

SE Asia Consumer-Oriented Inbound Trade Mission August 17-22, 2015 California, Hawaii and Washington

Event Benefits:

- Meet one-on-one with pre-screened buyers
- Gain information on the market's needs and preferences
- Expand your international sales in the region

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 Southeast Asia market. As one of the fastest growing areas in the world, the regional gross domestic product (GDP) expected to reach approximately \$1.9 trillion in 2020. This rise has led to an increase in per capita income levels, and as a result has changed food consumption patterns. According to the International Monetary Fund (IMF), the aggregate GDP for the region has more than tripled over the last decade and each Southeast Asia countries' per capita income more than doubled over the same period.

Event participants will be able to forge relationships with potential customers/trading partners and gather market intelligence that will help them develop strategies to start or expand sales in these key markets.

Products of Interest*:

Suitable products include but are not limited to: Consumer ready products, food service products, snack foods, processed fruit and vegetable items, dairy, health foods, seafood, meats, beverages, nuts, Halal items, and more.

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

Registration Deadline:

August 7, 2015

Participation Fee:

Complimentary

Managing States:

Rebecca Weber - WA Dept of Ag - 509-735-3666

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