

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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

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## China - Peoples Republic of

**Post:** Shanghai ATO

### USDA China Newsletter from December 2012

**Report Categories:**

Agricultural Trade Office Activities

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**Report Highlights:**

This month's newsletter includes: the 2012 Food & Hospitality China Trade Show, Shanghai Private Label Fair, Updates on Recent Issue of Almonds, Processed Meat issue, Kunming Parkson In-Store Promotion, Organic summit 2012, Chengdu Ito-Yokado In-Store Promotion, Summer Reverse Trade Mission to Texas and Georgia promotes direct purchasing of pecans, 17th China Fisheries and Seafood Exposition Held in Dalian, Napa Wine Arrives in Shenyang as Result of ATO's Wine Buyer Mission, COTTON USA: "Naturally Live Your Life"-- Micro Film Series Launch, Food Export Seafood Event @ Shanghai, USSEC Sees Success in Promoting Soy-based Aqua Feed in China, WUSATA Trade Mission to Chengdu, New Hygiene Import Certificate for Processed Seafood Requested from January 1st, 2013, Chinese minister warns grim trade situation, Feed mills started to reduce wheat use since September, AQSIQ Registration website, Reserve your booth at USA Pavilion of FIC 2013 China's Largest Food Ingredients & Additives Show in March 2013! To use the newsletter with working links please click on the following URL: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9fSmm7v4luXy?w=3>



## USDA China e-Newsletter

December 2012, Volume 1, Issue 12

[www.usdachina.org](http://www.usdachina.org) [www.meiguomeishi.org](http://www.meiguomeishi.org)

*Merry Christmas and Happy New Year!*



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- + [Facts & Figures](#)
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- + [Trade Policy Updates](#)
- + [Upcoming Activities](#)
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- + [China GAIN Reports](#)

### USDACHina e-Newsletter

Release date: 10th of each month.

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**Regional Coverage**  
FAS maintains six offices in china

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### + Facts & Figures

U.S. Exports to China  
(CY 2007-2012 &  
Year-To-Date Comparisons - USD  
Million)

#### BULK

Wheat

2007 6.09

2008 0.14

2009 86.89

2010 40.53

2011 160.19

Jan.-Oct. Comparisons

2011 113.38

2012 211.14

%Chg 86.2

- [Shanghai Waldorf Hotel](#)
- [COTTON USA: "Naturally Live Your Life"-- Micro Film Series Launch](#)
- [Food Export Seafood Event @ Shanghai](#)
- [USSEC Sees Success in Promoting Soy-based Aqua Feed in China](#)
- [WUSATA Trade Mission to Chengdu](#)
- [Take a Shine to California - 2012 California Food Festival @ City Shop](#)
- [New Hygiene Import Certificate for Processed Seafood Requested from January 1st, 2013.](#)
- [Chinese minister warns grim trade situation](#)
- [China sees 7.5-pct GDP growth secured this year](#)
- [Feed mills started to reduce wheat use since September](#)
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- [U.S. to continue probes into hardwood, plywood from China](#)
- [AQSIQ Registration website](#)
- [Reserve your booth at USA Pavilion of FIC 2013 China's Largest Food Ingredients & Additives Show in March 2013!](#)

### 2012 Food & Hospitality China Trade Show:



From November 13 - 16, ATO Shanghai closed its doors to support around 50 exhibitors at the USA Pavilion at [FHC 2012](#). The USA Pavilion at FHC China 2012 generated an estimated \$16 million in 12-month projected sales for U.S. exhibitors as well as \$17,000 in onsite sales. The 49 U.S. exhibitors featured 183 new-to-market products and made more than 442 serious contacts at the show. Exhibitors with tree nuts and dried berries had very strong results. The demand for potatoes and dairy products continued to

2007	8.97
2008	2.86
2009	48.06
2010	278.12
2011	842.77 *
<i>Jan.-Oct. Comparisons</i>	
2011	322.37
2012	1079.74
%Chg	229.8

*Soybeans*

2007	4,117.4
2008	7,259.7
2009	9,193.7
2010	10,816.6*
2011	10,480.2
<i>Jan.-Oct. Comparisons</i>	
2011	5,327.0
2012	7,016.0
%Chg	31.7

INTERMEDIATE

*Vegetable Oil (Ex Soybean)*

2007	13.99
2008	23.92
2009	30.86
2010	47.75
2011	68.87
<i>Jan.-Oct. Comparisons</i>	
2011	41.08
2012	74.62
%Chg	81.65

*Hides & Skins*

2007	826.9
2008	859.0
2009	651.7
2010	951.6
2011	1,163.4*
<i>Jan.-Oct. Comparisons</i>	
2011	877.7
2012	992.8
%Chg	13.1

*Sugar, Sweeteners & Bases*

2007	12.79
2008	19.06

be solid, and popcorn and juice mix are popular among consumers. U.S. frozen dessert cakes are a new-comer to the show, but received very good traffic from visitors and collected many serious potential leads. ATO Shanghai hosted more than 13 US exhibitors in the USA Wine Pavilion at FHC 2012. Next year, the Dusseldorf based "ProWein" will partner with FHC taking over the responsibility of organizing the wine and spirits at the show in the future. We anticipate more and more American wine associations may consider exhibiting at ProWine in Shanghai in the future.



DPO Mark Tesone

In addition to introducing US exhibitors to potential partners, ATO Shanghai provided an expanded lounge area with two private meeting rooms. ATO Shanghai also hosted a "[Pre-show Briefing](#)" and "[Retail Tour](#)", educated the exhibitors on market conditions, trade policy issues, and market entry strategies; and recruited US wine importers for a wine bar at the [US wine & beer pavilion](#).

