

USDA China - 2016 Public Calendar

Updated on August 9, 2016

Date(s)	Office	Project/Event Name	Location	Project/Event Description, including website	Coordinator(s)
March 3-11	Shenyang	North America Seafood Show in Boston	United States		
March 6-8	Beijing	North America Seafood Show in Boston	United States		Angie Han
March 6	Guangzhou	North America Seafood Show in Boston	United States	Lead a delegation of China seafood importers/distributors to visit the North America Seafood Show and meet with U.S. seafood suppliers. Will work with SRTGs and related industry associations on the scheduling of one-on-one meetings with U.S. suppliers. Meet with U.S. seafood exporters and provide them with current and accurate market intelligence, analysis and advocacy of South China market. Offer ATO services to U.S. suppliers to assist them find new opportunities in the Mainland China market. Translate for U.S.	Vivian Xian
March 10	Guangzhou	E-Commerce Plat Forms to visit Natural Expo West 2016	United States	Lead a group of E-Commerce operators and importers from South China to visit natural and organic exporters in the United States. 1. Introduce a number of Chinese buyers to US exporters 2. Help US exporters understand demands in China for organic products 3. Chinese buyers gain interests in US organic products 4. Share e-commerce knowledge with US exporters	Ursula Chen
March 14-18	Shenyang	Beef Processor's Visit	Inner Mongolia and Jilin		
March 16-18	Shenyang	PMA Connect Shanghai			
March 19-26	Chengdu	U.S. Cocktail Celebration in Chengdu	Chengdu	Post held a U.S. cocktail menu promotion at 8 local cocktail and whiskey bars in Chengdu	Lili
March 21	Chengdu	U.S. Craft Beer Tasting and Craft Beer Week in Chengdu	Chengdu	Post held a U.S. Craft Beer Tasting at the Lazy Pug, a western restaurant and bar in Chengdu	
March 21	Chengdu	California Fine Wine Seminar for Professionals	Chengdu	Post supported Stonebridge Research to carry out the 3rd training on California Fine Wines at Chengdu Shangri-La hotel during the pre-show of CFDF 2016	Lili
March 22-25	Shenyang	Food Ingredients China Show	Shanghai		Wang Xiaoju
March 23-25	Shanghai	Food Ingredients China Show	Shanghai	to promote U.S. food ingredients' application in China's food processing industry	Susan Zhang
March 20-26	Chengdu	Tangjiuhui	Chengdu		Lili
March 23	Chengdu	U.S. Wine & Beer Tourism Seminar	Chengdu	To promote U.S. wine and beer tourism, Post partnered with the U.S. Foreign Commercial Service (FCS) organized a seminar to approximately ten interested tourist agencies with the topic of the growing popularity of touring wineries and breweries in the United States, inviting representatives from the Napa Valley Vintners (NVV), U.S. wine and beer exhibitors.	Lili
March 23	Chengdu	2016 American Wine Festival	Chengdu	To promote U.S. wine and beer tourism, Post partnered with the U.S. Foreign Commercial Service (FCS) organized a seminar to approximately ten interested tourist agencies with the topic of the growing popularity of touring wineries and breweries in the United States, inviting representatives from the Napa Valley Vintners (NVV), U.S. wine and beer exhibitors.	Lili
March 23-25	Chengdu	Food Ingredients China Show	Shanghai		Shawn

March 24-26	Chengdu	China Food and Drinks Fair (CFDF) 2016	Chengdu	25 U.S. companies exhibited in the USA Wine, Beer & Spirits Pavilion at CFDF 2016. Featuring 2,836 exhibitors (namely 510 are general alcohol, 751 international wine and spirits, 475 food, 145 beverage, 469 ingredients and condiments, 396 machinery and 90 food packaging) from over 40 countries, this first ever USDA-endorsed trade show is China's largest and longest-running food and beverage trade show. U.S. exhibitors reported estimated sales of over 1.4 million USD over the next 12 months.	Lili
