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Report Highlights:

As the largest export market for the United States, China provides a promising yet competitive market for agricultural products. As the pandemic continues to restrict travel movements, U.S. exporters are encouraged to continue engaging with key Chinese stakeholders via online meetings, matchmaking events, conferences, and trade shows. This report provides practical tips to U.S. agricultural, forestry, and fishery exporters on how to conduct business in China, while includes information on local business practices, a review of consumer preferences, food standards and regulations, and import and inspection procedures.

China Market Fact Sheet

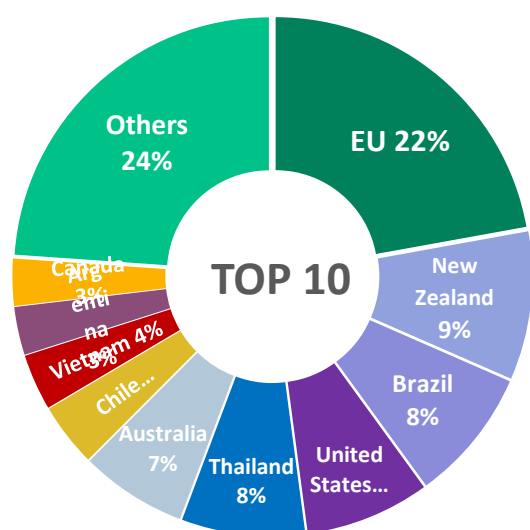
Executive Summary

China is the world's second-largest economy, and growth is driven by consumption and investment, but the government has expressed interest in shifting to a consumption-led economy. China revised down its 2020 gross domestic product (GDP) growth rate to 2.2 percent and stated its 2021 GDP should exceed the target of six percent.

In 2020, U.S. agricultural exports to China totaled \$26.4 billion, up from \$12.6 billion in 2019. China was the largest market for U.S. agricultural exports, a position it last held in 2016.

Imports of Consumer-Oriented Products

In 2020, China imported consumer-oriented agricultural products from the United States worth nearly \$7.1 billion.



Food Processing Industry

In 2020, China's overall food and beverage production volume grew 6.3 percent. Despite the downward economic pressure and the impact of COVID-19, the food manufacturing and food processing sectors remained stable. Most of China's food processing ingredients come from domestic producers, increasing demand for imported ingredients in the higher-end market.

Food Retail Industry

In 2020, overall retail sales of consumer goods declined for the first time in the past ten years as the pandemic took a toll on disposable incomes and in-store shopping. In 2020, online retail sales increased by 11 percent compared to 2019. Online grocery and food sales increased by 31 percent year-over-year, as consumers increasingly used mobile delivery applications to have fresh produce and other grocery items delivered to their door. Traditional offline-only retail chain market share continued to erode due to pandemic-related movement restrictions and consumer preferences for online grocery and food delivery.

Quick Facts

2020 Imports of Consumer-Oriented Products

\$89.3 billion *

Products with Potential Growth in Host Market

- | | |
|-------------------------|---------------------------|
| 1) Pork & pork products | 2) Dairy products |
| 3) Fish products | 4) Beef and beef products |
| 5) Fresh fruit | 6) Food preps |
| 7) Poultry & products | 8) Meat products NESOI |
| 9) Wine & beer | 10) Tree nuts |

Retail Industry Gross Sales (USD \$ trillion)

Total retail sales: \$6.04

Online sales: \$1.81

Top 10 Supermarket Chains

CR-Vanguard, RT-Mart, Yonghui, Wal-Mart, Lianhua, Fresh Hippo, Wu-Mart, Carrefour, Jiayiyue, Hyper-Mart

GDP/Population (2020)

Population: 1.4 billion

GDP (current US\$): \$15.9 trillion

GDP per capita (current US\$): \$11,360

Per capita food expenditure: \$1004

Sources: Trade Data Monitor (TDM) and the 2021 China Statistic

SWOT

Strength	Weakness
U.S. food products are perceived as high quality and safe, offer a wide selection.	Increased tariffs and bilateral political uncertainty. COVID testing on outer packaging adds costs and risk.
Opportunity	Threat
<ul style="list-style-type: none"> Increasing health awareness Online and fresh grocery delivery. The U.S. – China Phase One Trade Agreement expanded market access and improved competitiveness. 	<ul style="list-style-type: none"> Consumers increasingly trust domestic food production, processing, and safety. Reduced disposable income caused by macroeconomic headwinds.

SECTION I. MARKET OVERVIEW

Due to the sheer size of China, its consumer market is complex and diverse. Since the pandemic, consumer purchasing behavior has evolved to become more [digital](#), while purchasing tastes have become more focused on lifestyle (eating better, enjoying time at home). [Pet ownership](#) (and thus pet food purchases) increased dramatically in 2020. [The bakery sector](#) also saw gains. With increasing demands for meat, and swine herds largely rebounded from the 2018/2019 African Swine Fever outbreak, China is expected to continue poultry and beef imports [well into 2022](#).