Pre-show Briefing



2011	11.96
<i>Jan.-Oct. Comparisons</i>	
2011	7.36
2012	10.56
%Chg	43.51

**CONSUMER ORIENTED**

*Dairy Products*

2007	153.6
2008	179.4
2009	137.0
2010	236.7
2011	361.2*
<i>Jan.-Oct. Comparisons</i>	
2011	241.8
2012	312.6
%Chg	29.3

*Processed Fruits & Vegetables*

2007	101.6
2008	114.2
2009	130.5
2010	166.3
2011	210.7*
<i>Jan.-Oct. Comparisons</i>	
2011	161.7
2012	173.2
%Chg	7.07

*Wine and Beer*

2007	14.8
2008	20.1
2009	25.0
2010	35.0
2011	65.3*
<i>Jan.-Oct. Comparisons</i>	
2011	42.5
2012	51.8
%Chg	21.7

*Pet Foods*

2007	1.5
2008	7.5
2009	10.3 *
2010	4.8
2011	10.1
<i>Jan.-Oct. Comparisons</i>	
2011	5.95



Retail tour of Ja-e

Retail tour of Metro

ATO Shanghai collaborated with the Wyndham Grand Hotel during the show and launched a "Ragin' Cajun" menu promotion featuring Cajun specialties using American ingredients prepared by SUSTA Chef Roy Lyons from Louisiana, USMEF, ASMI and USAPEEC sponsored products, Alltech provided Kentucky Bourbon Barrel Ale, and nine media contacts participated in this event generating a great deal of additional media coverage.



### Forest Products

#### Hardwood Lumber

2007	222.1
2008	187.4
2009	208.2
2010	359.1
2011	506.7*

#### Jan.-Oct. Comparisons

2011	385.1
2012	449.3
%Chg	16.7

### Panel Products (Inc

#### Plywood)

2007	43.1
2008	32.5
2009	17.8
2010	25.8
2011	24.8

#### Jan.-Oct. Comparisons

2011	19.2
2012	25.4
%Chg	32.0

### Seafood Products

#### Salmon Whole or Eviscerated

2007	158.7
2008	141.0
2009	154.2
2010	210.0
2011	286.0*

#### Jan.-Oct. Comparisons

2011	268.8
2012	156.6
%Chg	-41.8

### Crab & Meat

2007	14.1
2008	44.0
2009	41.7
2010	41.6
2011	67.0*

#### Jan.-Oct. Comparisons

2011	55.5
2012	92.4*
%Chg	66.6



ATO Shanghai also used SUSTA guest chef Roy at the FHC show to prepare some Cajun delicacies to support the USA travel pavilion block party with 85 American exhibitors at the China International Travel Mart (CITM) trade show that overlapped with FHC. ATO Shanghai organized seven selected food and travel industry TV media to tour and interview representatives from the USA food pavilion and representatives from both [Brand USA](#) and [NTA](#) in order to [cross promote food and tourism](#).



Chef Roy & American band | | Brand USA @ CITM | | Chef Roy @ USA Travel Pavilion

In addition, seven US Consulate officers attended different parts of the show and spoke with many of the US exhibitors and Chinese importers about services offered by the US Consulate and ATO. We would like to thank our Consulate colleagues for their active support of the USA pavilion at the 2012 FHC Show.

Trade Data

\* Denote Highest Export Levels since at least CY 1970

### +Recent News:

#### Fake fears and shrinking bottles: Top 5 Chinese wine trends for 2013

Wine Intelligence analysts provide the lowdown on the five key developments the research group expects to see within the world's fastest growing wine market China in 2013... [Read](#). (Source: FoodNavigator)

#### Shanghai, China, sees 318,000 tonnes of dairy imports for 2012

The Chinese city of Shanghai receives 318,000 tonnes of dairy imports in the first ten months of 2012, an on-year rise of 43.8%. (Source: eFeedlink)

#### China sets 2013 grain import quota

China has established import quota for grains including wheat, corn and rice for 2013. (Source: eFeedlink)

#### China expects 11.6% fall for in soy production in 2012

China's soy output is expected to reach 12.8 million tonnes in 2012, a decline of 11.6% from 2011. (Source: eFeedlink)

#### China's total feed output rises 4% on-year

China's total feed output grew 4% on-year to 169 million tonnes, accounting for about 20% of the global total and ranking number

### + Recent Events:

#### Shanghai Private Label Fair -Expansion Reflects PB Growth in China:



(Shanghai | Dec. 12)—The 2012 Shanghai Private Label Fair opens today at the Shanghai Mart with nearly 350 exhibit stands displaying PB products, an increase of about 50% compared to last year's event. More than 1,500 retailers, wholesalers, importers and exporters are expected to attend the event.

The Shanghai Private Label Fair is co-sponsored by PLMA (Private Label Manufacturers Association) and ISPC (Shanghai International Sourcing Promotion Centre).



one in the world. (Source: eFeedlink)

### **DuPont Builds \$200 Million Cellulosic Ethanol Plant**

The promise of cellulosic ethanol is now starting to become reality in spite of the technological challenges. The Des Moines Register reports that separate cellulosic ethanol production facilities are being built by both DuPont and DSM/Poet. The DuPont facility will reportedly use corn stalks and leaves as feedstock.

### **Foreign firms must take strategic look at entering China**

The key to winning over Chinese consumers is mastering distribution strategies, according to a new report by Rabobank, which also suggests that the country should be on the radar of European and American processed food companies that are facing flat growth at home.

(Source: FoodNavigator)

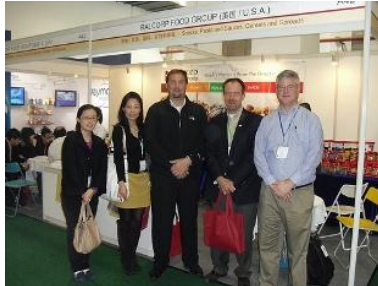
### **China seizures raise fears for New Zealand's global dairy reputation**

Numerous consignments of baby formula made in New Zealand have been prevented from entering China after authorities branded them substandard. Now it has come to light, the issue is raising concerns that the ensuing Chinese media coverage might potentially damage New Zealand's global reputation as a safe producer of dairy products.

(Source: FoodNavigator)

### **Sunwin to broaden stevia presence through Chinese private label bakery**

Sunwin Stevia International hopes to penetrate the Chinese bakery



Brian Sharoff, President of PLMA, said: "While exhibitors come from more than 20 countries in Asia, Europe and the United States, much of the growth at this year's Private Label Fair comes from Chinese exhibitors. This increase confirms the growing importance and awareness of private brands in China." ...

