



WUSATA

Western US Agricultural Trade Association

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Middle East Retail Inbound Buying Mission California & Washington November 13-16, 2012

Event Benefits:

- Meet one-on-one with buyers from the Middle East
- Showcase products and learn about Middle East buyer needs
- Learn about trends and demands of the Middle East market

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

This will be an excellent opportunity for companies to participate in the growing Middle Eastern market, as U.S. food and agriculture suppliers are finding the Gulf Cooperation Council (GCC-5) countries [Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates (U.A.E.)] an eager marketplace for their consumer-ready foods. New to the market companies must be export ready, and Halal Certification is recommended for this market region.

Locations: San Francisco, CA - November 13th, Los Angeles, CA - November 14th, and Seattle, WA - November 15th - 16th

Products of Interest*:

Bakery Products, Cereals, Beverages, Sauces, Snacks, Cookies, Crackers, Biscuits, and Specialty Gourmet

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

Registration Deadline:

November 2, 2012

Participation Fee:

None

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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