In 2013, Chengdu consumed over 1.5 million tons of cold chain products. According to the Chengdu Cold Chain Logistics Commercial Association, total cold storage capacity in Chengdu is over 60,000 tons. However, the cold chain industry has not risen to meet this consumption, and more than 70% of fresh food products in China are not refrigerated throughout the supply chain. For Chengdu, about 15% of fruits and vegetables are transported with refrigeration (compared with nearly 100% in the United States).

Through the workshop, U.S. companies will be able to connect with potential buyers in cold chain, food processing and food packaging sectors. U.S. companies will also have the opportunity to educate Chinese companies/importers on standards and American best practices. The workshop will cover the topics including cold chain food safety issues, cross border logistics management, new opportunities brought by retailing, food and beverage and much more.

To learn more about the U.S.-China Standards and Conformance Cooperation Program or to sponsor or participate in a workshop, please visit: www.standardsportal.org/us_chinasccp