

OUTBOUND MISSION

2016 CENTRAL AMERICA OUTBOUND TRADE MISSION TO COSTA RICA & GUATEMALA

Monday, May 2 - Friday, May 6, 2016
Registration: Thursday, Feb 25 - Friday, Apr 8, 2016
Costa Rica and Guatemala | Latin 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:

Central America Buying Mission to Guatemala and Costa Rica ~ May 1 - 6, 2016

Costa Rica is an attractive market for U.S. exports. Costa Rica consumers are highly receptive to U.S. food brands, trends and retailers, making the country ripe for export potential. Beer, baking ingredients, processed meats and pet food are among the fastest growing U.S. export sectors with plenty of growth possible in other sectors as well. U.S. exports of agricultural products to Costa Rica totaled \$484 million in 2013.

Guatemala has Central America's largest economy. The agricultural sector contributes approximately 13.5% total GDP and accounts for 41% of total exports. U.S. exports of agricultural products to Guatemala totaled \$946 million in 2013.

The United States has a free trade agreement with both Costa Rica and Guatemala under the CAFTA-DR, making both of these markets highly desirable for U.S. exporters.

WUSATA will recruit 10 companies to travel to Central America. Companies will participate in one-on-one meetings with buyers, product showcases, business networking receptions, market briefings from USDA's FAS staff, and retail tours.

Proposed Itinerary:

- Sunday, May 1st : Fly to Guatemala
- Monday, May 2nd : ATO Briefing, Business Meetings, Retail Visits, Welcome Dinner
- Tuesday, May 3rd : Business Meetings, Fly to San José
- Wednesday, May 4th : ATO Briefing, Business Meetings, Retail Visits
- Thursday, May 5th : Business Meetings, Networking Reception
- Friday, May 6th : Fly back to the U.S.

Benefits of Participation:

- Meet one-on-one with top importers, retailers and distributors from Central America
- Product showcases
- Business networking receptions
- Market briefings from USDA's FAS staff
- Retail tours
- Interpreters provided as needed
- Lodging for 5 nights
- Ground transportation



PRODUCT DESCRIPTION

Produce, Frozen Products, and Value Added Products focused on the consumer-oriented and retail industries.

INDUSTRY FOCUS

Produce

Retail Products

Cost of Participation: \$250 per Company