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**Report Name:** USA Pavilion Sets New Records at CIIE 2025

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**Report Highlights:**

U.S. companies in the American Food and Agriculture Pavilion at the 2026 China International Import Expo (CIIE) reported \$12 million in on-site sales during the five-day show. This year's pavilion hosted a record-high 19 exhibitors showcasing a wide range of U.S. products. A record-size 30-member industry delegation representing 14 U.S. agricultural groups also attended.

## **Background**

The China International Import Expo (CIIE) is a trade-focused exposition hosted by the People's Republic of China (PRC) Ministry of Commerce and the Shanghai Municipal Government. The expo, launched in 2018, aims to boost the consumption of imported products in China. Since 2023, ATO Shanghai, in partnership with the American Chamber of Commerce (AmCham) Shanghai, has co-organized the American Food and Agriculture Pavilion at CIIE, attracting significant media attention and facilitating significant purchase agreements for U.S. agricultural products. The show has also served as an anchor to bring a large U.S. industry delegation to both Beijing and Shanghai to have meetings with industry and government representatives. The combined agricultural trade mission and participation at CIIE has been very effective to represent U.S. agricultural trade in the China market.

## **American Food and Agriculture Pavilion**

This year, ATO Shanghai again collaborated with AmCham Shanghai to host the third American Food and Agriculture Pavilion at CIIE from November 5 to 10. This year's pavilion featured the following 19 U.S. exhibitors, covering a record-size 350 square meters of floor space.

1. Almond Board of California
2. Asian Chamber in Texas
3. California Wine Institute
4. Cotton Council International
5. ESTHELIV
6. Ginseng Board of Wisconsin
7. Hang Tung Resources
8. Hsu's Ginseng
9. Iya Foods
10. Leprino Cheese
11. Marathon Ginseng
12. Morton
13. Sealed Air
14. State of Idaho
  - 1) Agri Beef
  - 2) True West
  - 3) Dynamite
  - 4) Anderson Northwest LLC.
15. U.S. Meat Export Federation
16. USA Poultry & Egg Export Council
17. USA Potato Association
18. USA Rice Federation
19. WUSATA
  - 1) Blue Mountain Hay, LLC
  - 2) Cal Ranch, Inc.
  - 3) Oregon Dungeness Crab Commission
  - 4) Oregon Seed Council
  - 5) Redwood International - Redwood Trading Group

- 6) 19 Acres Cider Co - 19 Acres
- 7) Bitter End, LLC
- 8) San Gennaro Foods

In addition, the following U.S. agricultural industry associations had independent pavilions nearby the American Food and Agriculture Pavilion:

- 1. U.S. Soybean Export Council
- 2. U.S. Grains Council



*American Food and Agriculture Pavilion 2025*

The tradeshow was attended by a high-level Agricultural Trade Mission including the U.S. Soybean Export Council, U.S. Grains Council, Almond Board of California, U.S.A. Poultry and Egg Export Council, American Seed Trade Association, U.S. Rice Producers Association, Cotton Council International, California Wine Institute, Ginseng Board of Wisconsin, North American Renders Association, USA Pulses, U.S. Livestock Genetics Export Inc, American Soybean Association, and United Soybean Board.



*American Food and Agriculture Pavilion Opening Ceremony*

On November 6, AmCham Shanghai President Eric Zheng, joined by AmCham Shanghai Chairman Jeffrey Lehman, Shanghai Friendship Association Chairman Jing Chen, and California Wine Institute Director of Greater China Christopher Beros, delivered opening remarks and participated in the ribbon-cutting ceremony. Following the pavilion's opening, signing ceremonies were held, and a tasting kitchen showcased samples of U.S. beef, pork, and poultry.

## Media Engagement

Extensive media coverage highlighted the American Food and Agriculture Pavilion as a major feature of the event, noting that U.S. companies across all industries maintained the largest exhibition area for the seventh consecutive year. Reports emphasized strong participation from U.S. agricultural groups, describing the pavilion as a focal point for showcasing U.S. products and attracting visitor interest. The American Food and Agriculture Pavilion was covered by 36 domestic and international outlets across 70+ articles. Overall coverage is estimated to have reached over 700 million readers and viewers.