The middle-class and disposable incomes are growing though a gap remains between first and second-tier cities and rural Chinese. In the case of the former, more is being spent on imported products and luxury items. According to [Goldman Sachs](#), consumption has not yet reached pre-pandemic levels though shows positive signs of recovery. China released the [14th Five Year Plan](#) with ambitious goals to eradicate poverty in rural areas which could lead to a further increase in the middle-class.

The [U.S.-China \(Phase One\) Trade Agreement](#) continues to support U.S. food and agricultural exports to China (notably soybeans, pork, corn, and beef). China extended the tariff exclusion process to waive Section-301 retaliatory tariffs on imports of U.S. agricultural products to the end of 2021, and implementation of the exclusion has been smooth.

Retail Industry

Retail sales reached \$6.14 trillion in 2020, of which 24 percent was derived from e-Commerce. Online retail sales increased by 10.9 percent over the 12 months and have continued to grow in 2021. Over 782 million Chinese people made purchases online in 2020. Improvements in logistics continue to support movement of products far beyond first tier cities.

Hotel, Restaurant, and Institutional (HRI) Industry

The hospitality industry is recovering but demand of China’s HRI industry is yet to return to pre-COVID-19 levels. As it rebounds, the HRI industry will provide greater opportunities for exporting meat, live seafood and fresh fruits and vegetables. Middle-class consumers enjoy dining out.

Advantages	Challenges
U.S. exporters can adapt to increased digital engagement to connect online with Chinese private foreign trade importers.	Logistical and technical challenges to online engagements, i.e., time spent attending and hosting trade shows, meetings, troubleshooting errors, etc.
Opportunities for protein exports to China to fill protein demands (pork, poultry, beef, seafood).	Some perceived beliefs that imported meats are not as safe as domestic herds. Devote time to educating about the quality and safety of U.S. meat exports.
Consumer-oriented food products that deliver fresh, nutritional, and convenient solutions for the urban, middle-class.	Supply chains and stringent, strict, and unclear & changing customs policies, tariffs can be inconsistent. FAS provides guidance on this.

Key Takeaways

Be Patient: Chinese importers know there is consumer demand for and value in U.S. products. Some importers perceive risks related to tariffs and bilateral tensions (inc. further Phase One Trade Agreement discussions) to be too great. Imports can be influenced by trade agreements, competitor prices and quality, and COVID-19 outbreaks and recovery progress.

Embrace Change: As in other countries, Chinese companies adapted to bring trade shows, meetings and promotions online for business-to-business (B2B) engagements. Increases in online sales of food and food products drove business-to-consumer (B2C) spending. With international travel still severely restricted, consider online events. Identify your target market early and meet them where they are. Explore a platform that works for Chinese and US audiences and be prepared to devote a significant amount of time to logistics, mitigating technical difficulties and preparations.

Tailor Product Offerings: Regions in China have distinct taste preferences and styles. Focus on one or two regions where your products match or can be modified to fit regional taste or demand preferences. Also, keep in mind that online sales provide an opportunity for smaller sized units to be sold to private buyers.

Product Education: As some U.S. products may not be priced as competitively as other countries, be prepared to work with partners to educate end-users about the quality, standards, grades, cuts and freshness of products. These efforts will add value to products and detail why U.S. exports are a superior choice.

Recent Food and Agricultural Product Trends

- Consumers increasingly want high-quality, healthy, convenient food solutions. Top processed food products exported to China in 2020 were: processed or prepared dairy, prepared or preserved meat, vegetables and pulses, syrups, sweeteners, fruit (canned, dried, frozen).
- Pet food and packaged foods (including breakfast cereals, baked goods, sauces, and condiments) are also trending up. Simultaneously, supermarket and convenience store outlets are expanding, for smaller outlets in communities.
- National pride underpins support for Chinese made, manufactured and grown products. Some believe that imported products may carry COVID-19.
- Growing middle incomes lead people to ‘upgrade’ their eating habits to items once considered luxury such as imported tree nuts, prepared food, wine, snack foods and live seafood.
- Middle-income families enjoy dining out more while, with strict travel limitations, younger generations seek international experiences available to them domestically.

