

OUTBOUND MISSION

2015 TAIWAN: OUTBOUND TRADE MISSION TO TAIWAN

Wednesday, Oct 28 - Friday, Oct 30, 2015

Registration: Wednesday, May 27 - Wednesday, Jul 1, 2015

Taipei and Taichung | Taiwan | Asia - (inactive)

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, which is brought to you by the USDA's Foreign Agricultural Service:

Outbound Trade Mission to Taiwan (Taipei and Taichung): October 28-30, 2015

This event is an excellent opportunity for new-to-market companies, and those wanting to expand their reach in Taiwan. In 2013, U.S. exports of agricultural products to Taiwan totaled \$3.1 billion, making it the 7th largest U.S. agricultural export market. Taiwan domestic agricultural production is somewhat limited, and as a result, Taiwan is increasingly reliant on imports of food and other agricultural goods.

The U.S. has long been the major supplier of Taiwan's agri-food imports, and Taiwanese consumers are welcoming North American-style foods, such as ready-made products, with various consumer groups adopting similar eating habits. Consumer demands are accommodated through Taiwan's growing modern retail food sector and foodservice industry.

Benefits from participating in the activity include: • Meet one-on-one with targeted buyers • Learn first-hand about opportunities and demands of the Taiwan market • Maximize your success by also registering for WUSATA's Outbound Trade Mission to Hong Kong: October 25-27, 2015 (see registration detail link below)

Prior to this activity, WUSATA is also offering an Outbound Trade Mission to Hong Kong. To expand your marketing efforts, WUSATA encourages companies to participate in both events. To register, please click on the links below.

REMINDER: This registration page is for the Outbound Trade Mission to Taiwan only.



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:** Consumer ready products, food service products, snack foods, dairy, seafood, meats, health foods, beverages, wine, produce (both fresh and processed), specialty foods, and more.

INDUSTRY FOCUS

Food Service Products

Retail Products