ATO Shanghai visited American exhibitors at the [show](#), including [Ralcorp](#) which is one of the largest private-brand food producers in North America. American Food Exporter and Daymon International also joined the show this year. ATO Shanghai arranged several B-B meetings at the show for the American exhibitors and discussed future cooperation opportunities with Brian Sharoff, President of PLMA. Brian would like to organize a trade mission of American companies to visit the 2013 show in Shanghai and requested support from ATO Shanghai....

For full story, please click [here](#).

- **OAA Beijing**

### **Michael Riedel takes over as new Director of the Agricultural Affairs Office in Beijing**

Michael Riedel replaced Laura Scandura as the Director of the Office of Agricultural Affairs at the U.S. Embassy in Beijing since the end of September 2012. Prior to that, he served in New Delhi (2002-2006), Baghdad (2006-2007), and Ho Chi Minh City (2008-2011). Michael joined USDA's Foreign Agricultural Service in 1999.

### **New Insight from the Ministry of Agriculture (MOA) on Agricultural Trade and Development**

On November 15, 2012, OAA Beijing attended a forum entitled, "International Policy Forum on Financial Crisis and Agricultural Trade." MOA's Agricultural Trade Promotion Center and the University of Foreign Economy and Trade sponsored the meeting. During this forum, speakers discussed a variety of topics including Food Security, South Korean High Food Prices, Chinese Agricultural Trade and Development, Climate Change,



sector further by targeting the private label segment with a range of stevia formulations. (Source: FoodNavigator)

**FHC Retail Tour  
@ Ja-e Retail Shop**



**Retail Tour @ Metro**



Biomass Energy Development, and Speculation and Agricultural Commodity Trading. Please click [here](#) for full report.

**Updates on Recent Issue of Almonds:** A pending name change for almonds in Mandarin has multinational retail chains, Chinese confectionery producers, other industries, and U.S. almond suppliers worried. It is feared that the name change will be effected without an adequate transition period to educate consumers on the new name and to allow producers to change their labeling. Already, the probability of, and the uncertainty surrounding, the name change has caused many retailers in China to pull almonds and almond-containing products off the shelves, since some are facing lawsuits in court on account of alleged misbranding.

**Processed Meats:** Despite the lack of a demonstrated food safety risk and in the face of more than a decade of problem-free trade in processed meat products, China's import officials have been detaining shipments at the ports. They are doing this on the grounds that these products are allegedly not covered under an existing 1999 U.S.-China Agricultural Cooperation Agreement, which states that meat exported from the United States to China that is accompanied by an FSIS Certificate of Wholesomeness is allowed entry into China. OAA continues to work on this issue and hopes to find a solution in near future.

- **ATO Beijing**

#### **Craft Brew Breaks New Ground in North China:**

ATO/Beijing has charted new territory for U.S. microbrew beer, opening two new markets in China and helping build long-term sales with key retailers. Brewers Brooklyn Beer (NY), Rogue Brewery (WA), North Coast (CA), Cold Spring (MN), and Samuel Adams (MA) were among those that benefited. FAS support is particularly important for smaller companies such as craft brewers, who lack the large marketing staff of major multinational companies. Please click [here](#) for full report.

- **ATO Chengdu**

**ATO Chengdu New Director Morgan Haas:** Mr. Morgan Haas follows Ms. Chanda Beckman as ATO Director of Chengdu. Most recently, Mr. Haas served as Agricultural Attaché in Moscow, where he covered dairy, livestock, poultry, and sugar issues in addition to overseeing Russia's accession into the World Trade Organization. Previously, Mr. Haas has also worked in



FHC Pre-show-Briefing



Keith Schneller | Scott Sindelar



Hiufan Tseng-Metro Chain

FHC USA Pavilion



ATO Lounge Area



USMEF

FAS' multilateral trade negotiations division, cotton division, Buenos Aires, and ATO-Seoul. He maintains close ties to his family's farm in west central Minnesota, which concentrates in corn and soybean production.

**Kunming Parkson In-Store Promotion:** On November 11, ATO Chengdu kicked off its first retail promotion in Kunming, partnering with Parkson stores. The opening ceremony was held at the Bailian branch, which is located at the center of the city. With a daily average of 5,000 customers, the Parkson Bailian outlet is the premier carrier of high-end consumer products in Kunming. The promotion featured U.S. soft drinks, candy, biscuits, chocolate, snack food, wine, fresh fruit, and seasonings. This two-week promotion at all Parkson Kunming stores will feature 200 American food products, many of them new-to-market. Consul General Haymond gave welcome remarks at the opening ceremony. Parkson has already expressed an interest in future collaboration with ATO Chengdu and is particularly interested in Alaskan seafood and U.S. dairy products.

**Organic summit 2012:**



On November 17, ATO Chengdu attended and presented on behalf of the Organic Trade Association at the 2nd China



USA Dairy Export Council



California Olive Oil



Preferred Freezer Services and Hormel Reps



Sho-Ei Int'l Trading SH



Cappuccine Inc.

International Organic Summit in Xinjing, Chengdu. This summit offered in-depth discussions and experiences of key issues facing the organic industry and attracted more than 100 well-known organic enterprises and thousands of other participants from small farm holders to big-scale manufacturers, co-ops, traders, NGOs, and academics. Speakers included organic industry experts from China and overseas, to share their analysis on the trends of the worldwide organic industry.

### Media Lunch with Great American Ingredients:

On November 20, ATO Chengdu partnered with the Public Affairs Section and Consul General Haymond and his wife to promote high quality U.S. food products at a media lunch at the Consul General's residence. Ten media outlets participated, representing online media, newspapers, magazine, and food bloggers. CG and Mrs. Haymond personally designed the menu and prepared all dishes for the media. The menu featured a New England theme, with U.S. seafood chowder, corn bread, and berry pie for dessert. The theme is personal for the Haymonds, since they first met in Boston and the event provided a unique insight into their personal life and cooking habits at home. Huaxi Daily said "if you didn't already know who he was, you would think [CG Haymond] was a famous chef. Links to some media (more to follow):

