

**FOR IMMEDIATE RELEASE**

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**CalAsian to Host California Food and Beverage Products Manufacturers  
at FHC 2015 Trade Show in Shanghai, China**

SACRAMENTO, Calif. – The California Asian Pacific Chamber of Commerce (CalAsian Chamber) announces its annual 2015 Trade Mission to China, November 7 - 14, 2015.

CalAsian's mission to China is supported by the U.S. Department of Commerce, and a grant funded by the Market Development Cooperator Program (MDCP) known as China Direct. The China Direct program is a low-cost means for assisting California's specialty food and beverage manufacturers to launch or increase their exports to China by way of exhibiting at "FHC China 2015", a premier global food and hospitality trade show held in Shanghai, China.

CalAsian's sector-based economic development and trade promotion strategy is a reflection of the reality and priority that the State of California and federal government places on bolstering our key industries in the face of intense inter-state as well as international competition. "Our globally competitive advantage in the Chinese market is our world-renowned reputation for high-quality and nutritious products accompanied by strong food safety and protection standards regime that puts California in a strong position to satisfy China's growing demand for these products." said President and CEO Pat Fong Kushida.

Under the China Direct program, CalAsian is hosting California food and beverage products companies at the U.S. Pavilion at the FHC China 2015 trade show in Shanghai. In addition, working with the U.S. Department of Commerce, exhibitors will receive qualified leads and meetings with buyers and distributors from various Pacific Rim markets.

Firms participating with the China Direct program – within the U.S. Pavilion - at the FHC China 2015 trade show include: California Center; DTRS Enterprises; Guittard Chocolate Company; Initiative Foods; Nutiva; Primavera Marketing; San Francisco Bay Gourmet Coffee; Sunrise Fresh; Yusol International Foods. For details about the trade show and the world-wide exhibitors please go to <http://www.fhcchina.com/en/index.asp>.

"This trade mission is part of the CalAsian Chamber's annual commitment to enhancing sustainable growth for our small to medium sized enterprises. By finding the right suppliers to meet their needs and identifying strategic business partners to sell products and services into Pacific Rim markets, the CalAsian Chamber reduces the time and cost involved in doing business overseas." said George Tanaka, CalAsian Board Member and Managing Director for MUFJ Union Bank, N.A. in Los Angeles.

Kushida commented that "California – from a geographic, cultural and economic sense - is well positioned to expand our food and beverage products exports, welcome and facilitate inward investment, and increase opportunities for California food and beverage

manufacturers in China.” This mission enables participants to promote their products to qualified buyers while exploring the marketplace.

To register for the trade mission, please visit: <http://www.calasiancc.org/event/china-trade-leadership-mission/> For additional event information, please contact Sam Driggers, CECD at (916) 446-7883 or [sdriggers@calasiancc.org](mailto:sdriggers@calasiancc.org)

CalAsian Chamber advocates for policies and legislation that foster economic self-reliance and develops opportunity for growth of API businesses and the various communities they reside and serve. For more information on the CalAsian Chamber, please visit: <http://calasiancc.org/>

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