

INBOUND MISSION

2017 SE ASIA CONSUMER ORIENTED INBOUND TRADE MISSION TO HI, WA, CA

Monday, Aug 14 - Saturday, Aug 19, 2017
Registration: Wednesday, Jun 7 - Friday, Aug 4, 2017
HI, WA, CA | Asia - (inactive)

EVENT DETAILS

Meet with buyers in the growing SE Asia market at this Inbound Trade Mission. The trade mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

2017 SE Asia Consumer Oriented Inbound Mission to California, Washington and Hawaii ~ August 14-19, 2017

SE Asia is home to over 600 million people, with a combined 2016 GDP of US\$2.5 trillion growing at about 5% per year. Generally the region has experienced strong urban growth, rising incomes, increased participation in the workforce and lack of sufficient arable land to grow all of their own food. Consumers tend to have a favorable opinion of U.S. foods and consider them of high quality. In 2016, western U.S. exports of food and agricultural products to the seven-country ASEAN region was US\$4.6billion, with growth far outpacing the general trend for US agriculture exports. Take advantage of this Inbound Trade Mission and showcase your products to buyers in this sought-after market.

Benefits of Participation:

- Showcase your products and learn about opportunities and buyer preferences
- Meet one-on-one with pre-qualified buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source

Proposed Itinerary:

Aug 14, Mon One on one meetings in Los Angeles
Aug 15, Tues One on one meetings in San Francisco/Oakland
Aug 16, Wed One on one meetings & site visits in Seattle
Aug 18, Fri AM: One on one meetings in Honolulu
Aug 19, Sat One on one meetings in Honolulu

Participation Fee: Complimentary



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Consumer Oriented products suitable for retail or foodservice applications - Sauces, Condiments, Snacks Foods, Meats, Seafood, Processed Fruit & Vegetable Products, Healthy, Natural & Specialty Foods, and Halal items. (*Information on halal certification is available from the project managers. Halal certification is recommended for Malaysia and Indonesia.)

INDUSTRY FOCUS

Food Service Products

Retail Products