

INBOUND MISSION

2013 ASIA: SE ASIA FRESH RETAIL INBOUND MISSION TO WA & CA

Tuesday, Jul 23 - Sunday, Jul 28, 2013

Registration: Wednesday, May 29 - Tuesday, Jul 16, 2013

Washington / California | 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:

- **Southeast Asia Fresh Retail Inbound Mission -**
Washington July 23-24 & California July 25-28

Western U.S. companies interested in the Southeast Asia market have an excellent opportunity to meet one-on-one with qualified buyers of fresh retail products. Southeast Asia is one of the fastest growing areas in the world with a regional GDP of approximately \$2 trillion, and is the sixth largest destination for U.S. agricultural exports, valued at \$9.76 billion in 2011, a 25% increase over the previous year. In 2011, consumer oriented items represented about one third of the all U.S. exports to the market, valued at \$3.1 billion. WUSATA anticipates heavy demand for this event, be sure to sign-up today! **Benefits from participating in the activity include:**

- Meet one-on-one with pre-screened buyers from Southeast Asia.
- Showcase your products and gain information on Southeast Asian buyer's needs and preferences.
- Expand your foreign market sales in Southeast Asia.

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 WUSATA® website.

- **Suitable products include, but are not limited to:** All Fresh Fruit and Vegetables, plus specialty products such as Berries and Stone Fruit.

Participating companies are encouraged to be export ready, bring samples and product lists, and prepared to discuss pricing.

INDUSTRY FOCUS

Produce

