



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

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Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

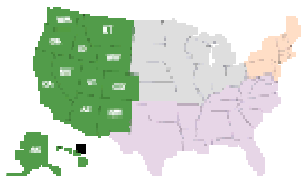
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Trade Missions to Indonesia and Thailand

Immediately before and after the Food & Hotel Asia 2010 Exhibition

April 15 – 17, 2010: Jakarta, Indonesia

April 25 – 27, 2010: Bangkok, Thailand

Benefits from participating in the activity:

Participants will meet one on one with buyers, importers and distributors, showcase their retail and food service items, develop new contacts, identify opportunities, and gain first-hand market intelligence in these growing markets.

Southeast Asia is the fifth largest destination for US agriculture exports, valued at \$7.04 billion in 2008, with consumer oriented products at \$2.21 billion. The region boasts a young urban population with growing disposable incomes. Consumers demand innovative and diverse products and retailers and restaurants seek imports to supply this demand. Modern retail stores have grown rapidly in the last five years with continued growth potential.

The Idaho Department of Agriculture and the Washington State Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activities:

Trade Mission to Indonesia, April 15 – 17, 2010: Jakarta, Indonesia

Trade Mission to Thailand, April 25 – 27, 2010: Bangkok, Thailand

This will be an excellent opportunity for companies to participate in the growing Southeast Asian market.

Two separate trade missions are being offered, one immediately before and one immediately following the FHA/Singapore show. Individual meetings will be set up with key buyers, importers, distributors of food service and retail items. Participants will also receive a market briefing, and have the option to participate in retail visits.

Delegates are eligible for reimbursement of up to 4 nights lodging in each location, and up to \$500 toward airfare required to participate in each mission. Companies will cover their own costs for meals and incidental expenses, as well as providing any materials and sample items for use during the meetings. All meeting arrangements will be provided. Space is limited to 12 people per location with a maximum of 2 delegates per company, filled on a first come, first served basis. If you are an exhibitor in the WUSATA section of FHA/Singapore 2010, there is no additional registration fee required. If you are not an exhibitor in the WUSATA section at FHA/Singapore there is a cost of \$495.00 per person.

Suitable products include, but are not limited to:

- Consumer Ready Products
- Produce, Fresh and Processed
- Beverages
- Food Service Products
- Dairy
- Health Foods
- Snack Foods
- Seafood
- Halal items

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

For more information contact:

Indonesia: Rebecca Weber, Washington, 509-735-3666, RWeber@agr.wa.gov

Thailand: Amanda Albers, Idaho, 208-332-8678, Amanda.Albers@agri.idaho.gov

If you are interested in registering for this activity, please complete and return the attached reservation form by:

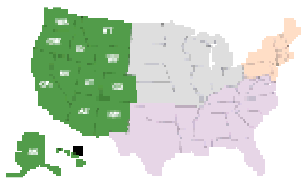
February 26, 2010



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STATE MEMBERS:

- Alaska Dept. of Natural Resources
- Arizona Dept. of Agriculture
- California Dept. of Food and Agriculture
- Colorado Dept. of Agriculture
- Hawaii Dept. of Agriculture
- Idaho Dept. of Agriculture
- Montana Dept. of Agriculture
- Nevada Committee on Economic Development
- New Mexico Dept. of Agriculture
- Oregon Dept. of Agriculture
- Utah Dept. of Agriculture & Food
- Washington State Dept. of Agriculture
- Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at 360/693.3373.

Activity Registration Form

Trade Mission to Indonesia: April 15 – 17, 2010: Jakarta, Indonesia
Trade Mission to Thailand: April 25 – 27, 2010: Bangkok, Thailand

COMPANY INFORMATION:

Company Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: () _____ Cell: () _____ Fax: () _____
 E-mail: _____ Web site: _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Individual meetings will be set up between participating companies and local importers, distributors and/or buyers. Participants will receive a market briefing with the option to participate in retail visits. Delegates are eligible for reimbursement of up to 4 nights lodging in each location, and up to \$500 toward airfare required to participate in each mission (documentation must be provided for reimbursement). Companies will cover their own costs for meals, incidental expenses, and provide any materials and sample items for use during the meetings. Space is limited to 12 people per location with 2 person max/co.

Cost: **\$0** if you are an exhibitor in the WUSATA section of FHA/Singapore 2010.
\$495.00 per person / (max 2 per company) if you are not an exhibitor in the WUSATA section at FHA/Singapore.

- Our company is exhibiting in the WUSATA section of FHA/Singapore 2008.
- We are interested in the **Indonesia** Mission. You may choose one or both locations.
- We are interested in the **Thailand** Mission. You may choose one or both locations.
- \$495 per person. Our company is sending:
 - ___ 1 person (Total cost= \$495)
 - ___ 2 people (Total cost= \$990)

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: February 26, 2010

Return the completed Activity Registration Form by fax: (360) 693-3464

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 240, Vancouver WA 98662.

Authorized Signature: _____
 Printed Name: _____
 Date: _____