyers will ask for exclusivity deals, a large initial order quote, or marketing support. Exclusivity agreements can be beneficial for some companies, although regional or limited exclusivity agreements are generally preferred over an all-China agreement.

SECTION III. IMPORT PROCEDURES

China and the United States use vastly different legal, commercial, reporting, and enforcement systems for food and agricultural products. China continues to revise its regulations and standards, making understanding of China's system even more difficult. While there are no sure ways to eliminate all import clearance problems, the following sections provides useful guidelines and links to reduce problems.

SECTION III.A. USDA Support with China's Regulations and Policy

USDA provides information to U.S. exporters to understand trade regulation and policies. More information can be found in the following places:

- USDA FAS has five offices in China. Each office has American and local staff who can help resolve problems and advance opportunities for U.S exporters. Visit the [FAS Overseas Office Directory](#) to locate the regional FAS office in your region of interest. Please also see section V for more information about contacting FAS and the U.S. agricultural trade associations who work with FAS (i.e., Cooperators).

- The USDA Animal and Plant Health Inspection Service (APHIS) has one office in China. APHIS plays a vital role in ensuring that U.S. agricultural and food products shipped to markets abroad meet entry requirements. U.S exporters can find more detailed information about the standards to export live animals, animal products, plants, and plant products at <https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>.
- The USDA Food Safety Inspection Service (FSIS) has one office in China. The [FSIS Export Library for China](#) provides detailed guidelines on eligible (and ineligible) food products for export to China.
- GAIN reports provide timely information on nearly all facets of China’s agricultural production, regulatory environment, and trade. There are two ways to search for relevant GAIN reports:
 - **To review recent reports:** Visit <https://www.fas.usda.gov/regions/china>, and in the Data & Analysis section, click a title to review recent GAIN publications involving China.
 - **To search for specific reports:** Visit <https://gain.fas.usda.gov/> and clicking “Search” you may search for China-related GAIN reports according to product/commodity categories, trade issues, publication dates, and keywords.
- FAS provides easy access to existing trade agreements and those undergoing negotiations. At <http://www.fas.usda.gov/topics>, click Trade Policy. More information about the U.S.-China Phase One Trade Agreement can be found in this section, or by [clicking here](#).

SECTION III.A.I. Must-read GAIN reports:

- Read the “[FAIRS Export Certificate Report - Food and Agricultural Import Regulations and Standards](#)”. This report lists major export certificates required by the Chinese government for imports of food and agricultural products.
- Read the “[FAIRS Country Report - Food and Agricultural Import Regulations and Standards](#)” report. This report is an index of all agricultural product import regulations and standards.
- Tariffs exclusions may lower the cost for Chinese importers to import your product(s). [A consolidated GAIN report](#) outlines the tariff exclusion process and a consolidated tariff rate table by HS code. NOTE: The tariff exclusion process can only be undertaken by Chinese importers, however U.S. exporters should be aware of the process, tariff rates, and how it may affect pricing.

SECTION III.B. China’s Government Structure and Ministries

China has strict documentation requirements for most imported food and agricultural products regarding quality, quarantine, origin, and import control. Products may also need to meet other criteria such as facility registration, packaging requirements, pre-clearance (if applicable), treatment options, labeling requirements, and container conditions. In most cases,

Chinese importers can provide enough initial information for U.S exporters to assess trade feasibility. It is also important for U.S. exporters to know which government ministries have regulatory jurisdiction over the products they intend to export to China. China reorganized its government ministry portfolios in 2018 and created three primary food and agricultural regulatory bodies. These three organizations are the State Administration of Market Regulation (SAMR), the General Administration of China Customs (GACC), and the Ministry of Agriculture and Rural Affairs (MARA). For more information about these regulatory bodies, see pages 6-7 of the [FAIRS Country Report - Food and Agricultural Import Regulations and Standards](#).

