

INBOUND MISSION

2012 ASIA: FRESH RETAIL INBOUND TRADE MISSION - CA & WA

Monday, Aug 27 - Friday, Aug 31, 2012

Registration: Monday, Aug 6 - Tuesday, Aug 28, 2012

CA - Aug 27 or 28; WA - Aug 29, 30, or 31 | 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:

- **S.E. Asia Fresh Retail Inbound Trade Mission - CA & WA** (Aug. 27 - 31, 2012)

Western U.S. companies interested in the Southeast Asia market have an excellent opportunity to meet one-on-one with qualified buyers of fresh retail products. Southeast Asia is one of the fastest growing areas in the world with a regional GDP of approximately \$1.5 trillion in 2009 and average annual growth of about five percent over the past ten years. Additionally, Southeast Asia is the fifth largest destination for US agricultural exports, valued at \$6.2 billion in 2009. While this is 11% below 2008, it represents a 25% increase over 2007, supporting the continued growth trend, and demonstrating the strength of this market. Consumer oriented items represent about one third of the product mix, valued at \$1.8 billion in 2009 (19% below 2008, 13% above 2007). Benefits from participating in the activity include:

- Meet one-on-one with pre-screened buyers from Southeast Asia.
- Showcase your products and gain information on Southeast Asian buyer's needs and preferences.
- Expand your foreign market sales in Southeast Asia.



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: fruits and vegetables, and specialty products including berries and stone fruits. Participating companies are encouraged to be export ready, bring samples and product lists, and prepared to discuss pricing.

INDUSTRY FOCUS

Produce

Retail Products