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Post: Shenyang ATO

Get Involved with Market Outlook Seminars in Northeast China

Report Categories:

Agricultural Trade Office Activities

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Report Highlights:

ATO Shenyang has launched the Friends of the ATO business initiative to bring together contacts in Northeast China's agricultural, forest, and fishery sectors, and to highlight FAS' role in promoting U.S. food and agricultural products in the region. By participating in Friends of the ATO Outlook seminars, your company can acquire a rich understanding of the Northeast China market; acquire sound intelligence for guiding market strategy; obtain direct connections with the region's leading business leaders; acquire a venue to showcase products (at no cost!); and, establish a reputation for your company and its brands in this rapidly diversifying region of 110 million consumers.

The Five Ways Friends of the ATO Creates Value

1. The market outlook seminars enhance the awareness that the ATO represents U.S. food and agriculture in Northeast China, and how our office can provide information and matchmaking services.
2. We provide trade data that can inform traders about new market trends. Beside data, our seminars provide attendees a platform to discuss potential U.S. food and agricultural export opportunities.
3. We foster relationships between Chinese importers, distributors, and processors. We have found that attendees often do not have a chance to meet in normal day-to-day business dealings. In several cases we brought together stakeholders who decided to form new business relationships and then worked together to import larger amounts of U.S. products.
4. The seminars provide companies with opportunities to showcase U.S. agricultural products. This is especially valuable to regional traders who are always looking for new or trending products. Because of our seminars, meat and seafood importers displayed interest in wine, and fruit importers are now considering nut products.
5. Finally, the seminars offer attendees U.S. product samples and ample opportunity for free discussion. Within this comfortable atmosphere, attendees feel more open to discuss and explore market dynamics, and thus provide attendees with a valuable opportunity to gather information about Northeast China.



U.S. product samples (left; right) and beef cooking demonstration (middle).

Benefits for Attendees

ATO Shenyang made new business contacts and deepened the relationships with nearly 100 leading Northeast Chinese companies in its first year of the program. Our seminars removed misconceptions about U.S. product supply, logistics, and quality. ATO Shenyang, by providing a neutral space to network and do business, gives Chinese companies the opportunity to meet U.S. industry leaders, and to better understand U.S. agriculture standards and trade data. In 2018, four seminars were held on wood,

seafood, meat, and grain, although other products/sectors were discussed as well. In 2019, we are in the midst of planning additional seminars highlighting new market trends.

The effort also brought benefits to attendees including:

- Two Chinese attendees of the Meat Outlook Seminar participated in ATO Shenyang's U.S. Beef Reverse Trade Mission to Chicago, Colorado, and Nebraska in August of 2018. One mission member decided to import a sizeable order of U.S. beef.
- Five attendees of the Meat and the Grain & Oilseeds Outlook Seminars provided information on feed and pork supply and demand.
- As a result of attending the Wood Market Outlook Seminar, a regional wood industry association invited a U.S. wood export association to visit Shenyang's Summer Furniture Expo 2018 and provided a free booth to the U.S. export association. The U.S. trade association was also invited to attend the Chinese industry association's annual conference.
- We recruited three attendees of the Seafood Outlook Seminar to participate in the Seafood Cochran training program that will take place in Alaska and the West Coast in the summer of 2019.
- One attendee of the Seafood Outlook Seminar and one from the Meat Seminar provided tours of their facilities to U.S. visitors.

Outlook for Friends of the ATO Seminars in 2019

Due to the success of this program in 2018, ATO Shenyang has decided to continue its **Friends of the ATO** program in the spring of 2019. As direct flights with the United States are set to expand to San Francisco and Seattle over the next two years, this year's seminars will focus on the market for air shipments, especially for fresh fruit, beef and pork, and live seafood. We also intend to provide one seminar to the catering industry to educate the region's hoteliers, sommeliers, and restaurant chains.

If any U.S. food or agricultural company would like to work with us to explore opportunities for promoting products through the Friends of the ATO program, attending a trade show or conducting a market mission, please contact our office.

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