SECTION III.C. Procedures for Exporting to China

- After receiving a trade request from Chinese importer(s), make sure that you can export that product, and export it in its current form (e.g., powder, dried, fresh, etc.) legally. Check online to see if this product is already traded between the two countries and learn as much as possible about the current trade situation.
- Review the [FAIRS Export Certificate Report - Food and Agricultural Import Regulations and Standards](#), which lists, by product/commodity, the certificates required to export to China.
- Recognize that regulations can quickly change regarding coronavirus and the trade of food and agricultural products, especially temperature-controlled products shipped via cold chain. Verify that China's treatment and disinfection measures and its rules regarding approved establishments are accurate. Understand the potential for inconsistent interpretation of regulations due to coronavirus concerns in ports of entry and cold chain facilities.
- When sending samples to China, be aware that some items such as animals, plants, wood, seeds, and soil cannot ship via international express services. Check with major forwarders in advance for feasibility and freight cost, which may vary depending on the sample's destination. Express shipping to China may be delayed due to COVID-19 flight reductions and additional customs clearance.
- Recognize that quarantine regulations may sometimes be interpreted differently by port authorities, especially for less frequently traded products. Check with your local customer or in-country agent when preparing export documents. Be sure to complete all documentation thoroughly and accurately.
- Send copies of documentation in advance, especially for first-time shipments. This can assist your importer in getting a timely release of your cargo from customs and clarifying the matter with quarantine officials.

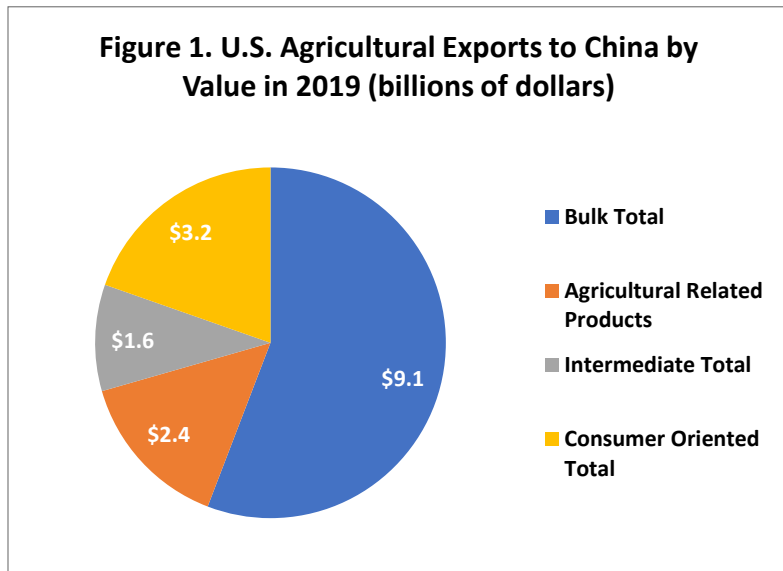
- After the cargo arrives, be active with your customer and provide timely responses for any issues during the customs and quarantine inspection process. With the bill of lading number, the exporter can track customs clearing status at China’s GACC clearance status website: <http://english.customs.gov.cn/service/query>.

SECTION IV. MARKET SECTOR STRUCTURE AND GROWTH SECTORS

China is now the world’s largest agricultural importer, surpassing the European Union and the United States in 2019 with \$133.1 billion in imports. As a relatively land-scarce country, land-intensive bulk commodities, such as soybeans, sorghum, and cotton drove China’s agricultural imports over the past 20 years.

Around 2012, however, the country’s bulk import value reached a turning point and

stopped growing, which coincided with a slowdown in China’s economic growth. In contrast, imports of consumer-oriented products continued expanding, led by meat, dairy, and horticultural products. Rising demand, slow growth in domestic supplies, and growing costs of feed, labor, and land are pushing domestic meat and dairy prices higher, which makes imported meats more competitive. Consumers are upgrading their consumption habits, which is driving demand for imported tree nuts, wine, spirits, prepared foods, snack foods, live seafood, and many other products. U.S. exports within the following consumer-oriented and intermediate sectors (Figure 1) are expected to grow over the short- to medium-term:



