

Taiwan Consumer-Oriented Inbound Trade Mission Honolulu, HI & Portland, OR August 18 - 22, 2015

Event Benefits:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Feature your products and learn about regional 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 2014, U.S. Western States exported over \$1.57 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market in the region. According to reports from the Taiwan Agricultural Trade Office (ATO), 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.

Meetings: August 18-19, 2015 in Portland, OR & August 21-22, 2015 in Honolulu, HI

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 other related products.

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

Registration Deadline:

July 17, 2015

Participation Fee:

\$25.00 per company

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