



WUSATA

Western U.S. Agricultural Trade Association

SE Asia Consumer Oriented Inbound Mission to California, Washington & Hawaii

August 14-19, 2017

Meet with buyers in the growing SE Asia 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.

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Home to over 600 million people, SE Asia is experiencing strong urban growth, rising incomes, increased participation in the workforce, and lack of sufficient arable land to grow all of their own food. Consumers tend to have a favorable opinion of U.S. foods and consider them of high quality. In 2016, western U.S. exports of food and agricultural products to the seven-country ASEAN region was US \$4.6 billion, with growth far outpacing the general trend for US agriculture exports. Take advantage of this Inbound Trade Mission and showcase your products to buyers in this sought-after market.

**Register Now on Our Events
Calendar!**

Benefits of Participation:

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

Proposed Itinerary:

- Aug 14 - One on one meetings in Los Angeles
- Aug 15 - One on one meetings in San Francisco/Oakland
- Aug 16 - One on one meetings & site visits in Seattle
- Aug 18 - One on one AM meetings in Honolulu
- Aug 19 - One on one meetings in Honolulu

Participation Fee: Complimentary

Registration Deadline: August 4, 2017

Suitable products include but are not limited to: Consumer oriented products suitable for retail or foodservice applications - Sauces, Condiments, Snacks Foods, Meats, Seafood, Processed Fruit & Vegetable Products, Healthy, Natural & Specialty Foods, and Halal items. (*Information on halal certification is available from the project managers. Halal certification is recommended for Malaysia and Indonesia.)

WUSATA:

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

www.wusata.org 360-693-3373