



Foreign Agricultural Service

GAIN Report

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China, Peoples Republic of

Promotion Opportunities

Annual

2002

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Report Highlights:

Report Highlights: This report provides a complete list of market-development activities, such as trade shows, retail promotions, trade teams and seminars, that the ATO Shanghai plans to hold, take part in, or observe over the period of October 2002 through September 2003. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or the ATO Shanghai for additional information.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Shanghai ATO [CH2], CH

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Disclaimer:

The promotional activities listed below are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

I. FAS/USDA Endorsed Trade Shows

U.S. exporters and other organizations interested in participating in FAS/USDA Endorsed trade shows should contact the respective organizers listed beneath each individual event, or alternatively, communicate with the FAS/USDA Trade Show Office based in Washington D.C.: Ms. Teresina Chin, Room 4642-South Bldg., 14th Street & Independence Ave., S.W., Washington, D.C. 20250-1052, Phone: 202-720-9423, Fax: 202-690-4374, E-mail: chin@fas.usda.gov.

SIAL China 2003

Date: April 9-11, 2003

Venue: Shanghai New International Expo Centre of Pudong, Shanghai

After a successful debut in Beijing in April 2000 and two sequels in Shanghai in April 2001 and 2002, the international organizers of SIAL, Exposium, are returning to Shanghai once again in 2003. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to HRI and retail sectors. While SIAL has an excellent reputation in Europe and South America, the China show is perhaps less widely known because it competes with the more firmly established Food & Hotel China. However, the show organizers have succeeded in attracting China's leading retailers, including the country's top foreign retailer: Carrefour of France. In forging a relationship with Carrefour, Exposium has gained popularity with international exhibitors by organizing meetings and seminars with key managers of the otherwise unapproachable retail chain. In an effort to ensure high-quality visitors, SIAL 2003 will be held in the expansive new Shanghai International Expo Centre in Pudong. ATO Shanghai will provide support services to U.S. exhibitors including an on-site booth within the U.S. Pavilion, a market briefing, and a trade reception.

Contact: Ms. Lillian Lee, Exposium China, Unit 710, Union Plaza, 20 Chaoyangmenwai Dajie, Beijing 100020; Phone: (86-10) 6587-2510, 6587-2511, Fax: (86-10) 6587-2512, E-mail: eucimat@public.bta.net.cn or Mr. François Gros, IMEX Management, Inc. (U.S. Representatives for Exposium), 505 East Boulevard, Suite 200, Charlotte, NC 28203; Phone: (704) 365-0041, Fax: (704) 365-8426, E-mail: exposium@imexmgt.com, or Ms. Anne Capdevielle, Exposium, 1, rue du Parc, 92593 Levallois-Perret Cedex, France; Phone: (33-1) 49 68 54 22, (33-1) 49 68 54 11, E-mail: acapdevielle@exposium.fr, Internet: www.sial.fr, www.exposium.com

Food & Hotel South China 2004

Date: June 26 - 28, 2004

Venue: Guangzhou Foreign Trade Center, Guangzhou

This will be the fifth Food & Hotel China Exhibition to take place in the South China region, attempting to emulate the success of recent shows. This has become an important food show for South China.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com, Internet: www.fhcchina.com

II. Other Trade Shows

U.S. exporters and other organizations interested in participating in any of the trade shows listed below should contact the respective organizers listed beneath each individual event, or alternatively, communicate with ATO Shanghai for additional information.

Fall 2002 National Candy & Spirits Fair

Date: October 11 - 16, 2002

Venue: Changsha, Hunan Province

The fall show of this semi-annual event, also known as the Tang Jiu Hui Fair, possibly the largest domestic food trade show in China, will take place in the capital city of Hunan Province. This show has a strong "local" focus, featuring a wide variety of food, wines and spirits. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts or penetrate new markets within inland China. ATO Shanghai will lead a sales mission to this show in mid-October.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn.

