

OUTBOUND MISSION

2014 TAIWAN: OUTBOUND TRADE MISSION TO TAIWAN

Monday, Jun 23 - Thursday, Jun 26, 2014
Registration: Monday, Feb 3 - Friday, Mar 7, 2014
Taipei and Taichung, Taiwan | Taiwan

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: **OUTBOUND TRADE MISSION TO TAIWAN:** June 23-26, 2014 The trade mission will travel to Taipei and Taichung, two key cities in Taiwan. Benefits from participating in the activity: - Meet one-on-one with pre-qualified buyers, importers, and distributors in each location - Walk the Food Taipei Trade Show in Taipei, the largest food and beverage show in Taiwan - Showcase your products and program events This is an excellent opportunity for companies to participate in Taiwan's growing market. Taiwan is a sophisticated market of over 23 million people where two income families, as well as single-unit households, are increasingly earning higher disposable incomes that can afford imported high-value U.S. food and agricultural products. While participating in this mission, companies will have the opportunity to walk through the popular Food Taipei Trade Show. In 2013, Food Taipei was the largest food show in Taiwan, attracting a record-breaking 65,000 visitors during its four-day show period. Companies will be provided: - Lodging for one participant per company, up to five nights, at US Government per diem rates - Transportation between cities and meetings within Taiwan - Interpreter services NOTE: New to the market companies must be export ready. Companies will be expected to cover their own airfare costs, meals, and incidental expenses. Limit one representative per company – additional company delegates may participate at their own expense and must contact WUSATA directly at 360-693-3373 to be added to this event.



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: Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, Wine, Produce (both fresh and processed), and Specialty Foods.

INDUSTRY FOCUS

Food Service Products	Natural/Health	Produce	Retail
Products	Seafood		