<http://www.wccdaily.com.cn/shtml/hxdsb/20121121/43713.shtml>

<http://roll.sohu.com/20121121/n358184009.shtml>

<http://futures.hexun.com/2012-11-21/148160036.html>

<http://news.klhpw.com/?action-viewnews-itemid-29205>

<http://www.ks9.com/news/2012112154164.html>

### Chengdu Ito-Yokado In-Store Promotion:





Weaver Popcorn



USA Wine Pavilion



Keith Schneller | Scott Sindelar with King Bond Wine's Sun Yan

**FHC-CITM 2012  
Cross-Promotion**



On December 4, ATO/Chengdu kicked off its fourth series of in-store promotions with Ito-Yokado in Chengdu. In total, five Ito-Yokado stores participated in the one-week long promotion. The opening ceremony was held at the Jinghuang store. The ATO gave welcoming remarks. The California Table Grape Commission helped sponsor the event by offering five kinds of table grapes for tasting. Qingdao Rizheng Trading Co., Ltd, a member of the Alaskan Seafood Marketing Association invited a professional chef to cook Alaskan seafood on site. ATO/Chengdu also arranged a chef demo at two other Ito-Yokado locations to make authentic American dishes. Please click [here](#) for full story.

**Counterfeit Pop Weaver Product:** On December 5, Pop Weaver notified ATO/Shanghai of a counterfeit product issue in Sichuan province. Following consultation with State and FCS officials in Chengdu, ATO/Chengdu notified the local authorities on Pop Weaver's behalf on December 7. ATO/Chengdu then immediately advised Pop Weaver to place a follow-up call with the local authorities in order to provide specific details regarding their issue. Pop Weaver has not sought any further assistance.

**Chongqing Ole In-Store Promotion:** On December 7, ATO/Chengdu kicked off an in-store promotion with Ole in Chongqing. This marked ATO/Chengdu's first such activity in Chongqing. The ATO gave welcoming remarks. Vanguard (Ole's parent company) and the California Table Grape Commission sponsored the event. The kick-off was capped by sampling California wines, courtesy of ATO/Chengdu. The site of the kick-off event was located in Chongqing Time Square and was extravagantly arranged with on-the-shelf, eye-catching US flags next to each US-sourced product as well as several islands of US products displayed throughout the store. For full story, please click [here](#).

- **ATO Shanghai**

**Summer Reverse Trade Mission to Texas and Georgia promotes direct purchasing of pecans:** ATO Shanghai recently confirmed that last summer's nut mission resulted in direct pecan purchases of USD \$4,700,000 by the roaster participants. At the end of July 2012, ATO Shanghai led a team of pecan buyers, mostly from LinAn in Zhejiang Province, to visit pecan orchards and packers in Texas and Georgia. The National Pecan Board, Texas and Georgia Pecan Boards all provided great support for this mission. Recent purchasing trends indicate that nut processors from LinAn have started making direct purchases



Chef Roy Presents Jambalaya



USA Pavilion @ CITM



American Band @ Brand USA with Tie Zhang of California Gold Coast Wine Trading

#### SUSTA @ FHC 2012



SUSTA @ FHC 2012

of US nuts after ATO Shanghai's first visits to LinAn in 2010. Over the past decade, nut processors in LinAn, family run operations focusing mainly on local hickory nuts or pecans, have purchased U.S. products through brokers in South China and Hong Kong. In recent years, ATO Shanghai has received an increasing number of complaints on the quality of U.S. products from many of these processors. In addition, price speculation by brokers has raised overall prices of raw pecans in the China Market to an outrageous level - creating a negative and potentially harmful long-run impact on the US pecan growing industry. This is the second year that ATO Shanghai has worked toward helping local processors build up their own capacity to consolidate resources for doing direct business with U.S. nut suppliers. While high duties still remain an obstacle, direct purchases allow both buyer and seller to have more control over market conditions and development of long-term relationships.

**GTC's UniEClub launches in Shanghai:** Mr. Zhaokang Jiang who is a Yale educated Lawyer and founder of GTC Commerce (Gateway To China) launched his e-commerce platform in Shanghai on Nov 18. His main US sourcing manager is Ms. Yuling Lin who worked many years for Supervalu Foods and later with Excel Trading which specializes in US organic/natural food products. Ms. Jinna Jiang is also old friend of ATO and worked for Carrefour for many years as one of its main grocery buyers for China market. Mr. Jiang realized a great opportunity in China to market a selected range of high quality imported food and beverage products and is building an on-line membership platform focusing on all-American, high-end food/beverage products. Mr. Jiang's team has already lined up about 500 skus for their on-line platform and hopes to increase that number quickly in the next months. ATO Shanghai is already introducing several importers/distributors to GTC in order to take advantage of the UniEClub platform as well.

**Bright Holstan Conference and U.S. alfalfa hay:** On Nov 23rd, ATO Shanghai staff attended the Bright Holstan Conference in Xiaoshan, Zhejiang Province. The conference was held for Bright Holstan's customers, many of whom are small and medium sized dairy farms who purchase U.S. alfalfa hay. ATO staff met with key stakeholders including senior executives from Bright Holstan and the Shanghai Dairy Association. It is forecasted that U.S. alfalfa hay exports to China in 2012 will realize another growth rate of 50% year on year, and over 50% of that will be imported by users and distributors in the Shanghai region. ATO Shanghai will continue to promote U.S. alfalfa imports in eastern China.

**American Wine Distributor event in Ningbo:** In supporting the marketing efforts of local distributors of



### Food Export @ China Fisheries & Seafood Expo

The annual China Fisheries & Seafood Expo was held in Dalian this year, attracting key visitors from nationwide to identify business cooperation in the seafood sector.



Food Export USA continued its exhibition but with a larger booth of 36 sqm under the USA pavilion. It was utilized to promote the entire seafood industry in Northeast U.S. and hosted two seafood companies from the region. Another four U.S. exporters had their own booths at the show. Ms. Colleen Coyne was activity manager while Ms. Teresa Miller also visited the show to collect more market information for project planning.

### WUSATA @ China Fisheries & Seafood Expo

As an important industry in western coast of U.S., seafood has witnessed great growth on the international market. And China

American wine in East China, ATO Director and staff participated in a wine tasting event in Ningbo on November 11. About 35 wine importers/distributors showcased wines from the U.S., Chile, Canada, France, Spain, Germany, Italy and Australia. Twelve companies, three of them based in Ningbo and others from Shanghai, set up tasting tables and featured wines from California, Washington State, Oregon and New York State at no cost. As the Shanghai market becomes more saturated, ATO Shanghai has guided local distributors to explore newer business opportunities for U.S. wines in emerging city markets.