March 23-26	Shenyang	Tangjiuhui	Chengdu		
March 24-26	Shanghai	Tangjiuhui	Chengdu	to organize a U.S. wine distributor group from East China to participate in the national wine and spirit fare in Chengdu	Xu Min
March 27	Guangzhou	Tangjiuhui	Chengdu		Ken Chen
March 29	Chengdu	U.S. Swine Seminar in Guiyang	Chengdu	Post and Guizhou Agricultural Committee co-hosted US-Sino Swine Industry and Breeding Seminar with the support from National Swine Registry	Shawn
Mar 31-Apr 1	Chengdu	Meeting with Sichuan and Chongqing Construction Committee	Chongqing	Post and U.S Engineered Wood Association had meeting with Sichuan Construction Committee and Chongqing Construction Committee respectively to discuss the possibility of co-hosting a seminar to promote the usage of U.S. engineered wood structure and wood products	Shawn
March 31	Shanghai	Direct Line Call	Shanghai	U.S. Consulate Shanghai panel of experts will discuss China's rising middle class and its demand for natural and safe food products	Katie Woody
March	Shanghai	Zhejiang Horticultural Show	Hangzhou	to support U.S. horticultural exhibitors and network with importers	Susan Zhang
April 1-3	Beijing	Market Research Nursery Products			Cody Yin
April 14-16	Shanghai	Nut Show	Hefei	to organize a USA Pavilion at the Expo of Chinese Nuts and Roasted Seeds	Xu Min
April 5-8	Chengdu	Red Meat Market Outreach in Chongqing and Chengdu	Chongqing and Chengdu	Post and USMEEF took a tour of Chongqing and Chengdu to learn the red meat market and explore the huge potential of this region	Shawn
April 15	Chengdu	China Nuts and Roasted Food Show	Hefei		Shawn
April 14-16	Beijing	Soybean Foods Conference and Trade Show			Wang Jun/Pei Zhiyong
April 21-24	Shenyang	World Dairy Expo & Summit-China	Harbin		
Late April	Beijing	American Craft Beer Promotion			Amy Zhang
May 3-13	Beijing	Bakery Ingredients Reverse Trade Mission			Wang Jun
May 5-7	Shanghai	SIAL Show	Shanghai	USDA-endorsed trade show	Xu Min
May 4	Guangzhou	SIAL Show Attendance	Shanghai	Attend the SIAL show in Shanghai; meeting with US exporters and Chinese buyers; provide update market intelligence and trade facilitation. To introduce South China potential buyers to U.S. exporters; Increased awareness of various U.S. products from different regions in the United States, established direct contact with U.S. food exporters; Met with U.S. food associations and organizations such as USMEF, US Potato Board, California Walnuts, Alaska Seafood Marketing Institute, US Cranberry Marketing Institute to discuss the upcoming in-store promotion possibilities	May Liu
May 5	Beijing	SIAL Show Attendance	Shanghai		Wang Tong
May 4	Chengdu	SIAL 2016 Attendance	Shanghai		Joann

May 9	Chengdu	USDEC Meeting and APA Seminar	Chongqing		Shawn
May 10	Chengdu	Bakery China Show Attendance	Shanghai		Lili
May 18	Chengdu	2016 China Animal Husbandry Expo	Shenyang		Shawn
May 19-20	Beijing	2016 China Animal Husbandry Expo			Pei Zhiyong
May 20-22	Beijing	Bakery activity in China Bakery Exhibition			Wang Jun
May 21-24	Beijing	NRA Show			Angie Han
May 25	Chengdu	BIOFACH China	Shanghai		
May 26	Shanghai	AmCham Shanghai's 2016 Food Safety & Emerging Technology Conference	shanghai	China's new Food Safety Law went into effect on October 1, 2015. Find out how these regulatory changes and the increasing role of technology is transforming the industry at AmCham Shanghai's 2016 Food Safety & Emerging Technology Conference on May 26 at the Grand Hyatt Shanghai featuring seminars, panel discussions and workshops from China FDA leaders and business heads including Yihaodian, Rockwell Automation, PwC, AsureQuality, McDonalds, Edelman, Yum, METRO, Penske Logistics, Control Risks, Ecolab, Doehler, Thermo Fisher, Wal-Mart and beyond.	Katie Woody
