

INBOUND MISSION

2019 MIDDLE EAST INBOUND MISSION TO WESTERN FOODSERVICE & HOSPITALITY EXPO

Sunday, Aug 25 - Thursday, Aug 29, 2019

Registration: Tuesday, Jun 11 - Wednesday, Aug 21, 2019 | 12:00 PM
CA | United Arab Emirates | Middle East

<https://wusata2.avibe-stag.com/e/71M2LER>



EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

Middle East Inbound to the Western Foodservice & Hospitality Expo ~ August 25 - 29, 2019

Up to 10 buyers from the Middle East and Korea will travel to California to meet with WUSATA companies. Event participants will have the opportunity to join our one-on-one business meetings to speak directly with Middle East buyers. This event will be held in conjunction with WUSATA's Korea Consumer Inbound Trade Mission (please also register to meet with these buyers).

Benefits of Participation:

- Connect with pre-qualified buyers representing the Middle East
- 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 reconnect personally with existing clients

Itinerary:

August 25: Los Angeles, CA - Western Foodservice & Hospitality Expo

August 26: Los Angeles, CA - One-on-One Meetings & Expo

August 27: Los Angeles, CA - One-on-One Meetings & Expo

August 28: Sacramento, CA - One-on-One Meetings

August 29: San Francisco, CA - One-on-One Meetings

Registration Deadline: August 16, 2019

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Foodservice foods & beverages, specialty foods, desserts, sweets, confectionery, healthy foods

INDUSTRY FOCUS

Food Service Products

Natural/Health