



WUSATA

Western U.S. Agricultural Trade Association

Taiwan Consumer Oriented Inbound Mission to Idaho & Oregon

August 7-11, 2017

Take advantage of this Inbound Trade Mission from Taiwan to participate in this growing market without having to travel overseas. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Taiwan Consumer Oriented Inbound Trade Mission to Idaho and Oregon August 7 - 11, 2017

This will be an excellent opportunity for companies to participate in the growing Taiwan market. The U.S. Western States were recently ranked the 8th largest agricultural export market in the region. Popular food products that are appealing to regional consumers include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs). Taiwan buyers are focusing on how to meet this demand.

[Register Now on Our Events Calendar!](#)

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Feature your products and learn about regional preferences
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

Proposed Itinerary:

- August 7 & 8, Monday and Tuesday, Boise, Idaho - One-on-one meetings
- August 9, Wednesday - Delegation departs Boise, ID to Portland, OR
- August 10 & 11, Thursday and Friday, Portland, OR - One-on-one meetings

Participation Fee: \$20 per company

Registration Deadline: July 28, 2017

Suitable products include but are not limited to: Healthy snacks, functional foods, fruits, vegetables, specialty foods, coffee, wine, beer, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

WUSATA:

4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662

www.wusata.org 360-693-3373