

# Agricultural Trade Mission to China & Vietnam

September 15-21, 2013

## California State Trade Export Program (STEP): Food & Ag

The California Agricultural Trade Mission to China and Vietnam will include customized one-on-one meetings with foreign buyers (Shanghai and Ho Chi Minh City), market briefings by U.S. Embassy staff, as well as retail market visits to assist California small businesses with export sales and foreign market expansion.

### Trade Mission Schedule:

September 15 – Arrive Shanghai	Sept. 19 – U.S. Consulate Briefing Match Making Meetings
September 16 – U.S. Consulate Briefing Match Making Meetings	Sept. 20 – Match Making Meetings Product Showcase
September 17 – Match Making Meetings Product Showcase	Sept. 21 – Depart to U.S.
September 18 – Retail Market Visits Travel to Ho Chi Minh City	

### Activity Information:

This trade mission is designed to assist California small businesses with entering and expanding export sales to China and Vietnam. Program staff will work with participating companies to schedule one-on-one business meetings with appropriate foreign buyers. Companies will also receive in-depth market briefings from U.S. Department of Agriculture officials and visit a variety of retail market outlets to better understand the sales and distribution channels in the market. In addition, companies will have the opportunity to showcase their products to importer/distribution representatives.

### Participation Fee Includes:

- Customized one-on-one appointments in Shanghai and Ho Chi Minh City
- Market briefings by U.S. Officials
- Hotel accommodations in Shanghai and Ho Chi Minh City
- Air Accommodations for Shanghai to Ho Chi Minh City Flight
- Hotel and In-country Air Accommodations are limited to one representative per company



# Agricultural Trade Mission to China & Vietnam

September 15-21, 2013

**Registration Form:** (Please complete at fax to **559-324-6492** or e-mail [citd@scccd.edu](mailto:citd@scccd.edu) )

**Registration Deadline: August 2, 2013 – Participation is limited.**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Products/Brand: \_\_\_\_\_

Signature: \_\_\_\_\_

## **Participation level: (Please check one)**

California Small Business – Food & Agriculture

\* Complies with California Small Business Certification

\* Is a California STEP Company

(registration required in advance)

\* Will participate in all scheduled activities/events

\* \$750.00 Participation Fee

California Food and Agricultural Entity

\* Is a California based entity.

\* Will participate in all scheduled activities

\* \$2,000 Participation Fee

Participants are responsible for their own airfare from US to Shanghai, China, and Ho Chi Minh City to US. (One representative per company - others may join at own expense). Space will be allocated on a first come first serve basis)

## **California Small Business Certification:**

- Complies with U.S. Small Business Administration [size standard](#)
- Has been in business for not less than a 1-year period and has in effect a strategic plan for exporting
- Is operating profitability, based on operations in the United States
- Has demonstrated understanding of costs associated with exporting and doing business with foreign buyers

## **Trade Mission Contact:**

Alicia Rios, California Centers for International Trade Development

Phone: 559-324-6401; E-mail: [Alicia.Rios@scccd.edu](mailto:Alicia.Rios@scccd.edu)

The California STEP program is funded in part through a grant award by the U.S. Small Business Administration (SBA). Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.

