

2027 CALIFORNIA

Sial Food Show Trade Mission Shanghai, China

May 17–21, 2027

GO-Biz invites up to 8 California food and beverage companies to join the 2027 California Sial Shanghai Trade Mission, anchored by the Sial Food Show, Asia's premium food and beverage trade fair. The trade mission will include in-country briefing, targeted B2B meetings, exhibit under California pavilion at Sial Shanghai, and a networking event where participating companies can pitch their products to potential buyers, customers, and distribution partners. ([Trade Show Website](#))



5000+
Exhibitors



180,000+
Trade Visitors



132
Countries and
regions



20+
Forums and
Events



200,000SQM +
Show Area

HIGHLIGHT SECTORS

- Organic & Wellness
- Dairy
- Snack Foods
- Non-alcoholic Beverage
- Wine
- Dried Fruits & Nuts
- Processed Tomatoes
- Consumer-Oriented Foods
- Meat, Poultry & Cured Meats



Trade Mission Package and Itinerary Planning

Subject to change

Pre-Show Preparation

- One-on-one export consultation
- "Know Before You Go" delegation briefing
- English and Chinese California delegation brochure featuring participating delegates

Trade Show Exhibition (May 18–20, 2027)

- Shared custom-built 54 sq. m. California Pavilion as a co-exhibitor
- Pavilion shared with up to 8 California co-exhibitors
- Each co-exhibitor will receive a dedicated kiosk display featuring company branding, including its logo and graphics
- Pre-arranged B2B matchmaking with a minimum of five pre-vetted buyer meetings, including opportunities for product sample presentations

Trade Mission Program (May 17 & May 21, 2027)

- Three to five business site visits and/or group meetings with key stakeholders in China's food and beverage industry
- California delegation welcome dinner
- California Product Pitching and Networking Event

On-the-Ground Support

- Interpretation services during official program activities
- Group transportation for official trade mission events
- On-site coordination and logistical support
- Post-mission follow-up assistance

Supported by



Cost \$4000 per company (up to 2 representatives per company)

Cost Not Included:

- International travel and insurance
- Hotels (Hotel recommendation will be provided)
- Meals not included in group activities

Registration Link

<https://step.business.ca.gov>

Start a new application for "STEP Event" and be sure to select "2027 Sial Shanghai Trade Mission" from the list of activities on the event selection page.

Registration Deadline

September 30, 2026

*Applications will be reviewed on a first-come, first-served basis and may close earlier if all spaces are filled. Please apply at your earliest opportunity.

Contact

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