

OUTBOUND MISSION

2012 TAIWAN: OUTBOUND TRADE MISSION

Monday, Dec 3 - Friday, Dec 7, 2012
Registration: Tuesday, Jul 31 - Monday, Sep 24, 2012
Taipei and Kaohsiung | 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: Taipei and Kaohsiung - December 3 - 7, 2012. This is an excellent opportunity for companies to learn more about the growing Taiwan market. In 2011, exports from Western states to Taiwan increased over 17 percent from 2010. Taiwan is a sophisticated market of over 23 million people where two income families, as well as single-unit households, are increasingly achieving higher disposable income that can afford imported high-value U.S. food and agricultural products. Benefits from participating in the activity:

- Travel to two key cities in Taiwan and meet one-on-one with buyers, importers, and distributors
- Showcase products at trade receptions and industry events
- Participate in ATO market briefings, port, and retail tours

Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters
- Lodging (up to 6 nights at per diem rate) and travel to Kaohsiung will be arranged and paid for by WUSATA®
- A market briefing and retail market tour
- Coordinated group transportation
- Participation in a trade reception/industry event (TBD)
- Freight from U.S. to Taipei will be paid for by WUSATA. Companies will need to ship samples to consolidation point in U.S. (TBD)



PRODUCT DESCRIPTION

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.

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.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Organic
Retail Products	Seafood		