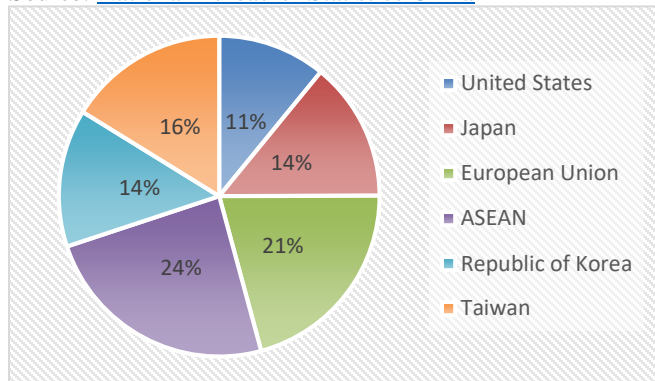
SECTION II. EXPORTER BUSINESS TIPS

The Chinese export market large, competitive and complex; competition is fierce.

Exporters need to remain up to date, connected with importers, and prepared to invest in marketing. For the best chance of success, exporters should familiarize themselves with current and forecasted market data. See Section VI (Trade Assistance for Exporters) for further resources.

China's 6 Top Trading Partners (2020)

Source: [National Bureau of Statistics China](#)



Know the Chinese regulations for your industry and product(s). With regular changes to food and agricultural regulations and standards, customs, tariffs, and imports, it is important to know what is new for your industry and product(s). Your buyer may be able to help obtain new official requirements in writing and assist with clearance. FAS can also help to clarify and resolve issues with new requirements. The same rules may not apply for all products nor through all ports. See SECTION III for more information.

Protect your brand early by registering patents and trademarks with the China Trademark Office (CTMO). China has a 'first-to-file' policy for trademark registration.

Market Research

Research the target market with the objectives of your company in mind. Marketing a range of products may spread resources too thin to penetrate the market. Focus on marketing one or two products well and discuss your strategy with a local representative who understands China's economy and markets. FAS provides free market research reports available via [GAIN](#).

Visit China. Until international travel normalizes, working through a local business consultant can be a viable solution. Local partners and distributors are especially useful for smaller companies without large marketing budgets. They can assist with marketing and taking orders. Entry processes are currently onerous; check the [State Department](#) and the [Chinese Embassy in the U.S.](#) websites for the latest travel information and requirements.

Connect online through marketing events, trade shows, meetings, and conferences. International events are being increasingly held online, a trend which will continue. Consider [FAS' tips for virtual marketing events](#). Some exporters host their own online marketing events; from live streaming harvest, industry conferences and online tastings, be creative with how you reach and engage with importers.

Effective marketing campaigns often impact purchasing decisions. Joining larger campaigns with FAS and State and Regional Trade Groups, including [Food Export-Midwest](#) and [Food Export-Northeast, Southern United States Trade Association \(SUSTA\)](#), and [Western United States Agricultural Trade Association \(WUSATA\)](#) can draw more attention than individual promotions and are more cost-effective.

Local Business Customs and Trends

Understanding the business and cultural customs of China and the current bilateral U.S.-China relationship is key to establishing and maintaining business relationships.

Communication. Chinese communication styles are generally more subtle than typical western ones, though there are regional differences in style. In addition, consider the regional dialects where you will be doing business. Hire an interpreter who can help with both the language and the meaning.

The eastern concept of ‘**losing face**’ can destroy business relationships, even if unintentional. Research in-person and online etiquette tips. Understand gift giving norms and expectations. Be patient during negotiations and do not lose your temper if things are progressing too slowly. Chinese contacts may be less direct than U.S. counterparts, especially when seeking to express an unwillingness to do something.

Guanxi is essential for fair pricing, assistance with customs, maintaining supply chains, and more. Guanxi is a network of people one can trust and rely on for help and support, similar to the Western notion of, *it isn't what you know, but who you know*. If a Chinese businessperson does a favor for you, they will expect it to be reciprocated. When looking to establish a new partnership, try to be introduced by a common party. Cold calls are rarely successful.

Business cards (and WeChat). The exchange of business card with information in English and Chinese is still accepted, but in some cases phasing out in favor of digital connections. WeChat is ubiquitous to establish and maintain communication, in some cases replacing email. View your contact's posts to understand their business interests and opportunities. The built-in translation tool is also generally good.

Plan accordingly to avoid Chinese holidays. The two largest and longest public holidays are Mid-Autumn Festival/Golden Week (first week of October) and the Lunar New Year (one-to-two weeks, mid-January to mid-February) when most businesses close. Most holidays follow the lunar cycle so dates will vary.

Take the time to negotiate an agreement that works for you. Importers know that China is a large lucrative market so they may ask for favorable terms. Many buyers will ask for exclusivity deals, a large initial order quote, or marketing support. Exclusivity agreements can be beneficial for some companies, but regional or limited exclusivity agreements are generally preferred over an all-China agreement.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS and PROCEDURES

The United States' food and agricultural legal, commercial, reporting and enforcement systems differ from China's. Furthermore, China revises its systems regularly and often without warning, making it challenging to understand and stay current with the systems. Exporters are encouraged to use all resources available to avoid as many customs clearance problems as possible.

