

# 2022 CALIFORNIA-CHINA VIRTUAL TRADE MISSION

## BEAUTY AND PERSONAL CARE PRODUCT EXPORT OPPORTUNITY

As a California China Trade and Investment Network (CTIN) member, the City of Sacramento China Trade Office has teamed up with the California Governor's Office of Business and Economic Development (GO-Biz) and the U.S. Commercial Service to offer California businesses a virtual trade mission designed to link California exporters directly with buyers, potential partners, and distributors in the Chinese market through one-on-one online matchmaking meetings.

### MARKET INSIGHTS & OPPORTUNITIES

In 2020, China became the world's second-largest beauty and personal care product market after the United States. U.S. Department of Commerce data showed that in 2020, the U.S. exported \$838 million of personal care and cosmetic products to China, up 2.2% from the previous year.

Key areas of opportunity:

- Skincare products
- Sun care products
- Personal care products for children
- Haircare products

### BENEFITS FOR QUALIFIED CALIFORNIA BUSINESSES

- Connect directly with up to three pre-assessed partners or buyers in China, catered to your company's objectives.
- Bilingual assistant to facilitate and translate one-on-one meetings.
- Informational session with legal experts from the US and China, offering market entry IP strategies.
- Free material translation, with up to five pages of a company's profile and product information included.

### APPLICATION PROCESS & MISSION SCHEDULE

#### Registration and Vetting by March 18, 2022

Registration is open on a rolling basis, with applications being vetted and reviewed as they are received. California businesses are highly encouraged to register early, as space is limited and applications will be evaluated on a first-come, first-served basis. March 11 is the last day that applications will be accepted.

#### Business Profile Preparation by March 31, 2022

California business profiles will be evaluated by the City of Sacramento China Trade Office. The office will also work with each California business to gather company and product details, confirm matchmaking objectives, and help adapt their business marketing materials for the Chinese market, including translating up to five pages of business marketing material into Chinese.

#### Matchmaking Meetings Arranged between April and May 2022

The City of Sacramento China Trade office will target and vet Chinese businesses to match California businesses' objectives. They will then coordinate and facilitate the arrangement of one-on-one virtual meetings.

GO-Biz will support up to 5 California beauty and care product businesses to participate in this mission.

**COST:** FREE for STEP-eligible California small businesses.

**REGISTRATION DEADLINE:** March 18, 2022

**REGISTRATION LINK\*:**  
[californiaexport.org/register](https://californiaexport.org/register)

\*Please select "2022 Spring China Virtual Trade Mission" when registering.

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**CONTACT INFORMATION**

Sarah Stewart  
☎ 916-607-0419  
✉ [sstewart@saccausa.com](mailto:ss Stewart@saccausa.com)

Henan Li  
☎ 279-777-6308  
✉ [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov)