



WUSATA

Western U.S. Agricultural Trade Association

SE Asia, Japan & Taiwan Foodservice Inbound Trade Missions Idaho, Oregon & Hawaii September 24-28, 2018

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

SE Asia, Japan & Taiwan Foodservice Inbound Buying Missions

Boise, ID ~ September 24 - 25

Portland, OR ~ September 27 - 28

Honolulu, HI ~ September 27 - 28

SOUTHEAST ASIA: Southeast Asia is home for more than 640 million people living in Indonesia, Vietnam, Malaysia, Thailand, the Philippines, and other neighboring countries. In 2017, the U.S. exported over \$11.5 billion in agricultural products to the top markets in Southeast Asia. According to reports from regional Agricultural Trade Offices (ATO), key opportunities exist for high-quality consumer-oriented products, fresh produce, frozen products, ingredients, healthy foods, and beverages

JAPAN: In 2017, the U.S. exported \$11.9 billion in agricultural products to Japan, ranking it the 4th largest agricultural export market in the region. According to reports from the Japan Agricultural Trade Office (ATO), key opportunities exist for functional and healthy food options, as well as clean label food products. Popular food products include on-trend food and beverage products, convenience foods, premium ingredients for processing and foodservice sector, healthy snacks, craft beverages, and specialty foods.

TAIWAN: In 2017, the U.S. exported over \$3.3 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market. According to reports from the Taiwan Agricultural Trade Office (ATO), key opportunities exist for high-value consumer-oriented products. In addition, beef, fresh produce, tree nuts, cheese, and pet food continue to see market growth. Food products that are appealing to buyers also include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs)

Benefits of Participating:

- Meet one-on-one with pre-qualified buyers from Taiwan, Japan, and SE Asia
- Feature your products and learn about regional preferences

**Register Now on Our Events
Calendar!**

Buyers from SE Asia, Japan & Taiwan will be in Boise, ID and Portland, OR. Honolulu, HI will have SE Asia buyers only. **Separate registration is required to participate.**

Participation Fee: \$10 per company, per market group

Registration Deadline: September 19, 2018

Suitable products include, but are not limited to: healthy snacks, functional foods, value-added fresh/frozen fruits & vegetables, specialty foods, ingredients, coffee, natural and organic products, frozen foods, sauces and dressings, non-alcoholic beverages, prepared foods, value-added nuts, spices, and other related packaged and branded products.