- The five [USDA FAS offices](#) across China can provide support to exporters and routinely publish reports on new policies and developments. You can view recent [reports about China](#) or search for [reports by topics or keywords](#). Check for new reports. [The General Administration of Customs](#) (People's Republic of China) also list laws, regulations, and decrees.

- Read the “[FAIRS Export Certificate Report - Food and Agricultural Import Regulations and Standards](#)”. This report lists major export certificates required by the Chinese government for imports of food and agricultural products.
- Read the “[FAIRS Country Report - Food and Agricultural Import Regulations and Standards](#)” report. This report is an index of all agricultural product import regulations and standards.
- The USDA Animal and Plant Health Inspection Service (APHIS) has an office in Beijing. APHIS plays a vital role in ensuring that U.S. agricultural and food products exported to China meet entry requirements and to assist in resolving unjustified sanitary and phytosanitary issues. The [APHIS website](#) provides information for U.S. exporters on plant and plant products, animal and animal products including relevant international regulations.
- The [USDA Food Safety Inspection Service](#) (FSIS) has one office in China. The FSIS Export Library for China provides detailed guidelines on eligible (and ineligible) food products for export to China.

Labeling: According to the International Trade Administration, incorrect labeling is the most common reason products do not pass customs. All U.S. food exports must include labeling in either English and Chinese or just Chinese. More on this [in the FSIS library](#). Some products also require a CCC mark which must be visible before products can be sold in China. [China Customs](#) provide detailed information on tariffs, declarations, certificates and more. Search by product or HS code. See the [World Trade Organization’s](#) website for more tariff resources and databases.

- The Chinese 2015 Food Safety Laws are under review so keep an eye out for this update. More labeling and marking information is available from the [International Trade Administration](#).

China’s Tariff Exclusion: Retaliatory tariffs make U.S. products less price competitive. The process allowing tariff exclusions on some products from the U.S. is still in place. Though the process can only be undertaken by Chinese importers, U.S. exporters should be aware of the process, tariff rates, and how it may affect pricing. A consolidated [GAIN](#) report outlines the process and a consolidated tariff rate table by HS code. In May 2021, [China extends tariff exclusion on sorbitol](#).

Trademarks and Patents Market Research: See SECTION II (Protect your brand). In addition, note that trademark copyright can take [18 months to process](#) in China. Plan well ahead before exporting to China to make sure you are as protected as well as possible from intellectual property theft and copyright violations.

Decrees 248 and 249: Effective January 1, 2022, Decrees 248 and 249 require foreign suppliers of specific food products to China be registered with the General Administration of Customs of the People’s Republic of China (GACC) prior to having products be presented for customs clearance. FAS China offices have issued several GAIN reports on GACC Decrees 248 and 249. U.S. exporters should consult the most current information in the GAIN system, which provides points of contact at the GACC, to ascertain whether their enterprise needs to register and whether the company can self-register or needs to be recommended for registration by a U.S. competent authority. At the time of publication of

this report, the most current information FAS China can provide on Decrees 248 and 249 is in the following GAIN report: [Decree 248 Single Window Operation Manuals and Tutorial](#).

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Overview of Top Sectors

- **Meat and Poultry Products** – Consumers have increased demand for protein.
- **Snack Foods and processed products**– Products that meet health and convenience demands are well positioned to gain (tree nuts, dried fruit, and meal replacements such as smoothies).
- **Pet Food** – Pet ownership is growing in short and mid-term with imported pet food carrying cache. [90 percent](#) of pet food is purchased online and foreign exporters fill 70 percent of that quota. This is because foreign pet food is believed to be more nutritional and safer for their pets. By 2023 the market is set to be worth more than [US\\$67 billion](#).
- **Bakery Ingredients** – Western style bakeries and offerings are expanding as disposable incomes increase. China is expected to exceed [\\$50 billion per year](#) on bakery ingredients by 2025.
- **Dairy Ingredients** - U.S. dairy consumer products (i.e., cheese and infant formula) are highly respected by consumers. China’s demand and consumption of dairy products and ingredients (such as whey permeate) are [forecasted](#) to continue high-level trends.
- **Bulk and intermediate farm exports** - The November 2021 release of the [FAS Quarterly Agricultural Export Forecast](#) provides key data for 2022 exports including an estimated U.S. to China export value of \$39 billion. [USDA expects demand](#) for soy and soy products, sorghum, wheat and cotton in 2022.

Market Opportunities in Hotel, Restaurant, and Institutional Sectors

Though the pandemic encouraged consumers to do more home food preparation and tourism remains below 2019 levels, the HRI sector is rebounding. Opportunities for high quality foods remain in high-end restaurants in first but also lower tier cities. High quality and value products, especially those with applicability in Chinese cuisines will be popular for mainstream restaurants and institutional dining.