The 4th International Fruit/Vegetable Exposition

Date: October 17-21, 2002

Venue: Yantai International Convention & Exhibition Centre, Shandong Province

Contact: The Organizing Committee of International Fruit/Vegetable Exposition, 3/F Qili Mansion, 80 Chaoyang Street, Yantai, Shandong 264001, Tel: ++86-535-6280001, Fax: ++86-535-6280003, Email: apec-cn@public.ytppt.sd.cn, website: www.apec-china.gov.cn

China National Fisheries & Seafood Expo 2002

Date: October 29 - October 31, 2002

Venue: Shandong International Convention & Exhibition Center, Qingdao

This show is Asia's premier seafood and fisheries event, and has been able to attract major seafood importers, wholesalers, and seafood processors. In the last five years, the China National Fisheries & Seafood Expo has been successfully held in Qingdao, Beijing, Dalian and Shanghai. This show is best suited for exporters of frozen seafood, particularly squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. ATO Shanghai will have representatives at the

show to support U.S. exhibitors. Before the show, on October 26, the Alaska Seafood Marketing Institute will hold a seminar in the Shangri-La Hotel in Dalian, another important Chinese seaport.

Contact: Sea Fare Expositions, Inc., 1553 NW Ballard Way, Suite 200, Seattle, WA 98107; Phone: (206) 789-5741, Fax: (206) 789-0504, E-mail: china@seafare.com, Internet:

www.chinaseafoodexpo.com

WoodMac China 2003

Date: February 25 - 28, 2003

Venue: Intex Convention Center & Shanghai Mart, Shanghai

This well-established show provides a good forum on forestry products and woodworking machinery, specifically focusing on equipment and supplies for timber construction and furniture production. This year's show will be held in conjunction with FurniTek China and WoodBuild China.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com; internet: <http://www.woodmacchina.net>.

FHC Beijing, 2003

Date: March 4-6, 2003

Venue: China International Exhibition Centre, Beijing

This show will be held in conjunction with Retail China 2003 and PROPAK China Beijing 2003.

Contact: Greg Marucchi, Overseas Exhibition Services Ltd, 11 Manchester Square, London W1U 3PL, United Kindom, Tel: +44 (0)20 7862 2102, Fax: +44 (0)20 7862 2118, E-mail: fhcb@montnet.com, www.montnet.com or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com, Internet: <http://www.fhcbeijing.com>.

Food Ingredients Asia-China 2003

Date: March 5-7, 2003

Venue: Everbright Convention & Exhibition Center, Shanghai

Next year's FIA China show will have a different set-up than previous shows. In anticipation of WTO-mandated reform and opening, FIA-China will erase foreign-domestic distinctions by giving local ingredient producers the opportunity to exhibit next to international producers on the same exhibition floor. This new arrangement will be compounded by CMP's de-facto divorce from China Food Additive Production & Application Industry Association and the China Council for the Promotion of International Trade Sub-Council of Light Industry (CCPIT-SLI). CMP had partnered with these Chinese organizers for the past two years to bring together a larger, domestic and international food

processing show. However, the Chinese organizers have chosen to organize their own show in Guangzhou that will compete directly and simultaneously with FIA 2003. ATO Shanghai will organize an information booth and provide support for U.S. companies involved in this show.

Contact: Mr. Rutger Oudejans, Expoconsult B.V. trading as CMP Information, P.O. Box 200, 3600 AE Maarssen, The Netherlands, Tel.: ++31 346 5594444, Fax: ++31 346 573811, Email: roudejans@cmpinformation.com, Internet: www.fi-events.com

Spring 2003 National Candy & Spirits Fair

Date: March 2003
Venue: Chengdu

This is the spring show of this semi-annual event, also known as the Tang Jiu Hui Fair—possibly the largest domestic food trade show in China. It has a strong "local" focus, featuring a wide variety of food, wines and spirits. The show attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and is an excellent chance to expand contacts and penetrate new markets in inland China. After seven very successful appearances since March 1999, ATO Shanghai will lead a eighth U.S. sales mission to attend this event.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

