

INBOUND MISSION

2016 TAIWAN INBOUND CONSUMER ORIENTED TRADE MISSION TO CA, WA

Monday, May 23 - Friday, May 27, 2016
Registration: Tuesday, Mar 1 - Friday, May 20, 2016
California, Washington | Taiwan | Asia - (inactive)

EVENT DETAILS

This is an excellent opportunity for companies to participate in the growing Taiwan market.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Showcase your products and learn firsthand about opportunities and buyer preferences
- Expand your foreign market sales in Taiwan

In 2014, U.S. exports of agricultural products to Taiwan totaled \$3.51 billion, ranking it the 7th largest agricultural U.S. export market. Although a small island, Taiwan has developed into one of the world's largest economic and trading entities.

With its population experiencing increasing disposable income levels, Taiwan has serious growth potential in consumer-oriented products. Popular food products for Taiwanese consumers include items that offer convenience (ready-to-eat), uniqueness (specialty products), and that are functional (meet health, weight, and dietary needs). In addition, U.S. exporters have successfully used Taiwan as a springboard to China and other Asian markets, taking advantage of close cultural, language and business ties.

Event participants will forge relationships with potential customers/trading partners and gather market intelligence that will help them develop strategies to start or expand sales in this key market.

For facility tours, please register on the wait list. Project managers will determine the best locations for the buyers' travel schedules, and contact you if your facility is chosen for the agenda.



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Consumer Ready Products, Food Service, and Health-Oriented Products, snacks, processed fruit and vegetable items, chocolate, beverages, seafood, dairy, sauces, jams and jellies, nuts, healthy and natural products, specialty foods, and other related products.

INDUSTRY FOCUS

Natural/Health

Retail Products