

## INBOUND MISSION

# 2015 ASIA: PRODUCE INBOUND TRADE MISSION TO CA/WA

Monday, Jul 20 - Friday, Jul 24, 2015  
Registration: Friday, May 15 - Monday, Jul 13, 2015  
Washington & California

## 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:

### 2015 Fresh Produce Inbound Trade Mission from Southeast Asia

- July 20-21: Yakima, WA
- July 22: Salinas/Monterey, CA
- July 23 -24: Fresno, CA

**This event will be held in conjunction with WUSATA's Central America and Mexico Inbound Trade Missions (see registration links below):** More than 15 buyers from over three countries will travel to California and Washington to meet with fresh produce suppliers. Event participants can either join our one-on-one business meetings or have an opportunity to host the buyer delegation at their facilities for field production and processing tours.

**Southeast Asia:** U.S. agricultural exports to Southeast Asia have experienced rapid growth in recent years, and in FY 2014, climbed to a record \$11.5 billion in sales – up 11 percent from FY 2013. For the Western U.S. alone, the region represents the third largest export destination with more than \$439 million in exports for 2014. Indonesia, Vietnam and Malaysia are the top markets within Southeast Asia, and leading fresh fruit exports include grapes, apples, citrus and cherries.

### Benefits of Participating:

- Meet one-on-one with pre-qualified buyers
- Highlight your product and obtain direct insight/feedback from experienced importers
- Introduce your products to over 3 countries at additional meetings held same date, place and time

To maximize your marketing efforts, WUSATA encourages companies to participate in all three missions: Central America, Mexico and Southeast Asia, which will be held on the same dates, times and locations. To register for these events, please click on the links below.

**REMINDER:** This registration page is for the Southeast Asia Inbound Trade Mission portion 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:** Fresh fruits and vegetables, including specialty products such as berries and stone fruits. (Fresh fruit producers and exporters are encouraged to participate.)

## INDUSTRY FOCUS

Produce