- **Meat and Poultry Products:** Insufficient supplies due to African Swine Fever and expanded access under the Phase One Trade Agreement is expected to provide U.S. meat, poultry, and related products with new opportunities.
- **Snack Foods:** Imported snack foods, especially those perceived as healthy, such as tree nuts and dried fruits, are expected to increase as consumers renew their focus on healthy lifestyles.
- **Pet Food:** Pet ownership continues to grow, and consumers are upgrading their purchases of imported pet food. The Phase One Trade Agreement provided U.S. exporters with expanded market access. E-commerce has become the primary pet food sales platform.
- **Bakery Ingredients:** The rapid growth of China’s baking sector continues to offer good potential for U.S. dairy, tree nuts, edible oil, dried, and fresh fruit. Bakers are becoming more focused on premium, high quality, consistent ingredients, for which the United States is famous.

- **Dairy Ingredients:** U.S. dairy consumer products, such as infant formula and cheeses are widely respected by consumers. U.S. dairy ingredient demand, such as whey permeate, are also expected to remain strong as the food processing industry seeks high quality ingredients for dairy beverages, and the animal husbandry sector recognizes dairy ingredients' role in animal feed.

SECTION V. TRADE ASSISTANCE FOR EXPORTERS

SECTION V.A. Foreign Agricultural Service in China

In addition to its Washington, D.C. staff, FAS has five in-country offices. FAS can identify problems, provide practical solutions, and work directly with U.S. trade associations and exporters to identify opportunities. For more information on the types of programs and support available to U.S. exporters, please see Appendix 1. For FAS China Office contact information, please see Appendix 2, or visit the USDA FAS website at www.usdachina.com.

SECTION V.B. U.S. Agricultural Trade Associations in China

There are many U.S. non-profit agricultural trade associations, state agricultural trade offices, and private U.S. agricultural trade associations in China. USDA's Foreign Market Development Program, also known as the Cooperator Program, helps create, expand, and maintain long-term export markets for U.S. agricultural products. Under the program, FAS partners with U.S. agricultural producers and processors, who are represented by non-profit commodity or trade associations called "Cooperators," to promote U.S. commodities overseas. For a list of Cooperators active in China, [please visit the Market Development Program directory](#). For a list of Cooperators (or their China-based representative) and state agricultural trade offices in China, please see Appendix 3 and Appendix 4 respectively.

SECTION VII. APPENDIX

Appendix 1: USDA FAS Support Programs

- [Market Access Program \(MAP\)](#) – Through MAP, FAS partners with U.S. agricultural trade associations, cooperatives, state and regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.
- [Branded Program](#) – Under the Branded Program, eligible companies can be reimbursed up to 50 percent of their approved promotional expenditures in a foreign market including advertising and freight cost of samples. This program is generally administered by the four [State Regional Trade Groups \(SRTGs\)](#) with support from USDA.
- [Quality Samples Program \(QSP\)](#) – QSP enables potential customers around the world to discover the quality and benefits of U.S. agricultural products. The program focuses on processors and manufacturers rather than consumers, and QSP projects should benefit an entire industry or

commodity rather than a specific company or product. Projects should focus on developing a new market or promoting a new use for the U.S. product.

- [Emerging Markets Program \(EMP\)](#) – EMP helps U.S. organizations promote exports of U.S. agricultural products to countries that have, or are developing, market-oriented economies and that have the potential to be viable commercial markets. EMP supports exports of generic U.S. agricultural commodities and products.
- For links to these programs, and several other USDA programs not referenced herein, please visit <https://www.fas.usda.gov/programs>.
- [USDA Endorsed Trade Shows](#) – USDA has multiple endorsed trade shows in China each year. At these events, U.S. exporters have opportunities to meet with importers and learn about the latest market developments.

