

TRADE SHOW

2017 WUSATA PAVILION AT FOOD AND HOTEL VIETNAM TRADE SHOW

Tuesday, Apr 25 - Thursday, Apr 27, 2017
Registration: Thursday, Nov 3, 2016 - Wednesday, Mar 1, 2017
Ho Chi Minh City, Vietnam | Vietnam

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.

Food and Hotel Vietnam Trade Show ~ Ho Chi Minh City, Vietnam ~ April 25-27, 2017

This trade show is an excellent opportunity for companies to learn more about the growing Vietnam market, build business relationships, or continue to develop existing business relationships. Food and Hotel Vietnam is a strong international show currently in its 9th year. The show is held every other year and is visited by more than 10,000 show attendees. Participating companies will receive a discounted booth, one-on-one meetings with qualified buyers, and a market briefing with the ATO.

Southeast Asia is one of the fastest growing areas in the world with a regional GDP expected to reach approximately \$1.9 trillion in 2020. U.S. exports of agricultural goods to ASEAN countries totaled \$11.5 billion in 2014. Of that \$11.5 billion Vietnam makes up more than 20% of US agriculture exports to ASEAN countries or more than \$2.3 bil. The market for US agriculture goods in Vietnam is growing rapidly with more than 179% growth in less than 5 years from \$1.5 billion in 2010 to \$2.3 billion today. Bulk commodity goods are up almost 15% YTD over last year.

Benefits from participating in the activity:

- Receive a discount on full booths and half booths
- Getting a premium booth location and USA pavilion booth package
- Complimentary interpreter and access to the USA pavilion lounge
- Pre-arranged one-on-one meetings at your booth with qualified buyers

Event Agenda:

- Set-up Day: April 24, 2017
- Trade Show Days: April 25 – 27, 2016
- Departure: April 28, 2017

Company delegates will provide their own:

- International airfare
 - Hotel costs
 - In-country transportation
 - Meals and incidentals
 - Arrangements for product samples
- ***Company personnel will need to obtain a travel visa to enter Vietnam.

WUSATA encourages early registration as booth space is



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

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

INDUSTRY FOCUS

Food Service Products

Retail Products

**limited. If your booth size preference is not available
PLEASE sign up for the waitlist and contact one of the
project managers Paris Dickerson or Rebecca Weber
(contact information provided here).**