

INBOUND MISSION

2016 SE ASIA PRODUCE INBOUND TRADE MISSION TO WA/CA

Monday, Jul 25 - Friday, Jul 29, 2016
Registration: Tuesday, Apr 19 - Monday, Jul 25, 2016
WA/CA | Asia - (inactive)

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the Washington and California State Departments of Agriculture, announce participation and registration in the following activity:

Southeast Asia Inbound Produce Trade Mission to Washington and California ~ July 25 - 29, 2016

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

Southeast Asia: Rising incomes and a growing number of middle class consumers make emerging markets great opportunities for U.S. exports. Southeast Asia shows particular promise. USDA's Exporter Guide to Southeast Asia reports that "while overall U.S. agricultural exports have experienced a sharp rise in recent years, the growth of sales to Southeast Asia has outpaced the general trend. This has been true for a wide range of agricultural products, and especially for high-value products [including fresh produce]."

Benefits of Participation:

- Connect with six pre-qualified fresh produce buyers representing Southeast Asia that are hand-selected by WUSATA's in-country contractor and are interested in finding regional fresh produce suppliers
- Gather current market intelligence and consumer preference trend information direct from the source
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail, wholesale and e-commerce buyers personally
- Identify new buyers for your product, or re-connect personally with existing clients
- Ability to register and meet with ten additional fresh produce buyers from Mexico and Central America on the same dates and same locations

COST: this is a complimentary activity



PRODUCT DESCRIPTION

Fresh Produce

INDUSTRY FOCUS

Produce