



Opportunities for U.S. Companies in....

China's Outdoor Industry



In the lead up to the [US Outdoor Lifestyle Roadshow to Beijing and Chengdu, June 2-7, 2015](#), the U.S. Commercial Service is pleased to announce a webinar on Tuesday, March 31 for U.S. exporters, focused on opportunities in China's outdoor industry sector. The emergence of China's middle class has given way to a new generation of leisure and adventure travelers as well as outdoor recreation and action sports enthusiasts. This trend is driving strong demand for high quality outdoor lifestyle products made/designed in the United States.

According to the Xinhua News Agency, China's outdoor market reached \$2.9 billion in 2013, up 24.3% from 2012, and China is estimated to replace Europe to become the world's second largest market for outdoor products in the next 8-10 years. Chengdu is the most important commercial center in Western China, with a market reach of 200 million consumers and is the distribution center for southwest China. The area is also home to China's first and only designated National Park.

[Register](#) today for this webinar on March 31 to learn about these industry trends and the opportunity to participate in the [US Outdoor Lifestyle Roadshow to Beijing and Chengdu, June 2-7, 2015](#).

AGENDA:

- 4:00-4:05pm General Introductions and Moderator
Dave Fiscus, U.S. Department of Commerce, Salt Lake City
- 4:05-4:15pm Overview of consumer market and eCommerce in China
Josh Halpern - U.S. Embassy Beijing
- 4:15-4:25pm Consumer enthusiasm for outdoor lifestyle and action sports industry in China
Glenn Brumage, Performance Sk8 Group & Wabsono Int.
- 4:25-4:35pm Outdoor industry development in Southwest China
Mr. Du Peng, Sichuan Mountaineering Association
- 4:35-4:40pm Overview of outdoor and lifestyle products sales on Amazon China platform
Ms. Luna Wang, Amazon China
- 4:40-4:45pm Overview of China ecommerce market
Ernie Diaz, Chief Editor of chinadigitalreview.com
- 4:45-4:55pm Overview of US Outdoor Lifestyle Roadshow, June 2015
Mr. Shen Yan and Ms. Fan Li – U.S. Embassy Beijing & U.S. Consulate Chengdu
- 4:55-5:00pm Questions

WEBINAR DETAILS:

Date: Tuesday, March 31, 2015

Time: 4:00PM PDT/ 7:00PM EDT

Cost: FREE

Registration: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=5Q64>