



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

STATE MEMBERS:

*Alaska Dept. of
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Economic Development*

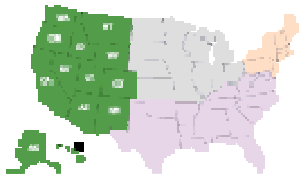
*New Mexico Dept. of
Agriculture*

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.

Food Taipei 2010

The 20th Taipei International Food Show
Cooking Up Great Opportunities – USA Pavilion

June 23-26, 2010
Taipei, Taiwan

Benefits from participating in the activity:

With over \$1.34 billion in exports in 2008, Taiwan ranks as the 6th largest international market for agricultural exports from WUSATA states.

One of the key trends among Taiwanese consumers is in the health and wellness food and beverages sector (2008 total retail sales of \$2.6 billion), with most of the growth forecasted in the fortified, functional and naturally healthy food and beverage products that appeal to the on-the-go consumer and consumers of all ages that are seeking a healthy lifestyle.

This activity is an opportunity to promote your products in the WUSATA booths that will focus on health and wellness by demonstrating preparation methods for smoothies, drinks, snacks and meals that appeal to the Taiwanese consumer.

Food Taipei 2010 is one of the largest and most popular food shows in Asia, and is the best platform to launch and promote your products and provides direct access to local food importers, wholesalers, distributors, retailers and consumers. In 2009, this show attracted nearly 4500 international buyers and more than 40,000 domestic visitors.

The Hawaii and Oregon State Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Food Taipei 2010 Trade Show – Cooking Up Great Opportunities
June 23 – 26, 2010

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

Suitable products include, but are not limited to:

- » Fruits and fruit products
- » Nuts
- » Naturally healthy products
- » Fortified, functional food & drinks
- » Food supplements
- » Cereals and grains

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

Please contact Sharon Hurd at the Hawaii State Department of Agriculture by phone at (808 973-9465) or by email at: sharon.k.hurd@hawaii.gov or Amanda Welker at the Oregon State Department of Agriculture at (503 872-6600) email awelker@oda.state.or.us for more information.

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

April 2, 2010



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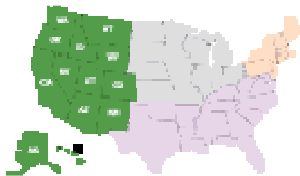
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WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) 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

Food Taipei 2010
The 20th Taipei International Food Show, Taipei, Taiwan
June 23 – 26, 2010

COMPANY INFORMATION:

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

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Booths come built and furnished with partition wall, carpet, reception desk (1), round table (1), folding chairs (2), wall shelves (3), spotlights (5), electrical outlet (1-110V), and wastebasket (1). Booth participation fees:

Early Bird Participation Fees *deadline April 2nd 2010*

- 9sqm Booth \$1,340
- 4.5 sqm Booth \$1,000

***discount applies to first booth only*

Standard Participation Fees *after April 2nd, 2010*

- 9sqm Booth \$2,340
- 4.5 sqm Boot \$1,500

Two exhibitors share one booth with no partition walls in between

Space is limited and booth allocation will be determined on a first come, first-served basis according to the order applications and payments are received.

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: April 2, 2010

Return the completed Activity Registration Form by FAX to: **(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: _____