

## INBOUND MISSION

# 2015 ASIA: SE ASIA CONSUMER-ORIENTED INBOUND TRADE MISSION

Monday, Aug 17 - Saturday, Aug 22, 2015  
Registration: Thursday, Apr 2 - Friday, Aug 14, 2015  
California, Washington, Hawaii | Asia - (inactive)

## 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:

**SE Asia Consumer-oriented Inbound Trade Mission** - (August 17-23, 2015) • Los Angeles, CA: August 17, 2015 • San Francisco, CA: August 18, 2015 • Seattle, WA: August 19-20, 2015 • Honolulu, HI: August 21-22, 2015

This will be an excellent opportunity for companies to participate in the growing Southeast Asia market. As one of the fastest growing areas in the world, the regional GDP expected to reach approximately \$1.9 trillion in 2020. This rise has led to an increase in per capita income levels, and as a result has changed food consumption patterns. According to the International Monetary Fund (IMF), the aggregate gross domestic product for the region has more than tripled over the last decade and each SE Asia countries' per capita income more than doubled over the same period.

Event participants will be able to forge relationships with potential customers/trading partners and gather market intelligence that will help them develop strategies to start or expand sales in these key markets.

**Benefits from participating in the activity:** • Meet one-on-one with pre-screened buyers • Gain information on the market's needs and preferences • Expand your international sales in the region



## 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.

- **Suitable products include, but are not limited to:** Consumer Ready Products, Food Service Products, Processed fruit and vegetable items, Sauces, Jams & Jellies, Oils, Nuts, Chocolate, Coffee, Health & Natural Foods, Snack Foods, Dairy, Meats, Seafood, Beverages & Specialty products, Halal items. \*Information on halal certification is available from the project managers. Halal certification is recommended for the Malaysia market.

## INDUSTRY FOCUS

Food Service Products

Natural/Health

Retail Products

Seafood