

OUTBOUND MISSION

2016 SOUTH AMERICA OUTBOUND TRADE MISSION TO PERU

Sunday, Oct 2 - Thursday, Oct 6, 2016
Registration: Thursday, Jul 7 - Friday, Aug 19, 2016
Peru | Latin America

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.

Outbound Trade Mission to Peru: October 2 - 6, 2016

The U.S. and Peru entered into a free trade agreement in 2009. Since entering this agreement U.S. food exports to Peru have tripled to a record \$1.25 billion in fiscal year 2015. Peru has one of the fastest growing Latin American economies. According to the HSBC Peru handbook, Peru is the 3rd fastest growing consumer market globally.

Peru has a growing middle class looking for higher-value, consumer oriented products. **Some of the leading products are dairy, fresh fruit, prepared food, and beef.**

Peru is also part of the Trans-Pacific Partnership (TPP), which will further boost their economy and help increase demand for U.S. agricultural products.

The trade mission will travel to Peru. In Lima, **individual meetings will be set up with key buyers, importers, and distributors, including service and retail items.** Participants will also receive a **market briefing, market tours, and coordinated group transportation** in each location.

Benefits from participating in the activity:

- Pre-arranged one-on-one meetings with top importers, retailers, and distributors
- Lodging provided for 4 nights for one participant
- Showcasing your product to top buyers
- Participate in ATO market briefings, port, and retail tours

Cost of Participation: \$250 per Company

Note: One participant per company. Limit one representative per company – additional company delegates may participate at their own expense. To add more participants, please contact the project managers.

Company are directly responsible for:

- International airfare
- Meals and incidental expenses.
- Shipments for product samples

Companies will be provided:

- Custom one-on-one appointments with pre-qualified buyers
- Interpreters
- Lodging (up to 4 nights at per diem rate) will be arranged and paid for by WUSATA®
- A market briefing and retail market tours
- Coordinated group transportation
- All costs associated with arranging business meetings and events

Proposed Itinerary:

Sunday, October 2nd: Fly to Lima, Peru
Monday, October 3rd: ATO Briefing, Meetings, Retail Visits, Welcome Dinner
Tuesday, October 4th: Business Meetings
Wednesday, October 5th: Business Meetings, Retail Visits, Networking Reception
Thursday, October 6th: Fly Back to United States

**** Please note this itinerary is tentative and subject to change. Please do NOT purchase airline tickets until you have talked with one of the project managers and received the final itinerary. ****



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Fresh Fruits and Vegetables, Dairy, Beef and Poultry Products, Grains, Ready-to-Eat Food Service Products, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, and Wine.

Products must be at least 50% U.S. grown. Participants must be able to provide a letter of origin and distribution for each product.