

OUTBOUND MISSION

2017 SE ASIA OUTBOUND TRADE MISSION TO MALAYSIA AND MYANMAR

Monday, Jul 10 - Friday, Jul 14, 2017
Registration: Thursday, Feb 9 - Monday, Jun 12, 2017
Kuala Lumpur, Malaysia and Yangon, Myanmar

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.

SE Asia Outbound Trade Mission to Malaysia and Myanmar ~ July 10 - 14, 2017

This activity is an excellent opportunity for companies to learn more about Malaysia and Myanmar (Burma) markets, build business relationships, or continue to develop existing business relationships. Participating companies will have a variety of tours and one-on-one meetings with qualified buyers in the retail, food service, and ingredient sectors. The outbound is a great opportunity for companies to network and establish contacts with key buyers in both Malaysia and Myanmar.

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. According to USDA, "Malaysia purchased nearly \$1 billion worth of agricultural products from the United States during the 2014 fiscal year. Overall, U.S. farm and food exports to the country have grown 78 percent in the past five years." Exports to Myanmar also present a growth opportunity for U.S. exporters. With a population of over 50 million people and a growing economy, Myanmar's emerging market is expected to see an increase in purchasing power that will drive demand for imports.

Please note: This mission has three participation options.

Option 1: Participating in both Malaysia and Myanmar Mission stops

Option 2: Participating in ONLY Malaysia Mission stop

Option 3: Participating in ONLY Myanmar Mission stop

Benefits from participating in the activity:

- Meet one-on-one with pre-screened buyers from Malaysia and Myanmar looking for high-quality US products.
- Showcase your products and discuss how they can fit into the purchasing plan for these companies.
- Gain information about importer/buyer needs and preferences.
- Participate in market briefings, trade receptions, facility tours, and retail tours.

*** WUSATA encourages early registration as seats are limited.** One participant per company is eligible for WUSATA sponsorship. Additional company representatives who would like to attend at their own cost should contact one of the project managers for approval of attendance.

Company delegates will provide their own:



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Malaysia:

Ingredients (bakery and other food), Food Service Products, Packaged and Snack Foods, Dairy, Health Foods, Beverages, Produce (both fresh and processed) and Specialty Foods.

Myanmar:

Ingredients (bakery and other food), Packaged and Snack Foods, Dairy, Beverages

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Retail
Products			

- International airfare arriving in Kuala Lumpur, Malaysia no later than Sunday, July 9th and departing from Yangon, Myanmar on or after July 15th
- Please note: Companies wishing to participate in only one stop (Malaysia OR Myanmar) should wait for further instruction from Project Managers regarding flight schedule.
- Meals and incidentals
- Arrangements for product samples

For Companies participating in BOTH markets WUSATA will provide:

- Airfare between Kuala Lumpur, Malaysia and Yangon, Myanmar, plus in-country ground transportation to meetings.
- Interpreters for business meetings.
- Hotel stay for up to 3 nights in Kuala Lumpur, Malaysia and 3 nights in Yangon, Myanmar at designated mission hotels (one room per company).

For Companies participating in ONLY ONE market (either Malaysia OR Myanmar) WUSATA will provide:

- In-country ground transportation to meetings.
- Interpreters for business meetings.
- Hotel stay for up to 3 nights in **either** Kuala Lumpur, Malaysia **OR** Yangon, Myanmar at designated mission hotels (one room per company).

*****Company personnel will need to obtain a travel visa to enter Myanmar.**