May 31-Jun 2	Chengdu	Fresh Produce Forum China	Chengdu	Organised by Asia Fruit Logistica and Asiafruit Magazine, Fresh Produce Forum China will be held in Chengdu	Joann
June 2	Chengdu	Meet with USDA/Forest Service	Chengdu		Morgan
June 3-4	Chengdu	China Dairy Exhibition	Qingdao		Shawn
June 10-15	Beijing	Chinese Trade Mission to the World Pork Expo 2016 Iowa			Pei Zhiyong
June 10-13	Chengdu	Master Class organized by CWI	Guiyang		Morgan
June 13	Shanghai	Food Policy Summit	Shanghai		Xu Min
June 13-14	Chengdu	Master Class organized by CWI	Guiyang		Lili
June 13-14	Chengdu	Iowa Ag Trade Mission	Chengdu/Chongqing		no one on travel
June 14	Shanghai	Bakery Training Program (Prune and Pistachio)	Shanghai		Valerie and Susan
June 14-15	Shanghai	California Fine Wine Project Classes	Shanghai		Katie and Xu Min
June 14-15	Chengdu	Promote organic valley milk to Chongqing e-commerce company	Chongqing		Joann

June 14-17	Shanghai	Travel to Yantai, Dalian for stone fruit report	Yantai and Dalian		Freddie Xu
June 15	Shanghai	Northwest Cherry Launch Event	Shanghai		Valerie and Joy
June 16	Shanghai	Mississippi State Student group visit	Shanghai		Katie Woody
June 16-17	Chengdu	Master Class organized by CWI	Kunming		Lili
June 17	Chengdu	Master Class organized by CWI	Kunming		Morgan
June 16	Guangzhou	Beer Promotion	Guangzhou	To organizing a beer tasting event at a five-star hotel help promote U.S. beer sales. Invited guests will learn more about U.S. craft beer and facilitate importers/distributors to meet with more new HRI professionals.	Ken Chen
June 17-18	Chengdu	Outreach in Kunming	Kunming		Shawn
June 17-21	Chengdu	Family Wine Master Class	Chengdu		Lili
June 18-19	Chengdu	Cotton Promotion	Chongqing		Joann
June 19-20	Chengdu	APA Seminar	Chengdu & Chongqing		Shawn
June 19	Guangzhou	Feed Ingredient RTM	United States	To invite 15-20 self-funded South China feed industry professionals such as feed makers, importers and distributors to visit feed ingredient suppliers in the States. An ATO staff will escort and translate. The estimated travel date is late July 2016 when sorghum harvest starts. The trade mission participants should gain better know-how about U.S. feed ingredients such as sorghum, corn DDGS, and poultry meal. And U.S. suppliers should have more business opportunities to export to the South China market.	Ken Chen
June 20	Guangzhou	RTM Mission to FMI and United Produce	United States	Recruit delegates for a RTM to attend FMI show and United Produce show. <ul style="list-style-type: none"> • Around 8 traders to attend the mission • Introduce south China buyers to 20 growers, packers and exporters in California and Illinois • Educated buyers of U.S. food varieties as well as U.S. brands • Increase Sales of US food products in the coming 12 months 	May Liu
June 20-21	Shanghai	Ornamental Horticultural Promotion prep - Hangzhou	Hangzhou		Susan Zhang
June 21-29	Beijing	Trade Mission to FMI and Fancy Food Show			Wang Tong
June 22-24	Chengdu	AHEC Annual Meeting	Chongqing		Shawn/Morgan
June 22-23	Beijing	AHEC Convention			Cody Yin
June 26-28	Shanghai	Summer Fancy Food show Reverse Trade Mission	United States	to lead a group of retailers and food importers and traders to participate in Fancy Food Show and match-making meetings, in collaboration with state departments of agriculture and cooperators	Shiliang Xu
June 27-30	Shanghai	Travel to Ningbo for Cold Chain Conference	Ningbo		Susan Zhang
June 29-30	Beijing	8th. U.S. China Cold Chain Conference			Pei Zhiyong

