

INBOUND MISSION

2014 MIDDLE EAST: INBOUND MISSION

Monday, Dec 1 - Friday, Dec 5, 2014

Registration: Thursday, May 22 - Monday, Nov 24, 2014

California, Oregon | United States of America

EVENT DETAILS

WUSATA® and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

Middle East Importer-Distributor Inbound Buying Mission

(This trade activity will be held in conjunction with an India Retail Inbound Mission) Portland, OR: December 1-2 San Francisco, CA: December 3-4 Los Angeles, CA: December 5

Benefits of Participating in this Activity: -Meet one-on-one with pre-qualified buyers from the Middle East -Showcase your products and learn about buyer preferences -Expand your foreign market sales into the Middle East This will be an excellent opportunity for Western U.S. companies interested in the markets of the Middle East to meet one-on-one with qualified importers and distributors. In 2011, U.S. exports of food and agricultural products to the Middle East region reached 7.1 billion, an increase of 28 percent from the previous year. As the seventh largest regional market for consumer-oriented products, the Middle East continues to outpace South America and South Asia as an export destination. An estimated 90 percent of all food products in the Middle East are imported. A delegation of importers and retail buyers from the market will travel to California and Oregon for meetings and facility tours. Companies are encouraged to take advantage of this opportunity to network and establish contacts with key buyers from the region. In conjunction with this activity, WUSATA also is offering an India Retail Inbound Mission. WUSATA encourages companies to participate in both the Middle East and India trade missions to maximize their marketing efforts. These events will be held on the same dates and at the same locations. For more information, please download the event flyer below. Meeting times are limited and are offered on a first-come, first-served basis; early registration is recommended. Participating companies are encouraged to be export-ready, bring samples and product lists, and be prepared to discuss pricing. **IMPORTANT NOTE:** This registration page is for the Middle East Inbound portion only. To register and meet with buyers from India as well, please "click" on the India Retail Inbound Mission link below.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA website. Suitable products include, but are not limited to: Retail items, snack foods, bakery products, cereals, beverages, dried fruit and nuts, trail mix, canned and processed foods, pasta, confectionery, condiments and sauces, and salad dressings.

INDUSTRY FOCUS

Retail Products