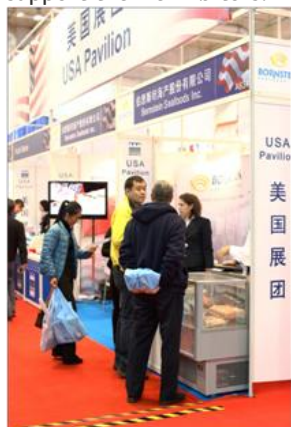
### Buyer Mission to PMA Fresh Summit, California and Oregon successfully completed:

ATO Shanghai organized a 17 member buyer delegation including seven leading China importers/distributors/wholesalers from Shanghai/Jiangxi as well as one company from Chongqing (recruited by ATO Chengdu) to attend the PMA trade mission. Several US\$ million of sales are anticipated to be generated from this trade mission. All of the delegates were impressed with the size and the quality of the PMA show and met with dozens of growers and exporters. In addition, ATO Shanghai also worked with the PMA organizer to set up meetings for the delegation to meet with six U.S. exporters during the show. The meeting went very well with U.S. exporters introducing their products such as Florida citrus, California table grapes, finger limes, avocados, and blueberries, etc. The Chinese traders showed great interest in these products. ATO Shanghai also provided the U.S. exporters with briefing materials on China's fruit market. For full story, please click [here](#).

**Shanghai Wine Show @ Intex Center:** ATO staff attended the Shanghai Wine Show held at the Intex Center on Nov 27. We met with seven companies promoting American wines including EVO, representatives from The American Ginseng Museum who are marketing wine infused with wild American ginseng, Silenus Vintners from California, and Pol HK Trading from Walla Walla, Washington. While this is a relatively small show, there were more than 300 exhibitors promoting wine/spirits from more than 40 countries. We were very pleased to find seven very active companies promoting American brands at this show. Four of the companies were new to us, so we will include them in our database. Pol HK Trading plans to open an office in Shanghai before the end of the year. Silenus has had an office in Shanghai for about one year. We were told later that the show will be held in 2013 in conjunction with the [Hotelex](#) trade show which is well-known for its promotion of HRI equipment across China.

### China International Food Safety & Quality Conference:

for U.S. exporters. In this case, WUSATA participated in the China Fisheries & Seafood Expo in Dalian on November 6 - 8. Six companies under the lead of activity manager Ms. Cameron Crump exhibited at the show. Mr. Andy Anderson from WUSATA was also onsite to visit the show and support their exhibitors.



Companies introduced products including cod, salmon, yellow croaker, crab, squid, sardine, sole, etc. Each company booth received heavy traffic throughout the show, gaining great exposure to key importers and distributors in China.

#### **+Event Calendar:**

#### **2013 United States Trade Show Calendar**

##### **Nov 1-3**

[China Chain Store and Franchise Association Annual Show](#) and Mini-USA Pavilion, TianJin

##### **Nov 1-7**

3rd Annual China-Sichuan (Pengzhou) Vegetable Fair

##### **Nov 5-7**

Reverse Trade Mission to [Taste of](#)

ATO Staff attended various sessions of the conference from Nov 6-8. ATO Director joined in an industry round table discussion with FDA Deputy Commissioner Michael Taylor and FDA China representatives. The meeting was attended by several third party certifiers, reps from Abbott laboratories, EcoCert laboratories, and the US Grocery Manufacturers Association. All parties agreed to share information as US FDA proceeds with implementation of the Food Safety Modernization Act in coming months...

- **ATO Shenyang**

#### **17th China Fisheries and Seafood Exposition Held in Dalian:**



During the 17th China Fisheries and Seafood Exposition held in Dalian from Nov 6th to 8th, U.S. exporters at the ATO organized trade pavilion made \$7 million in on-site sales and projected 12-month resulting sales of \$80 million. Around 30 US exhibitors, including 7 new exhibitors, participated in the US pavilion which was supported by USDA's ATO offices in Shenyang, Beijing, and Shanghai, and USDA's AAO office in Beijing. Shenyang Consul General visited the US pavilion and spoke at the Alaskan Seafood Marketing Institute Industry Reception where Alaska reported that 2012 sales were up 30 percent in volume and 50 percent in value. Chinese imports of US seafood remains the bright spot for US exporters in a slow global market, with imports through August increasing eight percent over last year's (same time period) to \$756 million. This year's show - now the largest in Asia, and the second largest in the world - featured

California - Oakland

**Nov 6-8**

China Fishery and Seafood Expo in Dalian

**Nov 8-10**

Hong Kong International Wine & Spirits Show

**Nov 10**

International Wine Fair, Ningbo

**Nov 11-12**

WUSATA  
Trade Mission to Chengdu

**Nov 14-28**

Parkson In-store Promotion,  
Kunming, Yunan Province

**Nov 14-16**

Interwine China, Guangzhou

**Nov 14-16**

Food & Hospitality China 2012  
USDA Endorsed Show @ SNIIEC  
Shanghai

**Nov 15-17**

China International Travel Mart  
show @ SNIIEC Shanghai

**Nov 17-18**

Organic  
Trade Union of China Organic  
Summit 2012, Chengdu

**Nov 19-24**

Renhe  
Springs Great American Food In-  
store Promotion, Chengdu

**Nov 27-29**

China Timber & Wood Product  
Distribution Association Congress  
in Taicang

**Nov 28-30**

Shanghai Wine Expo

**Dec 4-9**

Ito-Yokato Great American Food  
In-store Promotion, Chengdu

approximately 900 exhibiting companies from 44 countries, and over 20,000 visitors from 84 countries - an increase of 14 percent over last year. Moreover, industry contacts deemed that the show has become the most important show to the global seafood industry reflecting the large impact that China has on world seafood trade.

### **Napa Wine Arrives in Shenyang as Result of ATO's Wine Buyer Mission:**

A container of Napa Valley wine was delivered to Shenyang in November, a direct result of an ATO Shenyang-organized wine buyer mission this June. Mr. Dong, a leading wine dealer in Shenyang, placed the order after the trip to the United States. Previously he carried only French, Italian and Hungarian wines. He was very impressed by the taste of and the price performance that some U.S. wines possess and said he was very confident in the prospect of U.S. wines in the Northeast.

