

## Taiwan Consumer-Oriented Inbound Mission August 12-16, 2014 Honolulu, HI and Boise, ID

### Event Benefits:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Showcase your products and learn about buyer preferences
- Discuss buyer plans for promoting healthy, active lifestyles

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

This will be an excellent opportunity for companies to participate in the growing Taiwan market. In 2013, Western states exported over \$1.35 billion in agricultural products to Taiwan, ranking it as the 8th largest market for agriculture exports from the region. According to reports from the Taiwan Agricultural Trade Office, popular food products, that are appealing to both adults and children, include foods that offer convenience (ready-to-eat), specialty (unique), and are functional (health, weight, dietary needs). Taiwan buyers are focusing on how to meet the predicted demand.

MEETINGS: Boise, ID: August 12 & 13

Honolulu, HI: August 15 & 16

### **Products of Interest\*:**

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 more.

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

### Registration Deadline:

**July 31, 2014**

### Participation Fee:

**\$25.00 per company**

### Managing States:

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### To Register:

[login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!