

INBOUND MISSION

2013 TAIWAN: HEALTH AND WELLNESS INBOUND MISSION

Monday, Jul 8 - Friday, Jul 12, 2013

Registration: Monday, Apr 22 - Saturday, Jun 29, 2013

Montana, 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 Health and Wellness Inbound Mission: MONTANA July 8-9 HAWAII July 11-12, 2013** Benefits of Participating in this activity:

- Meet on-on-one with pre-qualified buyers from Taiwan sourcing high-quality agricultural products
- Promote your retail and consumer products to buyers seeking to fulfill increasing demand for healthy and active-lifestyle food products.
- Learn the needs and preferences of the importers and distributors, gaining insight into how your product can be promoted. This will be an excellent opportunity for companies to participate in the growing Taiwan market. In 2012, WUSATA states exported over \$1.4 billion in agricultural products to Taiwan, ranking it as the 8th largest market for ag exports from the WUSATA states. The trends in the Taiwan food industry, according to reports from the Taiwan Agricultural Trade Office, are for products that are appealing to adults and children, offering convenience (ready-to-eat), specialty (unique) and function (health, weight, dietary needs). Taiwan buyers are focusing on how to meet the predicted demand for high quality and high value foods that promote healthy eating habits for both young professionals and an aging work force.

MEETING SCHEDULE:

- Missoula, MT July 8th
- Great Falls, MT July 9th
- Honolulu July 11th and 12th



PRODUCT DESCRIPTION

Suitable products include but are not limited to:

Healthy snacks, Functional foods, Fruits and vegetables, Specialty foods, Coffee, Wine, Natural and Organic, Sauces and dressings, Beverages, Prepared foods, Nutraceuticals, Nuts, Oils, Spices, Seafood

INDUSTRY FOCUS

Natural/Health	Nutraceutical	Organic	Produce	Retail
Products	Seafood			