Appendix 2: United States Department of Agriculture in China

Organization	Address	Telephone/Fax E-mail /URL
FAS, Office of Agricultural Affairs, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3600 Fax: (86-10) 8531 3636 AgBeijing@fas.usda.gov
FAS, Agricultural Trade Office, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3950 Fax: (86-10) 8531 3974 ATOBeijing@fas.usda.gov
FAS, Agricultural Trade Office, Shanghai	U.S. Consulate General Shanghai, Shanghai Centre, Suite 331, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 6279 8622 ATOShanghai@fas.usda.gov
FAS, Agricultural Trade Office, Guangzhou	43 Hua Jiu Road, Zhujiang New Town, Tianhe District, Guangzhou, Guangdong, China, 510623	Tel: (86-20) 3814 5000 Fax: (86-20) 3814 5310 ATOGuangzhou@fas.usda.gov
FAS, Agricultural Trade Office, Shenyang	Suite 1903, North Media Building, No.167 Qingnian Street, Shenhe District, Shenyang, Liaoning, China	Tel: (86-24) 2318 1380 2318 1338 Fax: (86-24) 2318 1332 ATOShenyang@fas.usda.gov

Animal and Plant Health Inspection Service, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3030 Fax: (86-10) 8531 3033 ls.beijing.china.staff@usda.gov
Food Safety and Inspection Service, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3950 beijingfsis.correspondence@usda.gov

Appendix 3: U.S Trade Association and Cooperator Groups in China

Note: Representative relationships are for reference purposes only and subject to change.

Organization	Representative	Telephone/Fax/Email
Alaska Seafood Marketing Institute American Pistachio Growers California Prune Board Sunkist Growers Food Export Association of the Midwest USA and Food Export USA-Northeast Southern United States Trade Association Western United States Agricultural Trade Association California Fig Advisory Board Wild Blueberry Association Cherry Marketing Institute California Strawberry Commission	SMH International Unit 1606-1608, 16/F, Shanghai Two ICC, 288 South Shanxi Road Shanghai, China	Tel: 86 21 6888 9836 Fax: 86 21 5466 9609 86 139 0184 6680 Robin Wang 86 136 0187 3080 Roger Zhang Smh-shanghai@163.com Shengming@sh163.net
National Association of State Department of Agriculture Pet Food Institute	Lee's Market Makers, Inc. Room 1507, Flat C No. 311, Siping road Shanghai P.R. China 200086	Tel: 86 21 55155310/ 65213847/ 65090192 Fax: 86 21 6521 6949 barbara@leesmarket.net.cn rita@leesmarket.net.cn
American Legend Cooperative California Walnut Commission (Trade Portion)	Lee's Market Makers, Inc. Room 1507, Flat C No. 311, Siping road Shanghai P.R. China 200086	Tel: 86 21 55155310/ 65213847/ 65090192 Fax: 86 21 6521 6949 barbara@leesmarket.net.cn rita@leesmarket.net.cn

Brewers Association U.S. Pecan Growers Council Produce Marketing Association U.S. Cranberry Marketing Committee	M.Z. Marketing Communications Suite 1406, Building B, 311 Siping Road, Hanson Mansion, Shanghai, P.R. China 200081	Tel: 86 21 6521 6751 Fax:86 21 6521 3459 info@mzmc.com.cn mabel@mzmc.com.cn
Ginseng Board of Wisconsin Raisin Administrative Committee U.S. Dairy Export Council Potatoes USA USA Rice Federation California Table Grape Commission	PR Consultants Ltd. Suite 1010, Jingan China Tower, 1701 Beijing West Road, Shanghai 200040, China	Tel: 86 21 6319 0668 Fax:86 21 6319 0338 Admin@prcon.com
California Cherry Advisory Board Northwest Cherry Growers Washington Apple Commission Pear Bureau Northwest	Room 1804, Silver Center,1388 North Shanxi Road, Shanghai 200060, China	Tel: 86 21 6149 8591 Fax: 86 21 6149 8591 Roger_apple@163.com victorwongsh@163.net
Almond Board of California	Wheelock Square, Rm 2530 1717 Nan Jing Road (West), Jing An District Shanghai, China	Tel: 86 21 6157 5138 Ms. Connie Cheung ccheung@almondboard.com
American Softwoods	Room 805, Tower 3, Wellington Garden, 183 Huai Hai Xi Road, Shanghai 200030	Tel: 86 21 6448 4401 Fax: 86 21 6448 4404 Cell: 86 139 0187 9678 Mr. Xu Fang xu_fang@amso-china.org
American Hardwood Export Council	Suite 1305 Bank of America Tower, 12 Harcourt Road Hong Kong	Tel: (852) 2724 0228 Fax: (852) 2366 8931 info@ahec-china.org John.chan@ahec-china.org
American Wool Council	Suite 401, 156 Tongji Xincun, Shanghai 200081	Tel: 86 21 6502 3824 Cell: 86 136 0196 7796 kitty.shanghai@vip.163.com