The 10th International Building & Construction Exposition

Date: March 26-29, 2003
Venue: Shanghai Exhibition Centre, Shanghai New International Expo Centre

Contact: Mr. Yu Jian Rong, Royal Dutch Jaabeurs China & Keylong Exhibitions Service Co., Ltd., E19AB, Strength Plaza, New Hongqiao Business Square, No. 600 Tianshan Road, Shanghai 200051, Tel: ++86-21 52896776, Fax: ++86-2152896090, E-mail: cbcexpo@keylong.com

Food Ingredients China, 2003

Date: April 2-4, 2003
Venue: China Export Commodities Fairground, Guangzhou

Contact: China Food Additive Association, No. 11, Fucheng Road, Beijing 100037, China, Tel: ++86-10-6898 1857, Fax: ++86-10-6898 1860, E-mail: cfaa@a-1.net.cn, website: www.chinafoodadditives.com

Hortifloorexpo China 2003

Date: April 14-19, 2003
Venue: Shanghai Intex

Organized by the China Flower Association, this is the only trade show in China specializing in

floriculture, horticulture, and related equipment and supplies. It may be a worthwhile activity for companies interested in exploring possible floricultural opportunities in northern China.

Contact: Mr. Yu Hong, Mr. Wang Lisheng, China Great Wall International Exhibition Co., Ltd., 18 Hepingli Dongjie, Beijing 100026, Phone: (86-10) 6874-8314, 6874-8903, Fax: (86-10) 6874-8900, 6874-8993, E-mail: yuhong@cgwic.com or Mr. Zhang Yin Chao, China Flower Association, Phone: (86-21) 8423-8522, Fax: (86-21) 8423-8522.

2003 Western China International Foodstuff Industry Exposition

Date: May 25-28, 2003

Venue: Chengdu International Exhibition & Convention Center

This show will be useful to suppliers who have already established a successful presence in East corridor cities and are looking for distributors for emerging Western markets.

Contact: Mr. Zhang Jiping, 4, Chenghua St., Chengdu; Phone: +(8628) 8322-6693; Fax: +(8628) 8322-6693; Email: ccpitce@mail.sc.cninfo.net; Website: <http://www.ccpit-sichuan.org>.

International Exhibition on Shoes & Leather

Date: June 3-6, 2003

Venue: Guangzhou Export Community Fairground

Contact: Room 2403, Fu Fai Commercial Center, 27 Hillier St., Sheung Wan, Hong Kong; Phone: +(852)2851-8603; Fax: +(852) 2851-8637; Email: topreput@hkabc.net; Website: <http://www.toprepute.com.hk>.

ProPak China 2003

Date: July 8 - 11, 2003

Venue: Shanghai New International Expo Centre of Pudong, Shanghai

This show is organized by the Montgomery Group, which also takes care of Food & Hotel China. PPC 2003 will feature international food, beverage and pharmaceutical processing and packaging technology exhibits. Due to its focus on providing a sales platform for overseas machinery suppliers, ProPak China has a good record of attracting high-quality audiences.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk, Internet: www.hkesmontnet.com.hk; www.propakchina.net

Dairytech 2003

Date: August 26-29, 2003

Venue: Shanghai Intex

CRC 2001 organizers, Royal Dutch Jaarbeurs and Keylong Exhibition Service, are putting together this

new show dedicated to technology for the dairy farming and dairy industry sectors.