Exporters are encouraged to market to the private and government catering sectors in China to increase brand visibility and highlight the quality, safety, and nutritional benefits of the product(s). Supply competition in the HRI and food processing sectors is highly competitive.

SECTION V. AGRICULTURAL and FOOD IMPORTS

Bulk-Intermediate-Consumer Oriented (BICO) reports are accessible via [FAS](#).

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • U.S. exports are seen as high-quality, sustainably produced, and safe. • The United States exports a wide range of products at competitive prices. 	<ul style="list-style-type: none"> • High tariffs and bilateral political tensions continue. • Outside of major cities, supply chains can be inconsistent and fragmented.

<ul style="list-style-type: none"> • The United States has a long history of food and agricultural exports to China. 	<ul style="list-style-type: none"> • Food and agricultural import restrictions can be vague, unjustified, and unevenly enforced. These have been undergoing updates.
Opportunities	Threats
<ul style="list-style-type: none"> • U.S.-China Economic and Trade Agreement opened the market to new products and expanded some access opportunities • Importers can apply for tariff exclusions for U.S exports • Young and middle-class Chinese consumers are actively seeking out international experiences, products, and higher-quality food products in person and online. 	<ul style="list-style-type: none"> • The Regional Comprehensive Economic Partnership (RCEP) (free trade deal) will come into force on January 1st, 2022, and competitive pricing from other suppliers of China. • Supply chain disruptions affect product timing/availability and some consumers perceive that imported products may carry COVID-19 • Disposable incomes are improving but consumers show more conservative spending since COVID-19.

SECTION VII. APPENDICES

Appendix 1: USDA FAS Support Programs

[Market Access Program \(MAP\)](#) – Through MAP, FAS partners with U.S. agricultural trade associations, cooperatives, state and regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.

[Branded Program](#) – Under the Branded Program, eligible companies can be reimbursed up to 50 percent of their approved promotional expenditures in a foreign market including advertising and freight cost of samples. This program is generally administered by the four [State Regional Trade Groups \(SRTGs\)](#) with support from USDA.

[Quality Samples Program \(QSP\)](#) – QSP enables potential customers around the world to discover the quality and benefits of U.S. agricultural products. The program focuses on processors and manufacturers rather than consumers, and QSP projects should benefit an entire industry or commodity rather than a specific company or product. Projects should focus on developing a new market or promoting a new use for the U.S. product.

[Emerging Markets Program \(EMP\)](#) – EMP helps U.S. organizations promote exports of U.S. agricultural products to countries that have, or are developing, market-oriented economies and that have the potential to be viable commercial markets. EMP supports exports of generic U.S. agricultural commodities and products.

For links to these programs, and several other USDA programs not referenced herein, please visit <https://www.fas.usda.gov/programs>.

[USDA Endorsed Trade Shows](#) – USDA has multiple endorsed trade shows in China each year. At these events, U.S. exporters have opportunities to meet with importers and learn about the latest market developments.

Appendix 2: United States Department of Agriculture in China

Organization	Address	Telephone/Fax E-mail /URL
FAS, Office of Agricultural Affairs, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3600 Fax: (86-10) 8531 3636 AgBeijing@fas.usda.gov
FAS, Agricultural Trade Office, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3950 Fax: (86-10) 8531 3974 ATOBeijing@fas.usda.gov
FAS, Agricultural Trade Office, Shanghai	U.S. Consulate General Shanghai, Shanghai Centre, Suite 331, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 6279 8622 ATOShanghai@fas.usda.gov
FAS, Agricultural Trade Office, Guangzhou	43 Hua Jiu Road, Zhujiang New Town, Tianhe District, Guangzhou, Guangdong, China, 510623	Tel: (86-20) 3814 5000 Fax: (86-20) 3814 5310 ATOGuangzhou@fas.usda.gov
FAS, Agricultural Trade Office, Shenyang	Suite 1903, North Media Building, No.167 Qingnian Street, Shenhe District, Shenyang, Liaoning	Tel: (86-24) 2318 1380 2318 1338 Fax: (86-24) 2318 1332 ATOShenyang@fas.usda.gov
Animal and Plant Health Inspection Service, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3030 Fax: (86-10) 8531 3033 Is.beijing.china.staff@usda.gov
Food Safety and Inspection Service, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531 3950 beijingfsis correspondence@usda.gov

Appendix 3: U.S Trade Association and Cooperator Groups in China

Note: Representative relationships are for reference purposes only and subject to change

Organization	Representative	Telephone/Fax/Email
Alaska Seafood Marketing Institute American Pistachio Growers California Prune Board Sunkist Growers Food Export Association of the Midwest USA and Food Export USA-Northeast Southern United	SMH International Unit 1606-1608, 16/F, Shanghai Two ICC, 288 South Shanxi Road Shanghai, China	Tel: 86 21 6888 9836 Fax: 86 21 5466 9609 86 139 0184 6680 Robin Wang 86 136 0187 3080 Roger Zhang Smh-shanghai@163.com Shengming@sh163.net

