

OUTBOUND MISSION

2018 U.S. SEAFOOD OUTBOUND TRADE MISSION TO VIETNAM

Saturday, Sep 8 - Tuesday, Sep 11, 2018
Registration: Monday, May 14 - Wednesday, Jun 13, 2018
Ho Chi Minh City, Vietnam

EVENT DETAILS

U.S. Seafood Trade Mission to Vietnam

Saturday, September 8th – Tuesday, September 11th, 2018

Ho Chi Minh City, Vietnam (with optional side-trip to seafood processing facilities in Vietnam)

Registration Deadline: June 13, 2018 | Cost: \$300 (due upon pre-application acceptance ~ see below)

Visit Vietnam and Meet Buyers from Multiple Southeast Asian Countries!

This trade mission is a joint activity of six project partners: Alaska Seafood Marketing Institute, Intertribal Agriculture Council, Food Export – Midwest, Food Export – Northeast, Southern U.S. Trade Association (SUSTA) and Western U.S. Agricultural Trade Association (WUSATA). The project is being led by Food Export – Northeast and is possible through funding from the Foreign Agricultural Service of the USDA.

Services will include:

- One-on-one meetings with qualified buyers from Vietnam and other regional markets such as Singapore, Thailand, Indonesia, Malaysia and Cambodia
- Market briefings by local USDA, Foreign Agricultural Service
- Your company details and products included in trade mission catalog
- Opportunities to meet with market experts from Vietnam, Singapore, Thailand and Indonesia
- Participation in education event and lunch for buyers, chefs and media on U.S. seafood
- Optional retail and seafood market tours in Ho Chi Minh City; optional tour to seafood processing facilities in Vietnam

Tentative Mission Schedule

- **Friday, September 7th:** Arrival to Vietnam
- **Saturday, September 8th:** Retail and foodservice market tour (optional)
- **Sunday, September 9th:** Market FAS Briefing by USDA/FAS Post; Mission participant Meet and Greet Reception for participating U.S. companies and walkthrough of planned mission activities
- **Monday, September 10th:** US Seafood Panel Presentation to Buyers, HRI managers and Press; U.S. Seafood Lunch and One-on-One Meetings with Buyers from Vietnam and other Southeast Asian markets
- **Tuesday, September 11th:** Optional Seafood Processing Tour or Departure

For more information, please contact: Colleen Coyne, Food



PRODUCT DESCRIPTION

Suitable products include but not limited to: Any and all fresh and processed Seafood

INDUSTRY FOCUS

Seafood

Export – Northeast Seafood Program Coordinator –
ccoynne@foodexport.org or Elizabeth Riggs, Activity Coordinator –
eriggs@foodexport.org

***Pre-Application*:**

U.S. seafood suppliers affiliated with the six partner groups are eligible to submit the pre-application for participation. Due to the very limited number of spaces for this mission, interested suppliers should submit the pre-application as soon as possible. If accepted on the mission, suppliers must complete a participation agreement, supplier profile and pay a participation fee of \$300 by June 13, 2018 to confirm their place on the mission. Any open spots at that time will be filled from a waitlist based on submission date and time of the pre-application. Participants are responsible for costs of airfare, lodging, meals and incidental expenses.