Contact: Ms. Beatrice Guerin Coutansais, Royal Dutch Jaarbeurs China, E19B, Strength Plaza, New Hongqiao Business Square, 600 Tianshan Road, Shanghai 200051, Phone: (86-21) 5289-6776, 5289-6010, Fax: (86-21) 5289-6010, 5289-6648, E-mail: keylong@public.sta.net.cn

CHINAFOOD 2003

Date: August 26-29, 2003
Venue: Intex Shanghai

Contact: Mr. Yu Jian Rong, Royal Dutch Jaabeurs China & Keylong Exhibitions Service Co., Ltd., E19AB, Strength Plaza, New Hongqiao Business Square, No. 600 Tianshan Road, Shanghai 200051, Tel: ++86-21 52896776, Fax: ++86-2152896090, E-mail: cbcexpo@keylong.com

Pet Fair Asia 2003

Date: August 27-30, 2003
Venue: Intex Shanghai

Contact: Mr. Yu Jian Rong, Royal Dutch Jaabeurs China & Keylong Exhibitions Service Co., Ltd., E19AB, Strength Plaza, New Hongqiao Business Square, No. 600 Tianshan Road, Shanghai 200051, Tel: ++86-21 52896776, Fax: ++86-2152896090, E-mail: cbcexpo@keylong.com

Haining Leather & Fur Fair

Date: September, 2003
Venue: Haining Exhibition Center, Zhejiang province

Contact: Ms. Barbara Lee, Lee's Market Makers Inc, Rm. 203, Lan Tian Building, 2164 Jia, Si Ping Rd, Shanghai, 200433; Phone: +(8621)5505-0705; Fax: +(8621) 5505-2630; Email: barbara@public.sta.net.cn,

FHC 2003

Date: September 16 - 19, 2003
Venue: Intex Convention Center, Shanghai

This large international show has experienced sustained growth over the past two years, to the satisfaction of American and European exhibitors alike. ATO Shanghai will provide support for U.S. companies that participate in this show.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com, Internet: www.fhcchina.com

Fall 2003 National Candy & Spirits Fair

Date: October, 2003

Venue: TBA

This is the fall show of this semi-annual event, also known as the Tang Jiu Hui Fair—possibly the largest domestic food trade show in China. This show has a strong "local" focus, featuring a wide variety of food, wines and spirits. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts or penetrate new markets within inland China. ATO Shanghai will lead a sales mission to this show in mid-October.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

China National Fisheries & Seafood Expo 2003

Date: (TBA)

Venue: Shandong International Convention & Exhibition Center, Qingdao

This is Asia's premier seafood and fisheries trade event, and has been able to attract major seafood importers, wholesalers, and seafood processors. In the last six years, the China National Fisheries & Seafood Expo has been successfully held in Beijing, Dalian, Shanghai, and Qingdao. In 2002, the show returns to the city of Qingdao, one of East China's leading ports and a thriving consumer market. This show is best suited for exporters of frozen seafood, particularly squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. ATO Shanghai will have representatives at the show to support U.S. exhibitors.

Contact: Sea Fare Expositions, Inc., 1553 NW Ballard Way, Suite 200, Seattle, WA 98107; Phone: (206) 789-5741, Fax: (206) 789-0504, E-mail: china@seafare.com, Internet: www.chinaseafoodexpo.com

III. Other Promotional Activities

U.S. exporters and other organizations interested in participating in or learning more about any of the promotional activities listed below should contact ATO Shanghai for additional information.

A. In-Store Promotions

Wal-Mart Tri-City Promotion

Date: November 26- December 13, 2002

Venue: Wal-Mart Stores in Shenzhen, Fuzhou, and Harbin

ATO Shanghai will coordinate a tri-city fresh and frozen food promotion with Wal-mart to follow up from the successful April promotion in the Northeast of China.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn.