APA – The Engineered Wood Association	<i>Shanghai Office</i> Room 605, No. 333 South Suzhou Road, Huangpu District, Shanghai, China	Tel: (86-21) 6329 2558 Fax: (86-21) 6329 7375
	<i>Chongqing Office</i> B-22-3, Gangtian Building, No 192, Zhongshan 2nd Road, Yuzhong District, Chongqing City, China	Tel: 86 23 6321 4200 Fax: 86 23 6353 0958 Cell: 86 136 3792 5198 Mr. Mark Chen chenxiaofeng@vip.163.com
Blue Diamond Almonds	PO Box, No. 11747 General Post Office Hong Kong	Tel: (852) 9091 4184 Fax: (852) 2661 7282 klui@klconsultants.com.hk
California Wine Institute	Mr. Christopher Beros, Asia Director Pineapple Room No. 11, Third Floor, TaiXing Road No89, JingAn District, Shanghai 200041, China	Tel: 86 21 5237 9820 Fax:86 21 5237 9821 U.S. Mobile: 415-317-1509 Mobile: (86) 1381 6890072 Cberos@calchinawine.com michelle@calchinawine.com
Cotton Council International	Cotton Council International 20/F Zoroastrian Building 101 Leighton Road Causeway Bay, Hong Kong	Tel: (852) 2890 2755 Fax: (852) 2882 5463 Mobile: (852) 6299 6339 China mobile: (86) 136 0125 0297 kmalmstrom@cotton.org ; cci-hongkong@cotton.org
Cotton Incorporated	Suite 3709, Plaza 66 1266 West of Nanjing Road, Shanghai, China 200040	Tel: 86 21 6288 1666 Fax:86 21 6288 3666 Nancy Gao NGao@cottoninc.com
Distilled Spirits Council of the United States	Rm 303a, 3rd Floor, Nali Patio, No.81 North SanLiTun Street, ChaoYang District, Beijing, China, 100027	Cell: 86 186 1230 0293 silu1900@gmail.com

Hazelnut Growers of Oregon	RM302, Ge Lin Guo Ji, No.1299 Shang Yin Road, Hua Qiao town, Kun Shan city, Jiangsu Province	Tel: 86 186 0218-0915 86 180 1267 8915 robertchen@vip.126.com
National Renderers Association, Inc.	Dr. Peng Li, Asia Regional Director 21st Floor, Causeway Bay Commercial Building 1-5 Sugar Street, Causeway Bay Hong Kong	Tel: (852) 2890 2529 Fax: (852) 2576 8045 Cell: 86 138 0288 5352 li@nrahongkong.com.hk nrahkg@nrahongkong.com.hk
USA Poultry & Egg Export Council	Ms. Sarah Li. Director, Greater China Region Room 1310, 13th Floor, Olympia Plaza, 243-255 King's Road, North Point, Hong Kong	Tel: (852) 2890 2908 Fax: (852) 2895 5546 hkoffice@usapeec.com.hk ; bjoffice@usapeec.org.cn sarahli@usapeec.com.hk
U.S. Dry Bean Council		Xu Fang Cell: 86 139 0187 9678 Xu_fang@woodsontrading.com www.usdrybeans.com
U.S. Dry Pea and Lentil Council	Vaan Marketing Service Room 1318, Fortune Times Building, No. 1438, Shanxi North Road, Shanghai, China, 200060	Tel: 86 21 5299-1808 Cell: 86 139 0182 5794 lucy.dai@vaanmarketing.com
U.S. Grains Council	Room 1010C, China World Tower 1, No. 1, Jianguomenwai Avenue, Beijing, China 100004	Mr. Bryan Lohmar, Country Director Tel: 86 10 6505 1314 Fax:86 10 6505 0236 grainsbj@grains.org.cn

