

OUTBOUND MISSION

2012 ASIA: SOUTHEAST ASIA OUTBOUND TRADE MISSION

Monday, Jul 30 - Friday, Aug 3, 2012
Registration: Wednesday, Apr 4 - Wednesday, Jun 13, 2012
Ho Chi Minh City, Vietnam & Manila, Philippines | Philippines

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:

- **Southeast Asia Outbound Trade Mission;** July 30 - August 3, 2012.

The trade mission will travel to **Ho Chi Minh City, Vietnam, and Manila, Philippines**. In each location, individual meetings will be setup with key buyers, importers and distributors of foodservice and retail items. Participants will also receive a market briefing, optional retail tours and coordinated group transportation. Additionally, companies will have the opportunity to walk the USDA endorsed WOFEX show in Manila. TENTATIVE SCHEDULE:

28th - Depart the U.S. 29th - Arrive Ho Chi Minh City 30th - ATO market briefing & one-on-one meetings in Ho Chi Minh City 31st - One-on-one meetings, retail tours and import facility tours 1st - Travel to Manila; retail/import facilities tour if time permits 2nd - ATO market briefing & one-on-one meetings in Manila 3rd - Attend WOFEX - walk show floor, chef demo (TBD) & one-on-one meetings. 4th - Depart Manila



PRODUCT DESCRIPTION

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		
Nutraceutical	Organic	Produce	Retail Products	Seafood	