

May 2010

Largest U.S. Pavilion Ever at SIAL China

The U.S. pavilion at the SIAL China trade show will be our largest ever at this event, with 58 exhibitors. Most of the exhibitors are small and medium size firms and about half of these exhibitors and their products are new to the Chinese market. SIAL China, the largest food show in China, is being held from May 19 – 21, 2010 in Shanghai, China. In addition to organizing the pavilion and providing market information and intelligence to our exhibitors, ATO Shanghai is planning match-making meetings with local importers and distributors for the U.S. exhibitors. We will also hold a trade reception on May 19th.

The reception, which is sponsored by cooperators and local distributors, is designed to provide an additional opportunity for U.S. exhibitors to meet with local traders. U.S. craft beers and juices as well as dishes using U.S. pork, cheese, potato, halibut, pollock roe, mussels and lentils will be served. FAS Associate Administrator Janet Nuzum will attend and is planning to give remarks at the opening ceremony of the show, meet with cooperator representatives, and walk-through the US Pavilion. The US pavilion at SIAL China 2009 had 39 exhibitors and generated an estimated \$17.5 million in 12 month sales.

The exhibitors at the U.S. Pavilion produce a wide range of products. Featured products include: tree nuts, seafood, grocery products, fresh fruits, dry fruits, canned fruits, individually quick frozen fruits, fruit juice, sauce and condiments, port and poultry, dairy products, candy and confectionery, wines, ginger, ginseng, grain and rice. The exhibitors include: the Alaska Seafood Marketing Institute, Almond Board of California, California Milk Advisory Board, Georgia Pecan Growers, U.S. Meat Export Federation, U.S. Rice Federation, USA Poultry & Egg Export Council, Wild Blueberry Association of North America, WUSATA, SUSTA, Food Export – Midwest, the Illinois Department of Agriculture and the State of Missouri.

[SIAL China 2010: Asia's Food Marketplace](#)