

INBOUND MISSION

2015 TAIWAN: CONSUMER-ORIENTED INBOUND TRADE MISSION

Tuesday, Aug 18 - Saturday, Aug 22, 2015
Registration: Friday, May 15 - Tuesday, Aug 11, 2015
Oregon and Hawaii | Asia - (inactive)

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:

Taiwan Consumer-Oriented Inbound Trade Mission:

- August 18-19, 2015 in Portland, OR
- August 21-22, 2015 in Honolulu, HI

Benefits from participating in the activity include:

- Meet one-on-one with pre-qualified buyers from Taiwan
 - Feature your products and learn about regional preferences
 - Discuss buyer plans for promoting healthy, active lifestyles
- This will be an excellent opportunity for companies to participate in the growing Taiwan market. In 2014, U.S. Western States exported over \$1.57 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market in the region. According to reports from the Taiwan Agricultural Trade Office (ATO), popular food products that are appealing to regional consumers include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs). Taiwan buyers are focusing on how to meet this demand.

Meeting times are limited and are offered on a first-come, first-served basis. WUSATA encourages companies to register early.



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:** Healthy snacks, functional foods, fruits, vegetables, specialty foods, coffee, wine, beer, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

INDUSTRY FOCUS

Natural/Health

Retail Products