

INBOUND MISSION

2016 SE ASIA CONSUMER ORIENTED INBOUND TRADE MISSION TO ID/CA

Monday, Oct 10 - Friday, Oct 14, 2016

Registration: Wednesday, Jul 13 - Monday, Oct 10, 2016

ID/CA | 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 is brought to you by the USDA's Foreign Agricultural Service:

SE Asia Consumer Oriented Inbound Mission to California and Idaho: October 10-14, 2016

Southeast Asia: Rising incomes and a growing number of middle class consumers make emerging markets great opportunities for U.S. exports. Southeast Asia shows particular promise. USDA's Exporter Guide to Southeast Asia reports that "while overall U.S. agricultural exports have experienced a sharp rise in recent years, the growth of sales to Southeast Asia has outpaced the general trend. This has been true for a wide range of agricultural products, and especially for high-value products."

Benefits of Participation:

- Connect with pre-qualified buyers representing Southeast Asia that are hand-selected by WUSATA's in-country contractor and are interested in finding regional suppliers
- Gather current market intelligence and consumer preference trend information direct from the source
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers personally
- Identify new buyers for your product, or re-connect personally with existing clients

COST: this is a complimentary activity

Meetings

October 10, 2016 Los Angeles, CA

October 11, 2016 San Francisco, CA

October 12 – 13, 2016 Boise, ID



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: healthy snacks, functional foods, fruits, vegetables, specialty foods, coffee, wine, beer, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

INDUSTRY FOCUS

Natural/Health

Produce

Retail Products