June	Shanghai	Friends of ATO Shanghai Field Trip	Shanghai	to organize a field trip for friends of the ATO members	Jane Hu
June	Shanghai	Bakery Ingredients Reverse Trade Mission	United States	to lead a group of eight bakery ingredients importers, bakery store owners, and R&D professionals to visit U.S.	Susan Zhang
July	Shanghai	Golden Eagle Retail Promotion	Nanjing		Xu Min
July	Beijing	CCFA Purchasing Meeting and Mini Trade Show	Beijing		Wang Tong
July 1	Chengdu	July 4th Chengdu Event - Niccolo	Chengdu		Vivian
July 1-10	Chengdu	Fresh Fruit Promotion in Southwest China	Chengdu/Chongqing/Kunming/Guiyang/Mianyang/Liupanshui		Joann
July 2-3	Shanghai	Travel to Nanjing and Kunshan for Retail Promotion Launch	Nanjing and Kunshan		Xu Min
July 7-9	Shanghai	Travel to Wuhan for outreach	Wuhan		Xu Min and Jane Hu
July 13-14	Chengdu	USMEF Chongqing Trading Promotion	Chongqing		Shawn
July 15, 2016	Shenyang	American Food Culture Event	Shenyang	On July 15, ATO Shenyang in cooperation with PAS held an American food culture event at ATO Director's residence, showcasing the diversity, convenience, and quality of U.S. food. Ten media contacts, including bloggers and web affiliates of traditional media, attended the event and have written 9 blogs so far, garnering 220,000 views to date. The activity is the first of several designed to expand contacts with Northeast food media while building their capacity to report on U.S. food trends and products.	Philip Jarrell
July 19	Chengdu	Children Baby Maternity Products Expo	Shanghai		Joann
July 25	Guangzhou	Taste of America Chef Training Program	Guangzhou	ATO GZ will partner with a select leading hotel chain in South China for an in-house chef training program towards the chain's chef team. The education will provide knowledge and handling skills on various U.S. food ingredients, which will help the chef team to deepen their understanding on U.S. food products. Several U.S. cooperators, such as USAPEEC, USMEF, ASMI, USPB, USDEC, etc. will also join the program. Various U.S. food and beverage ingredients will be introduced through the promotion. A series of menu will be developed by the guest chef to highlight quality U.S. food ingredients. ATO GZ will modernize and streamline U.S. food and beverage media outreach for and marketing to Chinese consumers and traders through inviting media contacts (traditional and new media) to part of the training program. In addition, ATO GZ will produce a recipe book, which will later be distributed to executive chefs from leading hotels and restaurants in South China. The recipe book will provide knowledge and idea to these targeted readers on quality U.S. food products.	Vivian Xian
July 27	Chengdu	Master Class organized by CWI	Chongqing		Lili
July 28	Shanghai	"Friends of ATO Shanghai" Hangzhou Inaugural Reception	Hangzhou		Jane Hu
August 2-6	Chengdu	Fresh Fruit Seminar in 2 cities of Southwest China	TBD		Joann

August 2-7	Shenyang	USSEC global leaders trip to Heilongjiang	Harbin, Heihe in Heilongjiang	Assist USSEC global leaders trip to Heilongjiang	
August 5-14	Chengdu	Retail Promotion	Kunming		Joann
August 9-10	Shenyang	SUSTA Trade Mission to Dalian	Dalian	Support SUSTA Trade Mission to Dalian	
August 11	Guangzhou	CIQ Outreach	South China	ATO GZ will visit CIQs in South China and discuss latest developments in the inspection of U.S. agricultural products in South China ports. In addition, ATO GZ is planning to co-organize a seminar with local CIQs, with a focus on recent product quality, labeling and certificate issues related to U.S. exports at South China ports (frozen meat, seafood, processed food, wine, etc.) Inspectors from Animal & Plant Inspection Division as well as Food Supervision Division at respective CIQ will give presentations on these topics. U.S. exporters, major importers, and related industry associations' representatives will be the main audiences of the seminars. The interaction and idea exchange with CIQ officials will help all stakeholders better understand the importation procedures and local requirements, which will eventually smooth the trade.	Vivian Xian