*Vice Minister Sheng Qiuping of the China Ministry of Commerce visits the American Food and Agriculture Pavilion on November 9*

## “Better Food and Nutrition for Better Living” Symposium

On November 6, AmCham Shanghai in collaboration with ATO Shanghai hosted the “Better Food and Nutrition for Better Living” Symposium bringing together U.S. and Chinese government representatives, industry leaders, and exhibitors to highlight innovation in U.S. food, nutrition, and sustainable agri-food systems. The program featured keynote remarks from senior officials and key exhibitors, followed by a case-sharing panel discussion on trends in nutrition, food safety, and supply-chain resilience led by members of AmCham Shanghai’s Food and Beverage Committee. Exhibitor representatives from the American Food and Agriculture Pavilion delivered brief product showcases emphasizing nutritional value, food-safety standards, and sustainability commitments. Cooperator participants included the California Wine Institute, U.S. Meat Export Federation, Almond Board of California, Cotton Council International, State of Idaho, Potatoes USA, USA Poultry & Egg Export Council, and USA Rice Federation.



*WUSATA and the Ginseng Board of Wisconsin speak at “Better Food and Nutrition for Better Living” Symposium*

### **U.S.-China Agricultural Trade Cooperation Forum**

On November 6, the U.S.-China Agricultural Trade Cooperation Forum was held inside the CIIE venue, convening representatives from fourteen U.S. agricultural groups and their Chinese counterparts. The program included opening remarks from the U.S. Soybean Export Council, China's Ministry of Commerce, and the Shanghai Friendship Association. This was followed by a panel discussion moderated by the U.S. Grains Council with participation from U.S. industry groups including the Almond Board of California, American Seed Trade Association, California Wine Institute, Cotton Council International, Ginseng Board of Wisconsin, North America Renderers, USA Dry Peas and Lentils Association, USA Poultry & Egg Export Council, U.S. Livestock Genetics Export, U.S. Grains Council, U.S. Rice Producers Association, and U.S. Soybean Export Council.



*Agricultural Trade Mission Delegation at the U.S.-China Agricultural Trade Cooperation Forum*

Speakers addressed the importance of U.S. agricultural trade in supply chain resilience, food security, and food safety, highlighting the sustainability, quality, and traceability of U.S. products. The forum attracted 150 Chinese industry representatives onsite and concluded with closing remarks from the China Chamber of Commerce of Foodstuff, Native Produce, and Animal By-Products (CFNA).

## On-Site Sales

During the show, the American Food and Agriculture Pavilion hosted signing ceremonies with an estimated value of \$12 million for U.S. small and medium-sized companies. Key products sold included U.S. pet food and Wisconsin ginseng.



*Signing ceremony for Dynamite pet food from Idaho*

## Conclusion

In summary, the third annual American Food and Agriculture Pavilion provided U.S. exporters with a record-size platform to promote U.S. agricultural products in China. Through close coordination with AmCham Shanghai, the pavilion delivered successful media engagement and secured meaningful commercial outcomes for participating exhibitors. Small and medium-sized U.S. companies achieved \$12 million in signed agreements. CIIE is expected to continue to serve as a key platform to promote U.S. agricultural products in China. Please contact ATO Shanghai at [atoshanghai@usda.gov](mailto:atoshanghai@usda.gov) if you are interested in participating in future events.

## CIIE 2025 By the Numbers (\*denotes record high)

- 4,108 exhibitors from 138 countries
- 460,000 registered professional visitors attending
- American Food and Agriculture Pavilion
  - o 350 square meters (up by 46 percent from 2024)\*
  - o 19 exhibitors including 9 USDA cooperators\*
- U.S. Agricultural Trade Mission
  - o 14 U.S. associations\*
  - o 30 industry representatives\*
- \$12 million in new U.S. agricultural sales
- Media Engagements
  - o 36 media outlets\*
  - o 70+ media articles\*
  - o Over 700 million readers and viewers reached\*

See GAIN Report ([link](#)) for details on CIIE 2023.

See GAIN Report ([link](#)) for details on CIIE 2024.

**Attachments:**

No Attachments.