



# WUSATA

Western U.S. Agricultural Trade Association

## Inbound Food Service Trade Mission From Taiwan to visit Idaho and Hawaii August 15-21, 2016

Participate in one on one meetings with buyers from the growing Taiwan market at this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Consumer Oriented products are in demand in the Taiwan market and buyers are looking for products to meet this need. The Taiwan Agricultural Trade Office (ATO) reports that popular food products that are the most appealing to consumers offer convenience, are unique, and are functional to a healthy diet.

In 2015, US Western States exported over \$1.45 billion in agricultural products, making this opportunity one you do not want to pass up. The chance to meet with international buyers face to face is an opportunity that is unique to WUSATA trade missions. Register today!

### Benefits of Inbound Trade Mission Participation:

- Meeting one-on-one with pre-qualified buyers
- Showcasing your products and learning firsthand about opportunities and buyer preferences
- Discuss buyer plans for promoting healthy, active lifestyles

**Register now on our  
events calendar!**



### Proposed Itinerary:

- August 16-17– Boise, Idaho
- August 19-20 – Honolulu, Hawaii

**Participation Fee: \$25 per company**

**Registration Deadline: August 8, 2016**

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

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