Aug 20	Chengdu	Regional Market Outreach	Chongqing, Kunming and Guiyang		Joann
Aug 20-30	Beijing	Specialty Crops and Other Ag Ingredients Reverse Trade Mission			Wang Jun
Aug 20-30	Beijing	Soybean Reverse Trade Mission			Pei Zhiyong
August 22	Guangzhou	Regional Promotion for Snacks w/O2O retail chain	South China	Offline to Online promotion featuring various U.S. food items with select retail chains in South China region. Work with O2O retail chain and USDA cooperators to promote U.S. origin snack food items. <ul style="list-style-type: none"> • sales increase • media reports • retail outlets involved • multiple cities involved • 12-month projected sales 	May Liu
August 22-26	Chengdu	Regional Market Outreach	Chongqing/Kunming/Guiyang		Joann
August 30	Guangzhou	Wine Promotion	Guangzhou	To organizing a wine tasting event at a five-star hotel a month ahead of Chinese Mid-Autumn Festival to help promote U.S. wine sales. Invited guests will learn more about U.S. wine and have the opportunity to place orders before the major Chinese holiday – Mid Autumn Festival, when most families have reunion dinners. Estimated date is August 2016.	Ken Chen
Aug 31	Chengdu	All China Leather	Shanghai		Shawn
Summer	Beijing	Investor Wine Tasting			Amy Zhang
Summer	Beijing	U.S. Wine Tour - cooperator support			Amy Zhang
August	Shanghai	Ornamental Horticultural Products Reserve Trade Mission	United States	to lead a group of horticultural products buyers to visit Far West Show and network with U.S. suppliers	Susan Zhang
August	Shanghai	CIQ Seminar	Shanghai	to co-host a communication platform with CIQ Shanghai, to update cooperators and U.S. food importers on new regulations, rules, and port inspection issues	Xu Min
August 18	Shanghai	Bakery Promotion			Susan Zhang

August 25	Shanghai	"Friends of ATO Shanghai" Suzhou Inaugural Reception	Suzhou		Jane Hu
August	Chengdu	Chongqing cross-border Ecommerce workshop/match making meetings with U.S. delegation	Chongqing		Joann
September 3	Guangzhou	Seafood Expo Asia in Hong Kong	Hong Kong	The Asia Seafood Expo is focus on premium seafood products, which makes it different than other seafood shows in the region. Importers, distributors and wholesalers visit the show to identify new-to-the market premium seafood. ATO Guangzhou could facilitate trade discussions between U.S. exporters and potential buyers from South China.	Vivian Xian
September	Chengdu	July 4th Chongqing	Chongqing		All ATO
September	Chengdu	5th China-Guizhou International Alcoholic Beverage Exposition	Guizhou		Lili
September	Chengdu	Seafood Expo Asia Reverse Trade Mission	Hong Kong		Joann
September 14-30	Shanghai	Nut Reverse Trade Mission	U.S.		Xu Min
September 5	Chengdu	Asia Fruit Logistica Show Attendance	Hong Kong		Joann
September 6-9	Shanghai	Asia Fruit Logistica in Hongkong	Hong Kong		Freddie Xu
September 6-8	Shanghai	Asia Seafood Expo	Hong Kong		Shiliang Xu
September 6	Beijing	Asia Fruit Logistica Show Attendance	Hong Kong		Wang Tong
September 6	Guangzhou	Asia Fruit Logistica Show Attendance	Hong Kong	To introduce South China potential buyers to U.S. exporters; Increased awareness of U.S. fresh fruits products and established direct contact with U.S. exporters.	May Liu