- **U.S. Cooperators in China**

### **California Wine Institute's Gala - Wine Tasting in Shanghai Waldorf Hotel:**

SHANGHAI(November 15, 2012)- Innovative, fruit-driven, fresh California wines were tasted again in Shanghai this month at a gala Visit California dinner supported by California Wine Institute in conjunction with the China International Travel Mart Trade Show. The wine tasting for 200 guests and wine lovers attending the event was a big success. Eleven California wine importers offering more than 60 California wines were kept busy by local and foreign VIP tourism and marketing identities keen to sample the reds and whites on display.





**Dec 7**

Liaoning Furniture Association  
Annual Meeting

**Dec 7-9**

Shanghai Fishery Show

**Dec 7-21**

Ole in-  
store promotion, Chongqing

**Dec 12-14**

PLMA show Shanghai

**Dec 17-18**

California Table Grapes Retail  
Training Seminars in Shenyang and  
Dalian

**Mar 6-8**

Shanghai Round of United Tastes  
of America - Asian Chef Challenge  
- Zhonghua Culinary Center

**Mar 7-10**

Natural Products Expo West 2013,  
Anaheim

**Mar 10-12**

Boston International Seafood Show

**Mar 26-28**

Food Ingredients China, Shanghai

**May 7-9**

SIAL China, Shanghai

**May 18-21**

National Restaurant Association  
(NRA)/ American Food Fair,  
Chicago



It was a big California Extravaganza in Shanghai and a remarkable night, the highlights including a cooking demonstration by Chef Susan Feniger of Los Angeles, a concert by Liz Phair and an awards show for China's leading travel agencies. There was also a Madame Tussaud's wax figure display of Brangelina for guests to do photo poses, an olive oil tasting table, and a lucky draw for four business class tickets from China to California. California wines were served at the dinner and were prized takeaways in the gift bags.

Participating distributors/wineries include:

- Globus Wine Co., Ltd
- E&J Gallo Winery
- Shanghai HuMa Trading Co., Ltd
- Via Pacifica Trading (Shanghai) Co Ltd
- Jepsen Fine Wines Co Ltd
- Bestill Trading Co Ltd
- CA-Workshop (Camenae Asia Co Ltd)
- Alexander Wine Co Ltd
- Napa Reserve Fine Wines Limited
- Kunshan Pumao International Company
- ASC Great China

For full story, please click [here](#).

**COTTON USA: “Naturally Live Your Life”-- Micro Film Series Launch:** (Beijing, Oct 30, 2012) The launch ceremony of a microfilm series titled “Naturally Live Your Life” was held successfully by Cotton Council International (CCI) in Beijing today. CCI presented consumers with the latest idea of “Naturally Live Your Life” by touching the emotions of viewers through its vivid language. Ms. Zhang Xinyi, a popular movie star and leading actress of the microfilm series, appeared at the launch ceremony and witnessed the exciting moment of the first shooting of the first film in the “Naturally Live Your Life” microfilm series.

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[zhe.wang@fas.usda.gov](mailto:zhe.wang@fas.usda.gov) at ATO Shanghai.

**Kosher Register** is assembling a global listing of suppliers of Kosher products. Its website also features a comprehensive listing of global trade shows and food related publications. The wide use and acceptance of Kosher certification by major manufacturers and their suppliers means that a very large proportion of food suppliers are Kosher certified. The website has the potential to serve as a global suppliers list for food products.

### Subscribe to USDA China e-Newsletter

To All the USDACHina e-Newsletter Receivers, We would like to say thanks for your support and contributions of the contents on our e-Newsletter throughout 2012. Hope you enjoy and will have happy holidays in coming weeks!!! Let's celebrate the holidays with our Aggie friends below who are:

*Working Farmer Style!!!*



CCI has long been promoting and advocating a natural and eco-friendly philosophy in China with the "Naturally" theme. For full story, please click [here](#).

### **Food Export Seafood Event @ Shanghai**

#### *Importer Seminar*

On November 9, 2012, Food Export USA - Northeast sponsored an importer seminar event in Marriott City Centre, Shanghai to promote seafood products from Northeast U.S.



#### *Chef Seminar*

In conjunction with the importer seminar, Food Export also sponsored a chef training seminar to increase exposure of Northeast seafood among local chefs and promote the versatility

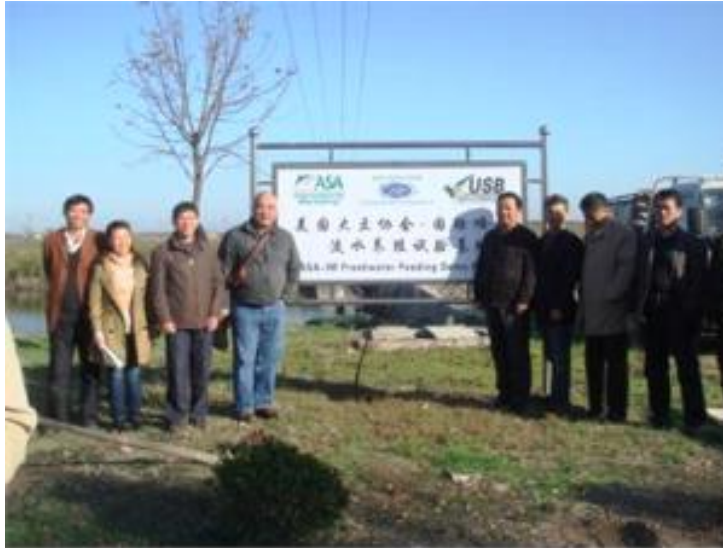
of American Lobster and Atlantic Sea Scallops, the top two seafood products from Northeast U.S.



#### ***Menu Promotion***

Under the sponsorship of Food Export USA, a U.S. Seafood Menu Promotion was offered at Shanghai City Bistro of the Shanghai Marriott City Centre from November 1-30, highlighting genuine seafood products from the Northeast USA. "*Best Chefs in the Northeast*" Mark and Clark, executive chef of *Summer Winter*, co-owner of *Arrows* were invited to develop a series of recipes for this menu promotion after communication with the Marriott culinary team.

