



Tapping New Trade Opportunities: U.S. Commercial Service to Support U.S. Companies at China International Food Safety & Quality Conference + Expo, China's Leading Event for Food Safety and Quality Assurance

Washington, D.C. – February 22, 2010 – The U.S. Department of Commerce's U.S. Commercial Service is pleased to announce it has granted Trade Fair Certification status to the fourth annual **China International Food Safety & Quality Conference + Expo 2010 (CIFSQ 2010)**, taking place November 10-11, 2010 at the Longemont Hotel, in Shanghai, China.

CIFSQ 2010 is the largest food safety event in China. **The U.S. Pavilion at CIFSQ 2010** will help small and medium sized U.S. exporters gain access to the food and beverage industry in China. Trade Fair Certification assures **CIFSQ 2010** of U.S. Commercial Service support, both in the United States and in China.

Through certification, the U.S. Commercial Service recognizes the capability and exhibition experience of **World Services Ltd.** to organize a world-class pavilion for U.S. exhibitors to showcase products and services for the food processing industry. The U.S. pavilion serves as an excellent venue for U.S. companies to establish and expand overseas distribution, generate sales leads, evaluate competitors, and to work with U.S. Commercial Service Trade Specialists to identify potential buyers and partners.

The Trade Fair Certification Program is a cooperative arrangement between private sector trade show organizers and the U.S. Government. The program seeks to broaden the base of U.S. exporters by introducing them to key international trade fairs where they can meet their export objectives. With its network of offices across the United States and in more than 80 countries, the U.S. Commercial Service utilizes its global presence and international marketing expertise to help U.S. companies sell products and services worldwide. Last year, the U.S. Commercial Service helped U.S. businesses generate export sales worth billions of dollars. For more information on the U.S. Commercial Service, visit www.export.gov, or call 1-800-USA-TRADE (1-800-872-8723).

U.S. companies interested in exhibiting at the **U.S. Pavilion at CIFSQ 2010** should contact Angela Cheng, e-mail: angela.cheng@infoexws.com Tel: +852-2865 1118, or e mail the U.S. Commercial Service in Shanghai: Clarke.Zhang@mail.doc.gov.

Market Potential

Food safety is an important issue in China. The country is one of the largest and fastest growing food markets in the world, and is a major player in the global food industry. With a vast population to feed, investments have been made in agriculture, food production, and distribution. China's food industry grew 150 percent between 2004 and 2008. Food and beverage production accounts for 7 percent of the nation's industrial production. China is also a net exporter of food and beverages, with exports in volume terms worth between 25 and 30 million tons. By value, exports were valued just over US\$ 31 billion in 2009.

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