

## GPS - GLOBAL POSITIONING SERVICE

# GLOBAL POSITIONING SERVICES CONSULTATION

Friday, Jan 1 - Saturday, Dec 31, 2016  
Registration: Wednesday, Apr 20 - Saturday, Dec 31, 2016  
ASEAN, Canada, China, Europe, Korea, and Mexico & Central America

<https://wusata2.avibe-stag.com/e/GFMJ07V>

## EVENT DETAILS

WUSATA's Global Positioning Services (GPS) is an optional strategic planning program that delivers turn-key recommendations to accelerate your product's successful entry into target export markets. GPS complements WUSATA's Global Connect, FundMatch, and Export Education programs with individualized and thoughtful data-driven guidance from global market experts. GPS tracks work together or they add value separately. Receive a complementary customized route recommendation that best supports your unique market goals. Your route may not include every GPS track, and you can choose to pursue all or some recommended tracks.

The first step is to register on WUSATA Web (using your My WUSATA account) for an initial discovery session with one of the six expert consultants. Within seven business days, you will be introduced to your consultant via email, and you will arrange a meeting time directly with the consultant. During the discovery session, the consultant will ask you a number of questions and run through scenarios to pinpoint your market goals. With this information, they will prepare an initial recommendation for you on which GPS tracks are appropriate for your company's unique situation. After you review the recommendation, you decide which track(s) you would like to pursue.

To implement the GPS program, WUSATA is teaming with consultant companies who each have more than 20 years of experience implementing strategies and services to facilitate market entry and growth for U.S. food and agriculture imports. These market experts have curated large databases and in-market networks with relevant target groups including distributors, buyers, retailers, trade associations, media, and governmental agencies. They have in-depth experience working with WUSATA and the USDA's Market Access Program, and know the ins and outs of their market's import regulations.

### Export Markets include:

**ASEAN:** Singapore (headquartered), Indonesia, Malaysia, Phillipines, Thailand, and Vietnam

**Canada:** Toronto (headquartered), Montreal, and Vancouver

**China:** Beijing (headquartered), Hong Kong (headquartered), Shanghai (headquartered), second-tier markets (Inland China)

**Europe:** Southern UK (south of Birmingham, headquartered), Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and



## INDUSTRY FOCUS

|                       |            |                |                       |        |
|-----------------------|------------|----------------|-----------------------|--------|
| Food Service Products | Ingredient | Natural/Health | Nursery               |        |
| Nutraceutical         | Organic    | Produce        | Pet Food and Products | Retail |
| Products              | Seafood    |                |                       |        |

## ADDITIONAL INFORMATION

<https://www.wusata.org/programs/exporteducation/gps/>

United Kingdom

**Korea:** Seoul (headquartered), and Busan

**Mexico & Central America:** Mexico City (headquartered),  
Guadalajara, and Monterrey