

INBOUND MISSION

2014 TAIWAN: CONSUMER-ORIENTED INBOUND MISSION

Tuesday, Aug 12 - Saturday, Aug 16, 2014
Registration: Thursday, May 1 - Friday, Aug 8, 2014
Idaho, Hawaii | United States of America

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: **Taiwan Consumer-Oriented Inbound Mission: IDAHO August 12 - 13, HAWAII August 15 - 16** Benefits of Participating in this activity: • Meet one-on-one with pre-qualified buyers from Taiwan promoting high-quality food and agricultural products • Discuss your retail and consumer products with buyers promoting healthy and active-lifestyles • Learn the needs and preferences of the importers and distributors This will be an excellent opportunity for companies to participate in the growing Taiwan market. In 2013, Western states exported over \$1.35 billion in agricultural products to Taiwan, ranking it as the 8th largest market for agriculture exports from the region. According to reports from the Taiwan Agricultural Trade Office, popular food products, that are appealing to both adults and children, include foods that offer convenience (ready-to-eat), specialty (unique), and are functional (health, weight, dietary needs). Taiwan buyers are focusing on how to meet the predicted demand. **MEETING SCHEDULE** Boise, ID: August 12 - 13 Honolulu, HI: August 15 - 16 Meetings in Honolulu will be held at the Made in Hawaii Festival. Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing.

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: Healthy snacks, Functional foods, Fruits, Vegetables, Specialty foods, Coffee, Wine, Beer, Natural and Organic, Sauces and Dressings, Beverages, Prepared foods, Nuts, Spices.

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Retail

Products Seafood

