

OUTBOUND MISSION

2017 EUROPE BAKERY INGREDIENT OUTBOUND TRADE MISSION TO NETHERLANDS AND UNITED KINGDOM

Sunday, Sep 17 - Saturday, Sep 23, 2017
Registration: Tuesday, May 30 - Friday, Jul 7, 2017
Netherlands and United Kingdom

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:

Europe Bakery Ingredients Outbound Trade Mission to the Netherlands & United Kingdom ~ Sept 17-23, 2017

This is an excellent opportunity for companies to take advantage of growing opportunities in Europe. Participate in individualized meetings with importers and distributors looking for high quality US products. New to market and experienced companies will find opportunities for success in this robust and opportunity-filled market. Be sure to act fast to take advantage of this great outbound opportunity.

The European Union is the wealthiest and the largest economy in the world, with a nominal GDP accounting for 23.8% of the world's entire GDP in 2014. The United States is the third largest supplier of bakery products to the EU, holding roughly 16% of the total value.

The European demand for bakery products is well established, and continues to grow. The Netherlands and United Kingdom are among the top ten in the EU for bakery product market size. In 2014, the retail value of baked goods in the Netherlands was approximately US\$5.3 billion, with expected growth to US\$5.45 billion in 2019. Retail value of the United Kingdom market is expected to increase from US\$18.4 billion in 2014, to US\$19.2 billion in 2019.

Benefits of Participation:

- Meet one-on-one with pre-screened buyers and decision makers from the Netherlands and the UK looking for high-quality US products.
- Showcase and promote your products to some of Europe's most influential buyers and gain information about importer/buyer needs and preferences.
- Expand your foreign market sales into Europe.
- Learn about the opportunities, trends, and demand of the greater European market.
- Complementary lodging is provided, one person per company for the duration of the mission.
- Complementary airfare is provided, London to Amsterdam, coach/economy, one person per company
- In-country ground transportation (excluding airport-to-hotel transportation)

Proposed Itinerary:

September 17th, 2017- Arrival in London, UK

September 18, 2017- B2B Sessions, Product Showcase/Reception



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Dried fruit, nuts, and other specialty bakery ingredients such as sweeteners, flavors/aromas, starches, thickeners and coloring products.

Notes: Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

INDUSTRY FOCUS

Ingredient

September 19, 2017- Site Visits, Market Briefings

September 20, 2017- Travel day, London to Amsterdam

September 21, 2017- B2B Session, Product
Showcase/Reception

September 22, 2017- Site Visits, Market Briefings

September 23, 2017- Travel Day, Depart Amsterdam

Cost of Participation: \$500 per Company

****Cancellation Policy: Due to unique European cancellation policies, committed companies that cancel after August 4th 2017 will be responsible for the full cost of their hotel room(s) which would have been paid for in advance by WUSATA.**