

OUTBOUND MISSION

2016 SE ASIA OUTBOUND TRADE MISSION TO VIETNAM

Monday, Apr 4 - Friday, Apr 8, 2016
Registration: Thursday, Jan 14 - Saturday, Mar 5, 2016
Hanoi & Ho Chi Minh City, Vietnam | Vietnam | Asia - (inactive)

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service.

SE Asia Outbound Trade Mission to Vietnam: Hanoi and Ho Chi Minh City, Vietnam April 4 ~ 8, 2016

This activity is an excellent opportunity for companies to learn more about the growing Vietnam market, build business relationships, or continue to develop existing business relationships. This mission will take place concurrently with the WUSATA Director's mission in Vietnam. The impact of this joint mission will result in higher level meetings for participating companies. Many activities will also be held jointly for Directors and companies, including market briefings, trade receptions, facility tours and other events. Participating companies will have a variety of tours and one-on-one meetings with qualified buyers in the retail, food service, and ingredient sectors. The outbound is a great opportunity for companies to network and establish contacts with key buyers in Vietnam.

Southeast Asia is one of the fastest growing areas in the world with a regional GDP expected to reach approximately \$1.9 trillion in 2020. U.S. exports of agricultural goods to ASEAN countries totaled \$11.4 billion in 2014. Of that \$11.4 billion Vietnam makes up more than 20% of US Ag exports to ASEAN countries or more than \$2.3 billion. The market for US agriculture goods in Vietnam is growing rapidly with more than 179% growth in less than 5 years from \$1.5 billion in 2010 to \$2.3 billion today. Bulk commodity goods are up almost 15% YTD over last year. In addition, increased market access to Vietnam due to reduced tariffs as a result of the Trans-Pacific Partnership will further increase trade opportunities in the market.

Benefits from participating in the activity:

- Outbound mission is being held in conjunction with the WUSATA Director's mission to Vietnam, increasing access to higher level decision makers and the impact of the overall mission.
- Meet one-on-one with pre-screened buyers from Vietnam looking for high quality US products.
- Showcase your products and discuss how they can fit into the purchasing plan for these companies.
- Gain information about importer/buyer needs and preferences.
- Participate in market briefings, trade receptions, facility tours, and retail tours.

*** WUSATA encourages early registration as seats are limited.** One participant per company is eligible for WUSATA sponsorship. Additional company representatives who would like to attend at their own cost should contact one of the project managers



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, Produce (both fresh and processed) and Specialty Foods.

INDUSTRY FOCUS

Food Service Products Natural/Health Produce Retail

Products

for approval of attendance.

There is a \$750.00 participation fee for this activity.

Company delegates will provide their own:

- International airfare arriving in Hanoi no later than Sunday, April 3rd and departing from Ho Chi Minh City on or after April 9th
- Meals and incidentals
- Arrangements for product samples

WUSATA will provide:

- Airfare between Hanoi and Ho Chi Minh City, plus in-country ground transportation to meetings.
- Interpreters for business meetings.
- Hotel stay for up to 3 nights in Hanoi and 4 nights in Ho Chi Minh City at designated mission hotels (one room per company).

*****Company personnel will need to obtain a travel visa to enter Vietnam.**