Super Brand Mall (SBM) Retail Promotion

Date: December 22- January 3, 2003

Venue: SBM, Lujiazui Development Area of Shanghai

The development of SBM has been funded by Shanghai Kinghill Limited, a member of C.P. Group of Thailand. Once it is inaugurated in October 2002, SBM will be the largest shopping mall in China and among the largest in Asia. SBM's location, brand-oriented design, and comfortable, human-scale layout are predicted to attract a large flow of local consumers as well as tourists. The 5th floor of the mall will have a 20,000 square-meter World of Food where shoppers can partake of gourmet cuisine from throughout the world. Within the World of Food, there will be a space called Food Festival Land that is reserved for promotional activities. ATO Shanghai plans to organize a "Great American Food Festival" for two weeks in December as a part of its retail promotion for 2002.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Wuhan Retail Promotion

Date: January 2003, Tentative

Venue: TBA

ATO Shanghai will hold an in-store promotion in the Wuhan stores of a national-level retailer featuring U.S. food and beverage products. The ATO is currently researching Wuhan's retail and HRI markets to locate the ideal venue. During the promotion, various activities, such as a lucky draw and a free wine tasting, will be conducted. Excellent media coverage is also planned for the promotion.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Retail Promotion in Chengdu

Date: May 2003

Venue: TBA

ATO Shanghai will organize an in-store promotion with a retail campaign in Chengdu as part of its annual promotional activities. The promotion will feature U.S. packaged foods and beverages, as well as fresh produce, meat and seafood. It will take place in one of the best-performing foreign retail stores in Chengdu with possible extensions to outlets outside of the city center. This promotion is designed to expand the presence of American food and agricultural products up the river, past Wuhan, to new secondary city markets.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040;
Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Retail Promotion in Kunming

Date: September 2003

Venue: TBA

ATO Shanghai will organize an in-store promotion with a retail campaign in Kunming as part of its annual promotional activities. The promotion will feature U.S. packaged foods and beverages, as well as fresh produce, meat and seafood. It will take place in one of the best-performing foreign retail stores in Kunming with possible extensions to outlets outside of the city center. This promotion is designed to expand the presence of American food and agricultural products within secondary city markets.

Contact: Mr. Nathaniel Aden, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

B. Educational Seminars

Food Service Training

Date: May 2003 (tentative)

Venue: Shanghai Culinary Training School, Shanghai

ATO Shanghai plans to team up with the Shanghai Culinary Training School to provide a series of training seminars and competitions for chefs and food-service and purchasing managers. Participants will be recruited from restaurants and hotels in Shanghai as well as other leading consumer-market cities in China. USDA cooperators active in the food service sector in Shanghai will be invited to join and expand their scope. The activity will combine training with a well targeted PR effort, though major TV and print media. Journalists will also be invited to attend and cover each of the organized events.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Now Y'er Cookin': American Food Consumer Media Campaign

Date: Spring 2003

Venue: TBA

ATO Shanghai will work with suppliers, chefs, and local print and TV media to educate Chinese consumers on how to prepare American foods. The program will culminate in a week-long multimedia campaign targeted towards Shanghai's growing white collar population.

Contact: Mr. Nathaniel Aden, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road,

Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn.

C. Buyer Teams

Bakery Ingredients Buyer Team

Date: October 19- November 2, 2002
Venue: San Francisco Baking College

ATO Shanghai will lead a Bakery Ingredients Team visit to the United States in the end of October 2002. The team will be selected by ATO Shanghai and consist of 5-8 professionals from the bakery industry. The plan is for the team to attend training courses, visit bakeries, and meet with traders. The purpose of this trip is to educate participants about new technology and trends in the bakery industry and enhance the use of U.S. ingredients in Chinese bakeries.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Chinese Press Team

Date: April, 2003 (tentative)
Venue: TBA

ATO Shanghai will lead a Press Team to the United States in 2003. The team will consist of 5-8 journalists from major newspapers and TV stations in Shanghai. The plan is for the team to receive a general introduction to U.S. agriculture through visits to farms, food processing companies, retail stores, and other agriculture-related sites. The purpose of this trip is to educate participants and give them a more nuanced understanding of U.S. agriculture so that they can, in turn, convey a favorable impression to Chinese audiences. In addition, this trip will help Shanghai ATO establish and maintain a good working relationship with local media.

