

OUTBOUND MISSION

2013 TAIWAN: OUTBOUND MISSION TO TAIWAN

Sunday, Dec 8 - Friday, Dec 13, 2013
Registration: Wednesday, Sep 4 - Tuesday, Oct 1, 2013
Taipei and Taichung, Taiwan | 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: December 8 – 13, 2013** The trade mission will travel to Taipei and Taichung, two key cities in Taiwan. Benefits from participating in the activity: -Meet one-on-one with pre-qualified buyers, importers, and distributors in each location -Showcase products at trade receptions and industry events -Participate in Agricultural Trade Office (ATO) market briefings, port, and retail tours This is an excellent opportunity for companies to participate in Taiwan's growing market. In 2012, Western U.S. companies exported over \$1.4 billion in agricultural products to Taiwan, ranking it as the 8th largest market for agricultural exports from the region. Taiwan is a sophisticated market of over 23 million people where two income families, as well as single-unit households, are increasingly earning higher disposable incomes that can afford imported high-value U.S. food and agricultural products. Companies will be provided: -Lodging, and transportation between cities and meetings (arranged and paid for by WUSATA for one company representative) -Interpreter services **NOTE:** New to the market companies must be export ready. Companies will be expected to cover their own airfare costs, meals, and incidental expenses. Limit one representative per company – additional company delegates may participate at their own expense and must contact WUSATA directly at 360-693-3373 to be added to this event. Space is limited to a maximum of ten companies. WUSATA encourages companies to register early for this popular event.



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) and Specialty Foods. 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

Produce

Retail Products

Seafood