States Trade Association Western United States Agricultural Trade Association California Fig Advisory Board Wild Blueberry Association Cherry Marketing Institute California Strawberry Commission Ginseng Board of Wisconsin		
National Association of State Department of Agriculture Pet Food Institute	Lee's Market Makers, Inc. Room 1507, Flat C No. 311, Siping road Shanghai P.R. China 200086	Tel: 86 21 55155310/ 65213847/ 65090192 Fax: 86 21 6521 6949 barbara@leesmarket.net.cn rita@leesmarket.net.cn
American Legend Cooperative California Walnut Commission (Trade Portion)	Lee's Market Makers, Inc. Room 1507, Flat C No. 311, Siping road Shanghai P.R. China 200086	Tel: 86 21 55155310/ 65213847/ 65090192 Fax: 86 21 6521 6949 barbara@leesmarket.net.cn rita@leesmarket.net.cn
Brewers Association U.S. Pecan Growers Council Produce Marketing Association U.S. Cranberry Marketing Committee	M.Z. Marketing Communications Suite 1406, Building B, 311 Siping Road, Hanson Mansion, Shanghai, P.R. China 200081	Tel: 86 21 6521 6751 Fax: 86 21 6521 3459 info@mzmc.com.cn mabel@mzmc.com.cn
Raisin Administrative Committee U.S. Dairy Export Council Potatoes USA USA Rice Federation California Table Grape Commission	PR Consultants Ltd. Suite 1010, Jingan China Tower, 1701 Beijing West Road, Shanghai 200040, China	Tel: 86 21 6319 0668 Fax: 86 21 6319 0338 Admin@prcon.com
California Cherry Advisory Board Northwest Cherry Growers Washington Apple Commission Pear Bureau Northwest	Room 1804, Silver Center, 1388 North Shanxi Road, Shanghai 200060, China	Tel: 86 21 6149 8591 Fax: 86 21 6149 8591 Roger_apple@163.com victorwongsh@163.net
Almond Board of California	Wheelock Square, Rm 2530 1717 Nan Jing Road (West), Jing An District Shanghai, China	Tel: 86 21 6157 5138 Ms. Connie Cheung ccheung@almondboard.com
American Softwoods	Room 805, Tower 3, Wellington Garden, 183 Huai Hai Xi Road, Shanghai 200030	Tel: 86 21 6448 4401 Fax: 86 21 6448 4404 Cell: 86 139 0187 9678 Mr. Xu Fang xu_fang@amso-china.org
American Hardwood Export Council	Suite 1305 Bank of America Tower, 12 Harcourt Road Hong Kong	Tel: (852) 2724 0228 Fax: (852) 2366 8931 info@ahec-china.org John.chan@ahec-china.org
American Wool Council	Suite 401, 156 Tongji Xincun,	Tel: 86 21 6502 3824

	Shanghai 200081	Cell: 86 136 0196 7796 kitty.shanghai@vip.163.com
APA – The Engineered Wood Association	<i>Shanghai Office</i> Room 605, No. 333 South Suzhou Road, Huangpu District, Shanghai, China	Tel: (86-21) 6329 2558 Fax: (86-21) 6329 7375
	<i>Chongqing Office</i> B-22-3, Gangtian Building, No 192, Zhongshan 2nd Road, Yuzhong District, Chongqing City, China	Tel: 86 23 6321 4200 Fax: 86 23 6353 0958 Cell: 86 136 3792 5198 Mr. Mark Chen chenxiaofeng@vip.163.com
Blue Diamond Almonds	PO Box, No. 11747 General Post Office Hong Kong	Tel: (852) 9091 4184 Fax: (852) 2661 7282 klui@klconsultants.com.hk
California Wine Institute	Mr. Christopher Beros, Asia Director Pineapple Room No. 11, Third Floor, TaiXing Road No89, JingAn District, Shanghai 200041, China	Tel: 86 21 5237 9820 Fax:86 21 5237 9821 U.S. Mobile: 415-317-1509 Mobile: (86) 1381 6890072 Cberos@calchinawine.com michelle@calchinawine.com
Cotton Council International	Cotton Council International 20/F Zoroastrian Building 101 Leighton Road Causeway Bay, Hong Kong	Tel: (852) 2890 2755 Fax: (852) 2882 5463 Mobile: (852) 6299 6339 China mobile: (86) 136 0125 0297 kmalmstrom@cotton.org cci-hongkong@cotton.org
Cotton Incorporated	Suite 3709, Plaza 66 1266 West of Nanjing Road, Shanghai, China 200040	Tel: 86 21 6288 1666 Fax:86 21 6288 3666 Nancy Gao NGao@cottoninc.com
Distilled Spirits Council of the United States	Rm 303a, 3rd Floor, Nali Patio, No.81 North SanLiTun Street, ChaoYang District, Beijing, China, 100027	Cell: 86 186 1230 0293 silu1900@gmail.com
Hazelnut Growers of Oregon	RM302, Ge Lin Guo Ji, No.1299 Shang Yin Road, Hua Qiao town, Kun Shan city, Jiangsu Province	Tel: 86 186 0218-0915 86 180 1267 8915 robertchen@vip.126.com
National Renderers Association, Inc.	Dr. Peng Li, Asia Regional Director 21st Floor, Causeway Bay Commercial Building 1-5 Sugar Street, Causeway Bay Hong Kong	Tel: (852) 2890 2529 Fax: (852) 2576 8045 Cell: 86 138 0288 5352 li@nrahongkong.com.hk nrahkg@nrahongkong.com.hk
USA Poultry & Egg Export Council	Ms. Sarah Li. Director, Greater China Region Room 1310, 13th Floor, Olympia	Tel: (852) 2890 2908 Fax: (852) 2895 5546 hkoffice@usapeec.com.hk;