Contact: Mr. Nathaniel Aden, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

FMI Show Buyer Team

Date: May 5 - 7, 2003
Venue: McCormick Place, Chicago, IL

ATO Shanghai will again lead a buyer team to the Food Marketing Institute (FMI) trade show in Chicago. The buyer team is also likely to conduct a tour of food processing, trade and retail operations in California. The purpose of this annual mission is to expose Chinese traders to a large variety of American food products, to help Chinese importers make direct contact with American exporters, to introduce participants to the concept of consolidators, and to generate export sales of American food products.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

NRA Show Buyer Team

Date: May 18 - 21, 2003
Venue: McCormick Place, Chicago, IL

ATO Shanghai plans to lead another food-service buyer team to the National Restaurant Association (NRA) Show in Chicago, Illinois. This annual mission takes Chinese restaurant owners, chefs, and purchasing managers to the world's largest restaurant show and also provides an opportunity for them to meet U.S. suppliers and/or participate in USDA-sponsored training courses. Chinese chefs are thus exposed to a large variety of American food products through tours of California agricultural operations, visits to fine-dining restaurants, and participation in the largest food show in the U.S., i.e. the NRA show.

Contact: Mr. Nathaniel Aden, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Cochran Food Technologist Team

Date: June 10 - 24, 2003 (tentative)
Venue: Anaheim, CA

ATO Shanghai will select 6-8 technical managers and food scientists from leading Chinese food manufacturing and food processing companies for a program in June, 2003. The training program will focus on U.S. food technology and the use of U.S. food ingredients and additives. It will be combined with a visit to the IF show (June 15 - 19, Anaheim, CA) and an introduction to state-of-the-art U.S. food equipment and processing line. The purpose of this training is to encourage Chinese food manufacturers to use U.S. food ingredients on a regular basis. The training and visit will last a total of 10 to 14 days.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

D. Trade Receptions

NASDA Mission to China

Date: October 10-26, 2002
Venue: Shanghai, Changsha, Nanjing, Harbin, Shenyang, Dalian, Beijing

ATO staff will assist in arranging activities for visiting representatives of the National Association of State Departments of Agriculture (NASDA). NASDA has made this trade promotion trip to Shanghai

an annual event in recognition of the current importance and future potential of China as an export market for American agricultural products.

Contact: DeWitt Ashby, NASDA, 1156 15th Street, N.W., Suite 1020, Washington, D.C. 20005, Phone: (202)296-9680, Fax (202)296-9686, E-mail: nasda@patriot.net, Internet: www.nasda.org.

ATO Shanghai Spring Festival Reception

Date: January 30, 2003 (tentative)

Venue: Shanghai (TBA)

Every year, during the Spring Festival (Chinese Lunar New Year) celebrations, ATO Shanghai holds a trade reception for its most valuable business contacts. Attendees include 150 of the leading importers, distributors, and traders in Shanghai and the East China region, as well as top government officials. Occasionally, this reception is cosponsored by U.S. trade groups or commodity associations.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Great American Barbecue 2003

Date: June, 2003 (tentative)

Venue: Xing Guo Guest House, Shanghai (tentative)

ATO Shanghai's annual Great American Barbecue promotion is now an established and popular trade event. The gala reception gathers over 400 of East China's most influential agriculture trade, retail, food service, distribution, media and government contacts in the garden of the Radisson Xingguo Hotel.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

E. Trade Missions

Oregon Trade Mission

Date: November 10-27, 2002

Venue: Shanghai, Beijing

In November 2002, the Governor of Oregon is scheduled to lead a state trade mission from the U.S. to visit China. During visits to Shanghai, Beijing, and the Three Gorges Dam, the trade mission plans to focus on nursery cultivation and agricultural trade issues. As part of his agriculture agenda, the Governor is expected to visit the Agricultural Trade Office in Shanghai.

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For further information about exporting to China, as well as upcoming events and activities, please visit the ATO Shanghai website www.atoshanghai.org. Reports from ATO Shanghai and other ATO offices around the world are also available from the FAS website www.fas.usda.gov.