#### **USSEC Sees Success in Promoting Soy-based Aqua Feed in China:**



The USSEC recently conducted a series of feeding demonstrations on grass carp density for the first time in Shanxi province, China. Three density trials with soy-based feed were conducted at the Yongji Municipal Fish Stock Farm to evaluate fish growth performance and feed conversion ratios. [Read more.](#)

**WUSATA Trade Mission to Chengdu:** From November 10 - 12 preceding the FHC show in Shanghai, WUSATA conducted an outbound trade mission to Chengdu, exploring the potential inland market in China. Seven companies under the lead of activity manager Ms. Rebecca Weber participated in the activity covering a wide range of products including seafood, dried fruit, tree nut, wine, confectionery, vegetable, fruit, frozen yogurt and etc. Mr. Andy Anderson, Ms. Janet Kenefsky, Ms. Megan Samples from WUSATA also traveled to Chengdu to explore the market and to provide project management support.





During the stay, the companies were able to visit the local market and meet with key traders as well as executive chefs from several star-rated hotels. A market briefing from ATO Chengdu enhanced their understanding about market status to better evaluate the marketability of their products in the region. Over 50 local buyers were invited to join in one-on-one meetings with U.S. companies, generating productive results in exporting sales.

**Take a Shine to California - 2012 California Food Festival @ City Shop:** Sponsored by Step Grand funding through the California Center for International Trade Development, State Center Community College District, a 2012 California Food Festival was carried out on November 24 - December 9 at nine City Shop stores around Shanghai.



Over 800 SKUs of U.S. products were introduced to the consumers during the promotion, among which around 150 selected SKUs from California were highlighted. Various in-store activities including product showcase, sampling and chef lecture were carried out, allowing local customers to gain exposure to authentic California flavor. When the freezing winter was approaching Shanghai, this Food Festival casted sunshine from

California to create a delightful and healthy lifestyle for Shanghai consumers!

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### **+ Trade Policy:**

#### **New Hygiene Import Certificate for Processed Seafood Requested from January 1st, 2013**

China will begin requiring a new hygiene import certificate for processed seafood on January 1st, 2013. We believe that live seafood, fishmeal, and salmon will be unaffected by this requirement as they are already imported under separate recently negotiated certificates. China has notified us that it will not grant a grace period for product arriving after December 31st with the current certificate. Any product arriving for import after January 1st without the new import certificate risks import delay or refusal; we advise exporters to discuss the new requirement with their importers before making additional shipments. New import certificate negotiations are underway between the U.S. Department of Commerce's National Oceanic and Atmospheric Administration, Seafood Inspection Program and China's General Administration of Quality Supervision, Inspection, and Quarantine.

#### **FOOD, AGRICULTURAL AND AGRIBUSINESS POLICY UPDATES**

##### **Chinese minister warns grim trade situation**

On November 10, 2012, Chinese Minister of Commerce Chen Deming discusses lingering pressure on the country's foreign trade from weak global demand, rising domestic costs and growing trade protectionism. "The trade situation will be relatively grim in the next few months and there will be many difficulties next year," Chen told reporters at a group interview on the sidelines of the 18th National Congress of the Communist Party of China. Please click [here](#) for full report.

##### **China sees 7.5-pct GDP growth secured this year**

The Chinese government is confident of achieving the 7.5 percent economic growth target this year despite the current slowdown, Zhang Ping, head of the National Development and Reform Commission (NDRC) said on last Saturday. Zhang said his faith in the economy lies in an economic curve that is moving upward since August, particularly in October. Zhang's remarks echoed a new wave of positive official comments which reassured domestic and overseas investors about the prospects of the world's second-largest economy, after its gross domestic product (GDP) growth slowed to 7.4 percent year on year in the third quarter. Please click [here](#) for full report.

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## COMMODITY PRODUCTION, CONSUMPTION AND TRADE

### *GRAIN AND FEED*

#### **Feed mills started to reduce wheat use since September:**

Since the corn harvest, corn price started to fall while wheat prices rose steadily. Due to a good quality and low moisture for new crop corn, feed mills started to reduce wheat use and lower their wheat stocks since September. In November, there was an obvious drop in feed wheat use. For instance, some large feed mills in Shandong reduced the feed wheat use to below 20% while it often accounts for more than 40% in feed. In the northern China plain, corn price is RMB 50/ ton lower than wheat. This price gap is expected to remain from this November to Summer harvest next year in MY12/13(June/May), the feed wheat usage will drop by 2 MMT to 23 MMT, according to National Grain & Oil Information Center (CNGOIC) (11/14/2012, CNGOIC, JJY)

#### **Corn yield and output to reach a record high in 2012:**

Due to relative favorable weather patterns, corn yield is estimated at 5.8 metric tons/ha in 2012, 1.1% higher than the previous year. Corn acreage is estimated to rise 3.2% year on year to 34.6 million Ha , based on preliminary data from relevant provinces. The corn output is estimated to rise 4.3% year on year to 201 MMT. Due to a better return, the corn has taken acreage from soybean, cotton, tuber and other minor grains. For instance, the soybean acreage in Northeast is estimated to drop by 20% from the previous year, according to CNGOIC. (11/13/2012, CNGOIC, JJY)

### *FOREST PRODUCTS*

#### **U.S. to continue probes into hardwood, plywood from China**

On November 9, the U.S. International Trade Commission (USITC) voted to continue the Commerce Department's trade investigations against imports of hardwood and decorative plywood from China. All six participating commissioners of the federal bipartisan trade panel voted in the affirmative, saying there was a reasonable indication that the U.S. industry was materially injured by imports of the products that were allegedly subsidized and sold in the United States at less than fair value. As a result, the Commerce Department can continue to conduct its investigations, with its preliminary countervailing duty and anti-dumping duty determinations due on or about Dec. 21, 2012 and March 6, 2013, respectively.

The investigations came as a response to a complaint filed by the Coalition for Fair Trade of Hardwood Plywood of six U.S.-based companies. According to USITC, the United States imported an estimated 707.3 million dollars of hardwood and plywood from China in 2011, which accounted for 35.1 percent of the U.S.

