

FOR IMMEDIATE RELEASE:
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Contact: Matt Englehart
(202) 482-3809

**COMMERCE DEPARTMENT TO LEAD
CONSUMER GOODS TRADE MISSION TO CHINA**

The U.S. Commerce Department's International Trade Administration (ITA) will lead a consumer goods trade and policy mission to Beijing, China, Nov. 8-9, 2004. The mission will offer representatives of the U.S. consumer goods industry the opportunity to meet with Chinese officials in an effort to expand their exports to the Chinese consumer market.

The mission targets participants from U.S. firms specializing in consumer goods. Representatives from these firms will have the opportunity to address concerns regarding doing business in China that include intellectual property rights, distribution and trading rights, standards, and urban motorcycle restrictions.

Mission participants expect to meet with Chinese officials from the National Development and Reform Commission, the Ministry of Commerce, the Ministry of Information, and the State Administration for Quality Supervision and Inspection and Quarantine.

For information regarding participation in the Nov. 8-9 trade policy mission to Beijing, China, please contact John Vanderwolf at 202-482-0348, (e-mail: john_vanderwolf@ita.doc.gov); or Charlie Rast at 202-482-4034, (e-mail: charlie_rast@ita.doc.gov).

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