	Plaza, 243-255 King's Road, North Point, Hong Kong	bjoffice@usapeec.org.cn sarahli@usapeec.com.hk
U.S. Dry Bean Council	Vaan Marketing Service Room 1318, Fortune Times Building, No. 1438, Shanxi North Road, Shanghai, China, 200060	Tel: 86 21 5299-1808 Cell: 86 139 0182 5794 lucy.dai@vaanmarketing.com
U.S. Grains Council	Room 1010C, China World Tower 1, No. 1, Jianguomenwai Avenue, Beijing, China 100004	Mr. Bryan Lohmar, Country Director Tel: 86 10 6505 1314 Fax: 86 10 6505 0236 grainsbj@grains.org.cn
U.S. Highbush Blueberry Council	Room #810, Bldg.18, North Office Area of Ministry of Agriculture, Chaoyang District, Beijing, China, 100125	Tel: 86 186-0113-1712 Julia@blueberrytech.org
U.S. Meat Export Federation	Room 1010, Shanghai Central Plaza, No. 227 Huangpi Bei Lu, Huangpu District, Shanghai, China, 200003	Tel: 86 21 6249 4640 Fax: 86 21 6375 8041 Cell: 86 186 0303 9038 Mr. Liang Ming Shanghai@usmef.com mliang@usmef.org mxu@usmef.org
U.S. Soybean Export Council	Room 1016, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: 86-10 6505 1830 Fax: 86-10 6505 2201 china@ussec.org
U.S. Wheat Associates	Room 1009, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: 86 10 6505 3866 Fax: 86 10 6505 5138 infobeijing@uswheat.org slu@uswheat.org

Appendix 4: U.S. State/City Representative Offices in China (by Location)

Note: Representative relationships are for reference purposes only and subject to change.

State/Port/City,	Representative	Telephone/Fax Email/URL
BEIJING		
State of Alaska	Room 610, Building A, Huaye International Center, No.39, Dong Si Huan Zhong Road, Chaoyang District, Beijing, 100025	Wang Ying Di Representative Tel: 86 10 8591 2130/ 2131 Fax: 86 10 8591 2132 ywang54@263.net.cn
Iowa Economic Development Authority	Unit 1746, 17/F Hyundai Motor Tower No.38	Mr. John E. Clarke Chief Representative 86 139 1043 4441 Wendy Zhang Trade Representative 86

