

OUTBOUND MISSION

2019 USDA TRADE MISSION TO VIETNAM

Tuesday, Oct 15 - Friday, Oct 18, 2019

Registration: Friday, Jun 21 - Monday, Jul 8, 2019 | 12:00 PM

Vietnam | Vietnam | Southeast Asia

<https://wusata2.avibe-stag.com/e/IZR0G44>

EVENT DETAILS

WUSATA is partnering with the U.S. Department of Agriculture on a trade mission to Vietnam in October 2019.

2019 USDA Outbound Trade Mission to Vietnam - October 15-18, 2019

U.S. agricultural exporters looking to tap the rapidly growing Southeast Asian market will have their chance when the U.S. Department of Agriculture leads a trade mission to Vietnam, October 15-18, 2019. Join us in Ho Chi Minh City, where you will meet buyers from Vietnam, Thailand and Burma (Myanmar), and discover how demand for U.S. farm and food products is growing in the region.

Since Vietnam joined the World Trade Organization in 2007, U.S. agricultural exports to the country have skyrocketed. Last year, they reached a record \$4.0 billion, up 58 percent from the previous year. Bulk products comprise more than half of U.S. farm exports to Vietnam, but the country's soaring GDP growth is fueling demand for high-value, consumer-oriented products as well. Vietnamese consumers have a high regard for the quality and safety of American food products and are particularly interested in items such as frozen meats, dairy, fresh fruits, tree nuts, non-alcoholic beverages, frozen French fries, chocolate and cocoa products, and snack foods.

Opportunities also abound in Thailand and Burma. Thailand imported \$2.1 billion of U.S. food and farm products in 2018, up 16 percent from the previous year, while Burma imported \$128 million, up more than 80 percent from 2017.

While trade mission delegates are in Ho Chi Minh City, they will take part in targeted business-to-business meetings arranged by USDA's Foreign Agricultural Service (FAS), as well as in-depth briefings and site visits that will help shed light on the many export opportunities in Vietnam and the region.

Benefits of participation:

- One-on-one buyer meetings
- Market briefing
- Retail tours
- Trade networking reception

Participation is contingent upon USDA review.

Participation Fee: \$400

Participating Companies must complete the following:

Step 1: Complete registration on the WUSATA website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration



PRODUCT DESCRIPTION

Beef and beef products, pork, poultry, dairy, corn, wheat, rice, soybeans and soybean oil, fresh fruits and vegetables, processed fruits and vegetables, tree nuts, cotton, hides and skins, hay, distiller grains, prepared food, snack foods, condiments & sauces, spirits, oilseeds, feeds & fodders and fish products.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Organic
Produce	Retail Products		

form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

Registration Deadline: July 8, 2019 (no refunds if canceled after this date)

FundMatch® can help boost your international marketing budget with 50% cost reimbursement on eligible international marketing expenses. Please contact WUSATA for more information.