U.S. Highbush Blueberry Council	Room#810, Bldg.18, North Office Area of Ministry of Agriculture, Chaoyang District, Beijing, China, 100125	Tel: 86 186-0113-1712 Julia@blueberrytech.org
U.S. Meat Export Federation	Room 1010, Shanghai Central Plaza, No. 227 Huangpi Bei Lu, Huangpu District, Shanghai, China, 200003	Tel: 86 21 6249 4640 Fax:86 21 6375 8041 Cell: 86 186 0303 9038 Mr. Liang Ming Shanghai@usmef.com mliang@usmef.org mxu@usmef.org
U.S. Soybean Export Council	Room 1016, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: 86-10 6505 1830 Fax:86-10 6505 2201 china@ussec.org
U.S. Wheat Associates	Room 1009, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: 86 10 6505 3866 Fax:86 10 6505 5138 infobeijing@uswheat.org slu@uswheat.org

Appendix 4: U.S. State/City Representative Offices in China (by Location)

Note: Representative relationships are for reference purposes only and subject to change.

State/Port/City, Location	Representative	Telephone/Fax Email/URL
BEIJING		
State of Alaska	Room 610, Building A, Huaye International Center, No.39, Dong Si Huan Zhong Road, Chaoyang District, Beijing, 100025	Wang Ying Di Representative Tel: 86 10 8591 2130/ 2131 Fax: 86 10 8591 2132 ywang54@263.net.cn

Iowa Economic Development Authority China Office	Unit 1746, 17/F Hyundai Motor Tower No.38 Xiaoyunlu Street, Chao Yang District Beijing China 100027	Mr. John E. Clarke Chief Representative 86 139 1043 4441 Wendy Zhang Trade Representative 86 139 1007 9321 Tel: 86 10 6410 8430 Fax: 86 10 6410 8581 john@repiowachina.com ; wendy@repiowachina.com iowaeconomicdevelopment.com
State of Kansas China Office	2 nd Floor, Bldg. 8, Cuiweinanli, Haidian District Beijing China 100036	Mr. Yi (Karl) Zhao Chief Representative Tel: 86 10 6816 3006 Fax: 86 10 6816 3006 Cell: 86 139 1074 3456 karlyz168@yahoo.com www.kansascommerce.com
Los Angeles Tourism & Convention Board China Office	Room 983, Swisshotel Beijing Hong Kong Macau Center, No. 2, Chaoyangmen N St, Dongcheng Qu, Beijing, China, 100027	Chang Hong (Kate) Director Tel: 86 10 6410 6055/ 6056 China@LATourism.org Kchang@latourism.org www.discoverlosangeles.com/ http://www.hellola.cn/
Tennessee China Development Center	Room 337, No.7 Building, Jiu Du Hui Bei Qu, Courtyard 6, Xiao Liang Ma Qiao West Road, Chaoyang District, Beijing, China 100125	Ms. Li Chen Weaver Chief Representative Tel: 86 10 6410 7318 Fax: 86-10 6410 7318 info@tn-china.cn www.tn-china.cn
State of Hawaii China Office	Room 606, Tower A, COFCO PLAZA, No. 8 Jianguomen Nei Dajie, Beijing 100005	Gordon Zhang Executive Director Tel: 86 10 6527 7530 Fax: 86 10 6527 7531 gordon@optimy.co

