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Promotion Opportunities

Annual

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Report Highlights:

This report provides a complete list of market-development activities, such as trade shows, retail promotions and trade teams, that the ATO Shanghai plans to participate in over the period from October 2003 through April 2004. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or ATO Shanghai for additional information.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Shanghai ATO [CH2]
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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. Khaliaka Meardry, Mail Stop 1052 Room 4646 1400 Independence Ave., S.W., Washington, D.C. 20250-1052, Phone: 202-720-3065, Fax: 202-690-4374, E-mail: khaliaka.Meardry@fas.usda.gov.

SIAL China 2004

Date: April 9 - 11, 2004

Venue: Shanghai New International Expo Centre of Pudong, Shanghai

Due to the SARS outbreak in China in Spring 2003, SIAL 2003 has been postponed to the Spring of 2004. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to the 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, Expositum has gained popularity with international exhibitors by organizing meetings and seminars with key managers of the well positioned retail chain. In an effort to ensure high-quality visitors, SIAL 2004 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, Expositum 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 Expositum), 505 East Boulevard, Suite 200, Charlotte, NC 28203; Phone: (704) 365-0041, Fax: (704) 365-8426, E-mail: expositum@imexmgt.com, or Ms. Anne Capdevielle, Expositum, 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@expositum.fr, Internet: www.sial.fr, www.expositum.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 2003 National Candy & Spirits Fair

Date: October 5 - 9, 2003

Venue: Shenyang, Liaoning 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 Liaoning 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 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: October 29 - 31, 2003

Venue: Shanghai Everbright Convention & Exhibition Center

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 six years, the successful China National Fisheries & Seafood Expo has been 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.

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

The 5th China Retail Convention & Exhibition

Date: October 31 – November 2, 2003

Venue: Wuhan, Hubei Province

Organized by China's largest trade organization and franchise industry, the China Chain Store & Franchise Association (CCFA), the 5th China Retail Convention & Exhibition will take place in Wuhan at the end of October. This is an annual gathering attended by China's top 50 retailers, retailing facility manufacturers, food and equipment suppliers and distributors. ATO Shanghai will take part in this convention by setting up an informational booth during the 4-day exhibition.

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WoodMac China 2004

Date: February 17 - 20, 2004

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>.

Food Ingredients Asia China 2004

Date: March 3 - 5, 2004

Venue: Everbright Convention & Exhibition Center, Shanghai

Last year's CMP-organized FIA turned out to be a success after its de-facto divorce from the Chinese partner. The show has become an established food ingredients event for food processing sector in China. 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

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, Kunming Promotion

Date: October 18 - December 31, 2003

Venue: Wal-Mart Supercenters in Kunming

ATO Shanghai is coordinating with Wal-Mart Kunming an in-store promotion to feature US food and beverage products and to combine with an in-store bakery promotion for US bakery ingredients. Various activities during the promotion, such as opening ceremony, press conference, lucky draw and free tasting, will be conducted. Excellent media coverage is also planned for the promotion. This activity is designed to expand the presence of American food and agricultural products within secondary city markets.

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Wuhan, Metro Promotion

Date: November 4 - 17 2003, Tentative

Venue: Metro Stores in Wuhan

ATO Shanghai will hold an in-store promotion in the Metro stores in Wuhan, featuring U.S. food and beverage products. This promotional event will include a U.S. food seminar and a press conference. The promotion will be the first FAS-led US food promotion in this emerging city market in the central part of China.

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Chinese Spring Festival US Food and Ingredients Promotion

Date: January 2004

Venue: Shanghai

ATO Shanghai will work with USDA marketing development cooperators, suppliers, chefs, and local print and TV media to educate Chinese consumers on how to prepare American foods. The program will include retail promotion in the better performing foreign retail stores, a cooking show on popular local TV channel, a menu promotion in restaurant chains, and a cookbook to teach the customers to make Chinese dishes with US ingredients.

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B. Trade Missions**Washington State Trade Mission**

Date: October 12 - 18, 2003

Venue: Shanghai, Beijing, Guangzhou

In October 2003, Governor Locke of Washington State is scheduled to lead a state trade mission from the U.S. to visit China. During visits to Shanghai, Beijing and the Guangzhou the trade mission plans to focus on Washington State – Shanghai relations and agricultural trade promotion. As part of his agriculture agenda in Shanghai, some members of the mission are expected to visit the Shanghai Entry-Exit Inspection and Quarantine Bureau and Lotus Supermarket. ATO Shanghai will assist the governor in presenting an award to the Lotus Supermarket.

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Chinese Press Team

Date: November 2003

Venue: California, Washington

ATO Shanghai will lead a Press Team to the United States in 2003. The team will consist of five journalists from major newspapers and TV stations in Shanghai and Jiangsu Province. 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 of U.S. agriculture to Chinese audiences. In addition, this trip will help Shanghai ATO consolidate and maintain a good working relationship with local media.

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FMI Buyer's Team

Date: May 2004

Venue: McCormick Place, Chicago, IL

ATO Shanghai will lead a buyer team to the Food Marketing Institute (FMI) trade show in Chicago. The buyer team will also conduct a tour of food processing, trade and retail operations in the States. 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.

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C. Trade Reception

ATO Shanghai Spring Festival Reception

Date: January 2004 (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 – 200 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.

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IV. Post Contact and Further Information

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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