2022 CALIFORNIA-CHINA VIRTUAL TRADE MISSION

FOOD PROCESSING MACHINERY 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.

GO-Biz will support up to 5 California food processing machinery businesses to participate in this mission.

COST: FREE for STEP-eligible California small businesses.

REGISTRATION DEADLINE: March 18, 2022

REGISTRATION LINK*:
californiaexport.org/register

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

MARKET INSIGHTS & OPPORTUNITIES

The Asia Pacific region held the largest share, in terms of value, of 29.2%, of the global food & beverage processing equipment market in 2020. The food & beverage processing equipment market in China is projected to grow exponentially, due to increased demand across food and beverage industries. Consumers have become increasingly interested in eating more natural and healthier foods while valuing convenience and attractive packaging.

Key areas of opportunity:

- Brewery equipment
- Dairy processing equipment
- Hygienic food processing
- Snack food processing and packing

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.

Hosted by:

Supported by:

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