

OUTBOUND MISSION

2015 ASIA: OUTBOUND TRADE MISSION TO VIETNAM AND THAILAND

Sunday, Sep 20 - Friday, Sep 25, 2015
Registration: Friday, May 8 - Saturday, Jul 25, 2015
Vietnam and Thailand | Vietnam | Asia - (inactive)

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which has been brought to you by the USDA's Foreign Agricultural Service (FAS):

Southeast Asia Outbound Trade Mission to Ho Chi Minh City, Vietnam and Bangkok, Thailand September 20-25, 2015

This will be an excellent opportunity for companies to learn more about the growing markets of Vietnam and Thailand.

Southeast Asia is one of the fastest growing areas in the world with a regional GDP expected to reach approximately \$1.9 trillion in 2020. Agricultural exports to the region's markets made up 7.4% of all U.S. agricultural exports in 2013, compared with 5.5% in 2007. U.S. exports of agricultural goods to the area totaled \$10.7 billion in 2013.

Strong economic growth in the region has raised per capita income levels, and as a result changed food consumption patterns. According to the International Monetary Fund, the aggregate gross domestic product for the region has more than tripled since 2001 and each country's per capita income has more than doubled over the same period.

Benefits from participating in the activity: • Meet one-on-one with qualified regional buyers, importers, and distributors • Highlight your retail and food-service products and learn more about buyers' needs/preferences • Participate in market briefings, plus facility and retail tours



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, Produce (both fresh and processed) and Specialty Foods.

INDUSTRY FOCUS

Food Service Products	Natural/Health	Produce	Retail
Products	Seafood		