

OUTBOUND MISSION

2019 MIDDLE EAST LIVESTOCK NUTRITION OUTBOUND TRADE MISSION TO SAUDI ARABIA AND UAE

Saturday, Oct 19 - Friday, Oct 25, 2019

Registration: Tuesday, May 7 - Friday, Jul 26, 2019 | 12:00 PM

Saudi Arabia, United Arab Emirates | Saudi Arabia | Middle East

<https://wusata2.avibe-stag.com/e/ELYAS1R>



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:

Middle East Livestock Nutrition Outbound Trade Mission to Riyadh, Saudi Arabia & Dubai, UAE ~ October 19-25, 2019

Don't miss this opportunity to participate in an Outbound Trade Mission to Saudi Arabia and the UAE, two of the top animal feed importing countries in the Middle East. The promotion will include one-on-one meetings with qualified buyers, in depth market briefings, an educational seminar on regulatory compliance and government relations, site visits, and diplomatic and trade receptions. Participants will be able to get an on the ground look at the market and the opportunities it presents.

Saudi Arabia has eliminated its domestic forage production. Now is the perfect time to build contacts and networks in the market. The USDA Foreign Agriculture Service (FAS) estimates that 2016 hay imports into Saudi Arabia totaled about 380,000 metric tons (MT). Total forage production in the country was estimated to be about 4 million MT per year. It is unknown how much hay will be eventually imported into the Saudi Arabia, but FAS estimates project imports to reach 1.2 million MT of high-quality alfalfa. Other industry sources have put this number higher. According to FAS, rising demand for feed in the UAE is attributed to a series of factors, including steady growth in population and tourism, large-scale investments infrastructure, preparation for the UAE-hosted World Exposition in 2020, and a food security initiative that focuses on improved food processing and storage capabilities within the country.

Participating companies will need to provide their own:

- International airfare arriving no later than October 19 and departing no earlier than October 26, 2019
- Meals and incidental expenses
- Product samples shipping arrangements

WUSATA will provide:

- Up to six nights lodging at designated mission hotel(s) for **one company representative**
- Coordinated group transportation to meetings
- Custom one-on-one appointments with pre-qualified buyers, importers, and distributors
- Interpreters (where needed for business meetings)
- Market briefings and facility tours

PRODUCT DESCRIPTION

Products of Interest: Livestock nutrition products such as feed, forage and animal supplements.

INDUSTRY FOCUS

Livestock Feed and Nutrition

Companies wishing to attend this trade activity must be export-ready.

Benefits of Participation:

- Learn about the opportunities and demands of two large Middle Eastern Markets
- Meet one-on-one with buyers, importers, and distributors
- Showcase your products to a broad spectrum of potential customers
- Participate in market briefings, facility and logistical tours

Schedule:

October 19: Companies arrive in Riyadh, Saudi Arabia

October 20-22: Meetings and site tours in Riyadh, Saudi Arabia

October 23: Arrive in Dubai, UAE

October 24: Meetings and site tours in Dubai, UAE

October 25: Seminar Program

October 26: Depart to the U.S.

Don't miss this excellent opportunity to reach customers in the Middle East!

Registration Deadline: 07/26/2019