China Office	Xiaoyunlu Street, Chao Yang District Beijing China 100027	139 1007 9321 Tel: 86 10 6410 8430 Fax: 86 10 6410 8581 john@repiowachina.com; wendy@repiowachina.com iowaeconomicdevelopment.com
State of Kansas China Office	2 nd Floor, Bldg. 8, Cuiweinanli, Haidian District Beijing China 100036	Mr. Yi (Karl) Zhao Chief Representative Tel: 86 10 6816 3006 Fax: 86 10 6816 3006 Cell: 86 139 1074 3456 karlyz168@yahoo.com www.kansascommerce.com
Los Angeles Tourism & Convention Board China Office	Room 983, Swisshotel Beijing Hong Kong Macau Center, No. 2, Chaoyangmen N St, Dongcheng Qu, Beijing, China, 100027	Chang Hong (Kate) Director Tel: 86 10 6410 6055/ 6056 China@LATourism.org Kchang@latourism.org www.discoverlosangeles.com/ http://www.hellola.cn/
Tennessee China Development Center	Room 337, No.7 Building, Jiu Du Hui Bei Qu, Courtyard 6, Xiao Liang Ma Qiao West Road, Chaoyang District, Beijing, China 100125	Ms. Li Chen Weaver Chief Representative Tel: 86 10 6410 7318 Fax: 86-10 6410 7318 info@tn-china.cn www.tn-china.cn
State of Hawaii China Office	Room 606, Tower A, COFCO PLAZA, No. 8 Jianguomen Nei Dajie, Beijing 100005	Gordon Zhang Executive Director Tel: 86 10 6527 7530 Fax: 86 10 6527 7531 gordon@optimy.co
Missouri Department of Economic Development China Office	Suite 903, Tower C, Office Park, No. 5 Jinghua South Street, Chaoyang District, Beijing	Ryan Morgan Director Mobile: 86 132 6145 9881 rmorgan@apcoworldwide.com
North Carolina China Office	East Wing, 5th Floor, Building A, The Place Mansion, No.9 Guanghai Road, Chaoyang District, Beijing	Daniel Ding Director Tel: 86 10 8472 1382 Mobile: 86 139 0106 3393 daniel.ding@ncagr.gov www.ncagexports.com
Utah Trade Development Office China Office	1-5-32 DRC, No.1 Xiushui Street, Chaoyang District, Beijing	Cynthia Chen Chief Representative Tel: 86 10 8532 5470 Fax: 86 10 8532 5867 www.international.utah.gov
State of Ohio China Office	15/F Regus NCI, No. 12A Jianguomenwai Ave. Chaoyang District, Beijing 100022	Michelle Wang Tel: 86 10 8523 3006 Fax: 86 10 8523 3001 Mobile:86 138 1069 6039 zichuwang@hotmail.com
SHANGHAI		
Florida Tourism	Room 18B, Jing An Xin Shidai Building, No.188 Wu Jiang Road, Shanghai, China 200041	Mr. Derek Yang Marketing Manager Tel: 86 21 6359 7178 Fax: 8621 6359 1571 dyang@aviareps.com http://www.visitflorida.com.cn/
Georgia Ports Authority	Room 801, Weibaixing Mansion, 1688 Kongjiang	Capt. Charles You Chief Representative Tel: 86 21 55083967 Fax: 86 21 5521 0877 Mobile: 86 137

	Road, Shanghai 200092, China	0176 5868 cyou@gaports.com www.gaports.com
State of Georgia State of Mississippi State of Oregon	Suite 1003, Holiday Inn Office Tower 899 Dong Fang Road Shanghai China 200122	Mr. Paul Swenson Chief Representative Ms. Jane Zheng Tel: 86 21 6867 1005 Fax: 86 21 6867 6006 Cell: 86 137 6460 0110 (Jane) jane.zheng@thechinahand.com paul.swenson@thechinahand.com pswenson@georgia.org jzheng@georgia.org www.thechinahand.com
Hawaii Tourism China, Shanghai	Room 2503, ShangHai Square, No.138, Huaihai Zhong Lu, Huangpu District, Shanghai,200021	Jackie Wang Tel: 86 21 6355 8033 Fax: 86 21 6375 6255 jackie.wang@brandstory.asia http://int.gohawaii.com/cn/
State of Idaho China Office	Suite 2106, No.500 Xiangyang South Road, Shanghai, China 200031	Ms. Tara Qu Chief Representative Tel: 86 21 6473 0881 Cell: 86 138 0179 3612 taraqu@idahochina.org www.idahochina.org
Maryland Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 Vickywang@mccusa.org www.mccusa.org
Pennsylvania Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 Tinazhang@mccusa.org
Wisconsin Center China, Shanghai Michigan Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 crystalli@mccusa.org
Greater Washington. DC, China Center	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: 86 21 2308 1128 Fax: 86 21 2308 1199 weiwang@mccusa.org dcc@dcenterchina.org www.dcenterchina.org
South Carolina Department of Commerce China Office	Suite 2007, Ascendas Plaza 333 Tianyaoqiao Road, Shanghai, China 200030	Zhao Le Managing Director Mobile: 86 137 9531 8566 zle@sccommerce.com www.sccommerce.com
State of Virginia China Office	Room 3005/3012, 3/F Silver Court Tower No. 85 Tao Yuan Road, Huangpu District, Shanghai China, 200021	Ms. Joyce Hua Director, Trade Development Tel: 86 21 6157 7331 Fax: 86 21 6157 7333 Cell: 86 186 2157 2930 JHua@YesVirginia.org www.ExportVirginia.org
Arkansas Economic Development Commission	Room 403-58, 4F Kirin Plaza, No. 666 Gubei Road, Shanghai 200336	Ms. Lindsay Liu Director Tel: 86 21 2216 6558 Fax: 86 21 2216 6443 LLiu@ArkansasEDC.com www.Arkansasedc.com

Attachments:

No Attachments.