

INBOUND MISSION

2018 SE ASIA FOODSERVICE INBOUND TRADE MISSION TO ID, HI

Monday, Sep 24 - Friday, Sep 28, 2018
Registration: Wednesday, Jun 27 - Wednesday, Sep 19, 2018
Boise, ID and Honolulu, HI

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 is brought to you by the USDA's Foreign Agricultural Service:

Southeast Asia Foodservice Inbound Buying Mission:
September 24 – 25, in **Boise, ID**. September 27 – 28, in **Honolulu, HI**.

Please note: This inbound mission is being held in conjunction with inbound groups from Japan and Taiwan. Companies interested in meetings in Boise should register for all three groups (Taiwan, Japan, and Southeast Asia).

SOUTHEAST ASIA: Southeast Asia is home for more than 640 million people living in Indonesia, Vietnam, Malaysia, Thailand, the Philippines, and other neighboring countries. In 2017, the U.S. exported over \$11.5 billion in agricultural products to the top markets in Southeast Asia. According to reports from regional Agricultural Trade Offices (ATO), key opportunities exist for high-quality consumer-oriented products, fresh produce, frozen products, ingredients, healthy foods, and beverages

JAPAN: In 2017, the U.S. exported \$11.9 billion in agricultural products to Japan, ranking it the 4th largest agricultural export market in the region. According to reports from the Japan Agricultural Trade Office (ATO), key opportunities exist for functional and healthy food options, as well as clean label food products. Popular food products include on-trend food and beverage products, convenience foods, premium ingredients for processing and foodservice sector, healthy snacks, craft beverages, and specialty foods.

TAIWAN: In 2017, the U.S. exported over \$3.3 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market. According to reports from the Taiwan Agricultural Trade Office (ATO), key opportunities exist for high-value consumer-oriented products. In addition, beef, fresh produce, tree nuts, cheese, and pet food continue to see market growth. Food products that are appealing to buyers also include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs).

Event Benefits:

- Meet one-on-one with pre-qualified buyers from Taiwan, Japan, and SE Asia
- Feature your products and learn about regional preferences

Participation Fee: \$10 per company, per market group

Registration Deadline: September 19, 2018



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: healthy snacks, functional foods, value-added fresh/frozen fruits & vegetables, specialty foods, ingredients, coffee, natural and organic products, frozen foods, sauces and dressings, non-alcoholic beverages, prepared foods, value-added nuts, spices, and other related packaged and branded products.

INDUSTRY FOCUS

Food Service Products

Ingredient