September 6	Chengdu	2016 VIV Beijing	Beijing		Shawn
September 6-8	Beijing	2016 VIV Beijing	Beijing		Pei Zhiyong
September 12-15	Shanghai	USDA Agribusiness Trade Mission	Shanghai		Lisa Allen and Xu Min
September 17-24	Guangzhou	Taste of America Chef Training Program	Guangzhou	ATO GZ will partner with a select leading hotel chain in South China for an in-house chef training program towards the chain's chef team. The education will provide knowledge and handling skills on various U.S. food ingredients, which will help the chef team to deepen their understanding on U.S. food products. Several U.S. cooperators, such as USAPEEC, USMEF, ASMI, USPB, USDEC, etc. will also join the program. Various U.S. food and beverage ingredients will be introduced through the promotion. A series of menu will be developed by the guest chef to highlight quality U.S. food ingredients. ATO GZ will modernize and streamline U.S. food and beverage media outreach for and marketing to Chinese consumers and traders through inviting media contacts (traditional and new media) to part of the training program. In addition, ATO GZ will produce a recipe book, which will later be distributed to executive chefs from leading hotels and restaurants in South China. The recipe book will provide knowledge and idea to these targeted readers on quality U.S. food products.	Vivian Xian
Late September	Shanghai	"Friends of ATO Shanghai" Wuhan Event	Wuhan		Jane Hu
September	Beijing	Xia Men Investment Fair			Amy Zhang

September 20-30	Chengdu	Retail RTM to the States	U.S.		Joann
September 30	Guangzhou	Airfares for visiting CIQ officials	United States	Supplement to the Port Inspection and Food Safety Regulatory Implementation program under the 2016 Cochran Fellowship Program, which will enable key South China CIQ regulators and inspectors to gain better understanding on the U.S. food safety and inspection system. South China is one of the most important gateways for U.S. agricultural exports. In 2013, over \$8 billion worth of U.S. agricultural products were imported through South China ports (28% of the country's total agricultural imports from the U.S.). With better understanding on the U.S. inspection procedures and techniques, as well as the development, enforcement and compliance of food safety standards, it will enhance the confidence on U.S. inspection and food safety system by South China CIQ officials. In the long run, such trust and confidence will greatly promote the cooperation and facilitate the trade. The program is approved by 2015 Cochran Fellowship Program. The requested funding will be supplement to the Cochran program.	Vivian Xian
September, 2016 (Dates TBD)	Guangzhou	Regional Promotion for Snacks w/O2O retail chain	South China	Offline to Online promotion featuring various U.S. food items with select retail chains in South China region. Work with O2O retail chain and USDA cooperators to promote U.S. origin snack food items. <ul style="list-style-type: none"> • sales increase • media reports • retail outlets involved • multiple cities involved • 12-month projected sales 	May Liu
September, 2016 (Dates TBD)	Guangzhou	Regional Fresh Fruit Promotion	South China region	Regional Fresh Fruit Promotion : Promotion featuring various U.S. fresh fruits with select O2O partners in fruit specialty chain distribution channel.	May Liu
November, 2016	Shanghai	Idaho and Nebraska Trade Mission	Shanghai		Katie Woody
November 2-4	Beijing	China Seafood Expo			Angie Han
December	Shanghai	Hong Kong International Bakery Show	Hong Kong	to lead Eastern China bakery product development professionals to visit the show, and promote the use of U.S. bakery ingredients in bakery products	Susan Zhang