Missouri Department of Economic Development China Office	Suite 903, Tower C, Office Park, No. 5 Jinghua South Street, Chaoyang District, Beijing	Ryan Morgan Director Mobile: 86 132 6145 9881 rmorgan@apcoworldwide.com
North Carolina China Office	East Wing, 5th Floor, Building A, The Place Mansion, No.9 Guanghua Road, Chaoyang District, Beijing	Daniel Ding Director Tel: 86 10 8472 1382 Mobile: 86 139 0106 3393 daniel.ding@ncagr.gov www.ncagexports.com
Utah Trade Development Office China Office	1-5-32 DRC, No.1 Xiushui Street, Chaoyang District, Beijing	Cynthia Chen Chief Representative Tel: 86 10 8532 5470 Fax: 86 10 8532 5867 www.international.utah.gov
State of Ohio China Office	15/F Regus NCI, No. 12A Jianguomenwai Ave. Chaoyang District, Beijing 100022	Michelle Wang Tel: 86 10 8523 3006 Fax: 86 10 8523 3001 Mobile: 86 138 1069 6039 zichuwang@hotmail.com
SHANGHAI		
Florida Tourism	Room 18B , Jing An Xin Shidai Building, No.188 Wu Jiang Road, Shanghai, China 200041	Mr. Derek Yang Marketing Manager Tel: 86 21 6359 7178 Fax: 8621 6359 1571 dyang@aviareps.com http://www.visitflorida.com.cn/
Georgia Ports Authority	Room 801, Weibaixing Mansion, 1688 Kongjiang Road, Shanghai 200092, China	Capt. Charles You Chief Representative Tel: 86 21 55083967 Fax: 86 21 5521 0877 Mobile: 86 137 0176 5868 cyou@gaports.com www.gaports.com
State of Georgia State of Mississippi State of Oregon	Suite 1003, Holiday Inn Office Tower 899 Dong Fang Road Shanghai China 200122	Mr. Paul Swenson Chief Representative Ms. Jane Zheng Tel: 86 21 6867 1005

		Fax: 86 21 6867 6006 Cell: 86 137 6460 0110 (Jane) jane.zheng@thechinahand.com paul.swenson@thechinahand.com pswenson@georgia.org jzheng@georgia.org www.thechinahand.com
Hawaii Tourism China, Shanghai	Room 2503, ShangHai Square, No.138, Huaihai Zhong Lu, Huangpu District, Shanghai,200021	Jackie Wang Tel: 86 21 6355 8033 Fax: 86 21 6375 6255 jackie.wang@brandstory.asia http://int.gohawaii.com/cn/
State of Idaho China Office	Suite 2106, No.500 Xiangyang South Road, Shanghai, China 200031	Ms. Tara Qu Chief Representative Tel: 86 21 6473 0881 Cell: 86 138 0179 3612 taraqu@idahochina.org www.idahochina.org
Maryland Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 Vickywang@mccusa.org www.mccusa.org
Pennsylvania Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 Tinazhang@mccusa.org
Wisconsin Center China, Shanghai Michigan Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 crystalli@mccusa.org
Greater Washington. DC, China Center	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 weiwang@mccusa.org dccc@dcenterchina.org www.dcenterchina.org
South Carolina Department of Commerce China Office	Suite 2007, Ascendas Plaza 333 Tianyaoqiao Road, Shanghai, China 200030	Zhao Le Managing Director Mobile: 86 137 9531 8566 zle@sccommerce.com www.sccommerce.com
State of Virginia China	Room 3005/3012, 3/F Silver	Ms. Joyce Hua

Office	Court Tower No. 85 Tao Yuan Road, Huangpu District, Shanghai China, 200021	Director, Trade Development Tel: 86 21 6157 7331 Fax: 86 21 6157 7333 Cell: 86 186 2157 2930 JHua@YesVirginia.org www.ExportVirginia.org
Arkansas Economic Development Commission	Room 403-58, 4F Kirin Plaza, No. 666 Gubei Road, Shanghai 200336	Ms. Lindsay Liu Director Tel: 86 21 2216 6558 Fax: 86 21 2216 6443 LLiu@ArkansasEDC.com www.Arkansasedc.com

Attachments:

No Attachments.