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market. (Xinhua news, 11/10/2012, ZL)

### **AQSIQ Registration website**

AQSIQ started requiring the registration of exporters and importers of food products to China as of October 1, 2012. Here is a short description of how to use AQSIQ's website:

First, go to the following link: <http://ire.eciq.cn/>

Second, click on the log-in button for "imported food exporters or agents overseas"

Third, click on the Initial registration button

Fourth, the system should take you to a form for the exporter or agent to fill out

Once the exporter fills in and submits the form they are given their registration number and password.

Please click [here](#) for details.

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### **+ Upcoming Events:**

#### **U.S. Cranberry Marketing Committee Launches its First Seminar Series in Mainland China**

The U.S. Cranberry Marketing Committee (CMC) will launch its first seminar series in Shanghai, Beijing, and Shenzhen during the week of January 14, 2013. Scott Soares, the CMC's Executive Director and the former Commissioner for the Massachusetts Department of Agricultural Resources, will give a comprehensive introduction to the U.S. cranberry industry, including industry dynamics, growing practices, and harvest methods.

Please click [here](#) for details.

For more information or to register, please contact the CMC China event office by email [info@mzmc.com.cn](mailto:info@mzmc.com.cn) or by [phone 021-65216751](tel:021-65216751).

#### **Reserve your booth at USA Pavilion of FIC 2013 China's Largest Food Ingredients & Additives Show in March 2013!**

**Date:** March 26-28, 2013

**Venue:** Shanghai World Expo Exhibition & Convention Center

**Address:** No.850, Bocheng Road, Pudong, Shanghai, China

FIC - Food Ingredients China is one of the largest and most authoritative international shows in the food additives and ingredients industry in Asia. The three-day B2B event offers a professional exhibition, conferences and technical seminars with the latest news on food science and technology. The show features 23 categories of food additives, 34 categories of food ingredients and food processing aide, as well as equipment,



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machinery and media agents provide comprehensive and different products and service. It highlights the natural and functional food to boost the food quality and safety, with 50% products made from natural extracts.

Food Ingredients China 2012 attracted 1,179 exhibitors with a 23.4% growth in exhibitor space, and over 32,000 professional visitors from 69 countries, with 138,765 person-visits, setting new records in show attendance.

For more information on the Pavilion and how to reserve your booth, please access <http://www.b-for.com/China.html> to contact our contractors.

### **Get Free Booth at China Xiaoshan Plant & Flower Show in March 2013:**

**Dates:** March 22-24, 2013

**Venue:** Xiaoshan Plant & Flower Center, Hangzhou, Zhejiang  
The Xiaoshan Plant & Flower Trade Show, the largest of its kind in East China, is an annual event held in Xiaoshan District, Hangzhou, Zhejiang Province jointly sponsored by the China State Forestry Ministry, Hangzhou Government and the Shanghai Landscaping Industry Association. To celebrate its 10th anniversary in 2013, the organizer offered preferential terms to U.S. exhibitors, including free exhibition booth, free ground transportation between Shanghai and Hangzhou, and free hotel accommodation and meals during the trade show. ATO Shanghai and the show organizer will also organize a seminar, depending on the size of the U.S. delegation, to help U.S. exhibitors & visitors network with local brokers of ornamental horticultural products, and improve understanding of the process of exporting plant materials to China.

For more details, Please click [here](#).

Please contact Susan Zhang, ATO Shanghai Marketing Specialist, at [Hongyu.zhang@fas.usda.gov](mailto:Hongyu.zhang@fas.usda.gov)

### **United Tastes of America - Asian Chef Challenge:**

**美國之味- 亞洲廚藝競賽 | March 6-8, 2013**

The first annual "United Tastes of America - Asian Chef Challenge" will be launched in Shanghai from March 6-8, 2013 at the [ZhongHua Culinary Center](#) in Puxi Shanghai. Please note that this competition was postponed from early December due to a technical, contracting issue. 18 teams from across China will be invited to participate in this competition. This competition will be a joint effort by the [U.S. Department of Agriculture](#) and more than 18 U.S. agricultural producer associations to launch an annual series of chef competitions in East Asia that will feature healthy, American food ingredients and highlight creative skills demonstrated by experienced Asian chefs. The initial target

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markets are Shanghai, Hong Kong, Tokyo and Taipei. [The Sichuan Provincial Hospitality Industrial Association](#) & [Industrial Food Association of Chongqing](#) recently offered their support for the project. Metro Cash & Carry and City Shop will both be cosponsors of the event. The winning team of the regional Shanghai competition will participate in an East Asian Final Competition in June 2013 at the Food Taipei International Trade Show. The final winning team will be invited all expenses paid to attend a week long Continuing Education Professional Development Course at the [Culinary Institute of America, Napa Valley, California](#).

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#### **+ [GAIN Reports](#) ([Global Agricultural Information Network](#))**

- [Cotton and Products Update Beijing China - Peoples Republic of 11-29-2012](#)
- [Natural Products Expo Asia 2012 Show Report Guangzhou China - Peoples Republic of 11-26-2012](#)
- [Success Story ATO Guangzhou opens China s U.S. organic milk retail Guangzhou China - Peoples Republic of 11-28-2012](#)
- [Legislative Proposal on Infant Formula and Food Products Hong Kong Hong Kong 11-21-2012](#)
- [Bottom of FormNew MRLs for Apples Taipei Taiwan 11-20-2012](#)
- [November 16 Update on the 2012 U.S. Rice CRQ](#)
- [Tender Taipei Taiwan 11-16-2012](#)
- [Voluntary Code of Practice on Infant Formula Launched Hong Kong Hong Kong 11-16-2012](#)
- [Oilseeds and Products Update Beijing China - Peoples Republic of 10-30-2012](#)
- [2012 Asia Fruit Logistica Show report Guangzhou China - Peoples Republic of 11-15-2012](#)
- [Chinas footwear industry facing a number of challenges Guangzhou China - Peoples Republic of 11-15-2012](#)
- [FY 2012 MidYear Summary of US Agricultural Export to China Guangzhou China - Peoples Republic of 11-9-2012](#)
- [Shenzhen Trade and Media Networking Event Report Guangzhou China - Peoples Republic of 11-26-](#)

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