



WUSATA

Western US Agricultural Trade Association

wusata.org

Southeast Asia Fresh Retail Inbound Mission July 23 - 28, 2013 Washington and California

Event Benefits:

- * Meet one-on-one with pre-screened buyers from SE Asia
- * Showcase products and gain insights on buyer needs
- * Expand your market sales into SE Asia

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

Western U.S. companies interested in the Southeast Asia market have an excellent opportunity to meet one-on-one with qualified buyers of fresh retail products. Southeast Asia is one of the fastest growing areas in the world with a regional GDP of approximately \$2 trillion, and is the sixth largest destination for U.S. agricultural exports, valued at \$9.76 billion in 2011, a 25% increase over the previous year. In 2011, consumer oriented items represented about one third of the all U.S. exports to the market, valued at \$3.1 billion. WUSATA anticipates heavy demand for this event, be sure to sign-up today!

Products of Interest*:

All fresh fruit and vegetables, plus specialty products such as berries and stone fruit

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

July 12, 2013

Participation Fee:

No Cost

Managing States:

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To Register: [login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!

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