IIP 2015: Agricultural Trade Office (ATO)

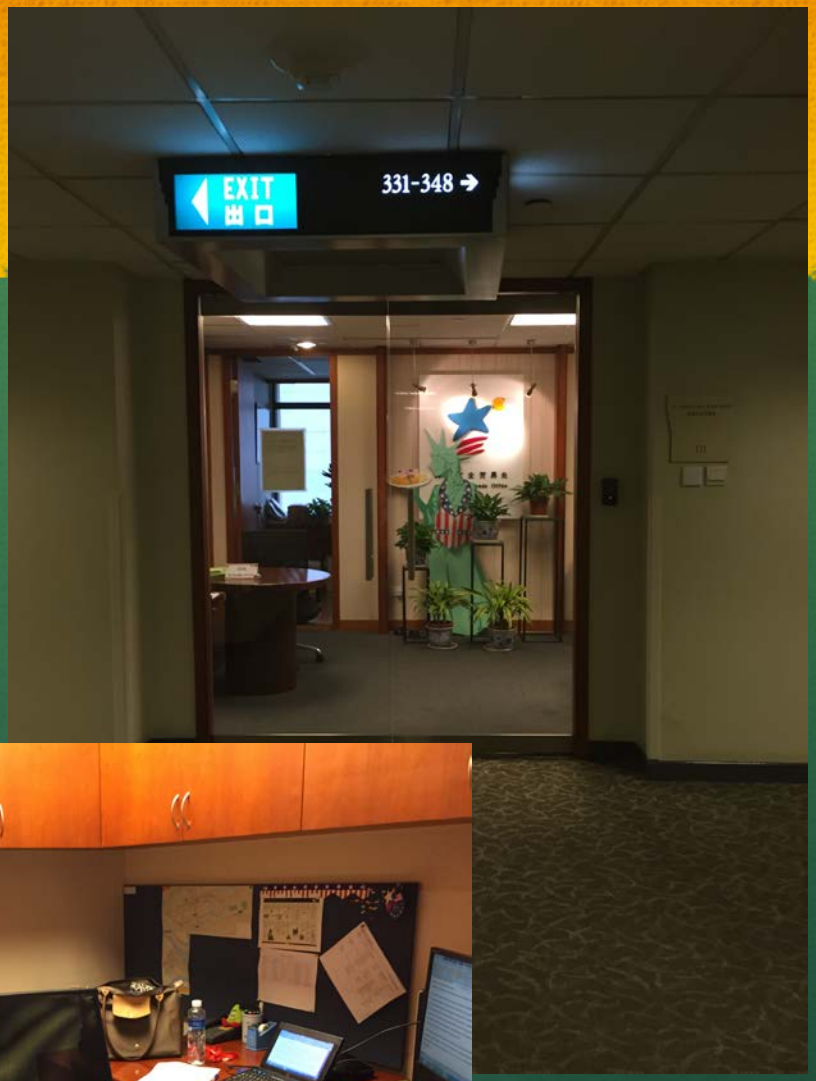
Shanghai, China

Catalina Zhao ’18

About ATO Shanghai

- United States Department of Agriculture (USDA)
  - Foreign Agricultural Service (FAS)
- Trade offices all over the world
- Goal: to promote US food and agricultural product exports to target country/area
  - ATO Shanghai is one of five ATOs in China

Shanghai Centre
EAST OFFICES


EXIT
出口
331-348

Market Researcher Intern

Helped out with a variety of projects, events, activities

Projects/Responsibilities

- Event planning
- Conduct research
- Writing & editing reports
- Social media
- Meetings & idea brainstorming
- Language

Chef Marc Murphy - *Chopped*

More Events

Trade Shows

Media Events & Promotions

Foreign Service

- US Department of State's Foreign Service
  - US Consulate, Shanghai

My Impact on ATO Shanghai

- ATO is so busy
  - Helped out & individual responsibility
- Most rewarding aspect: contributing to the US's goal, serving my country

Academic & Career Plan Impact

- Reaffirmed Economics major
- Huge learning experience
  - China market, business in China, trends, e-commerce, personal skills, colleagues, government, partnerships, creative ideas, etc.
- Future career ideas? Still exploring
  - Business
    - Development, strategy, markets, promotion, creativity, dynamic
  - China
    - US-China relations, language

Exploring Shanghai

Exploring Neighboring Cities

Cultural Awareness & Personal Growth

- Skills & experiences from work
- People
- New perspectives
- Chinese history, culture, society, lifestyle, standard of living
  - Rich, complex
    - China's importance
    - Global trends
  - Compare to US – lucky
- Living abroad very different from visiting
- More adventurous, love traveling, exploring, learning, growing, fun, independent, adaptability, flexibility

Questions?

Contact me:
cjzhao@princeton.edu