

INBOUND MISSION

2022 GLOBAL BUYER INBOUND MISSION TO SIAL AMERICA (CHINA, KOREA, & MEXICO)

Monday, Mar 21 - Thursday, Mar 24, 2022

Registration: Monday, Feb 14 - Wednesday, Mar 16, 2022 | 1:00 PM
Las Vegas, NV | Mexico | Latin America

<https://wusata2.avibe-stag.com/e/JARAY7U>



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:

2022 Global Buyer Inbound Mission to SIAL America (China, Korea, & Mexico)

March 21-24, 2022

Las Vegas Convention Center

Benefits of Participation:

- Connect with pre-qualified buyers representing China, Korea, and Mexico
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail/wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Tentative Itinerary:

One-on-One Business meetings will be conducted at SIAL America in Las Vegas. Pre-show meetings are available for exhibitors (8am-10am). Show Badge is required for attendance.

Monday, March 21, 2022 - Featuring Buyers from China, Korea and Mexico

- Two Sessions (9am-Noon) and (1pm-4pm)
- Opportunity to meet with all participating buyers
- Fee: \$100.00

Tuesday, March 22, 2022 - Featuring Buyers from Mexico

- Two Sessions (8-10am) and (10am-Noon)
- Fee: \$25.00

Wednesday, March 23, 2022 - Featuring Buyers from Korea

- Two Sessions (8-10am) and (10am-Noon)
- Fee: \$25.00

Thursday, March 24, 2022 - Featuring Buyers from China

- Two Sessions (8-10am) and (10am-Noon)
- Fee: \$25.00

PRODUCT DESCRIPTION

Suitable products include: Consumer Oriented Food Products - sauces, snack foods, condiments, specialty food products, health & natural food products, retail dried fruits/nuts, functional foods and organic.

INDUSTRY FOCUS

Consumer Oriented

****NOTE: 8-10am Sessions (March 22-24) are reserved for exhibitors.**

Participation Fee: March 21: \$100; March 22-24: \$25

Registration Deadline: March 16, 2022