



MAKE THE WORLD YOUR CUSTOMER

The Western United States Agricultural Trade Association

2025 FundMatch Tutorial
Outbound Trade Missions

Agenda

1. Getting to Know WUSATA
2. What is FundMatch?
3. The FundMatch Process
4. Outbound Trade Missions
5. Claims Submission
6. Wrap up



MAKE THE WORLD
YOUR CUSTOMER

Getting to Know WUSATA

We are...



Non-Profit Trade Association



40+ Years of Exporting Focus



Global Network of Resources



Partner & Advocate

Funded by the USDA's
Market Access Program



Our Programs

Export Readiness

If you're just getting started, no worries! Our Export Readiness program is a collection of resources for new-to-export or new-to-market companies including market intelligence reports and webinars.



Global Connect

Looking to meet with international buyers? Global Connect is our event-based program where we introduce participants to pre-qualified buyers at trade shows, missions, and through trade leads.



FundMatch

Double your international marketing budget with our FundMatch program! The FundMatch program helps companies expand their reach through 50% reimbursement of eligible international marketing initiatives.



What is the FundMatch Program?

The FundMatch Program assists eligible agribusinesses and agricultural suppliers, to compete internationally by providing 50% reimbursement for eligible marketing expenses and activities to promote the Brands and Products of the USA.

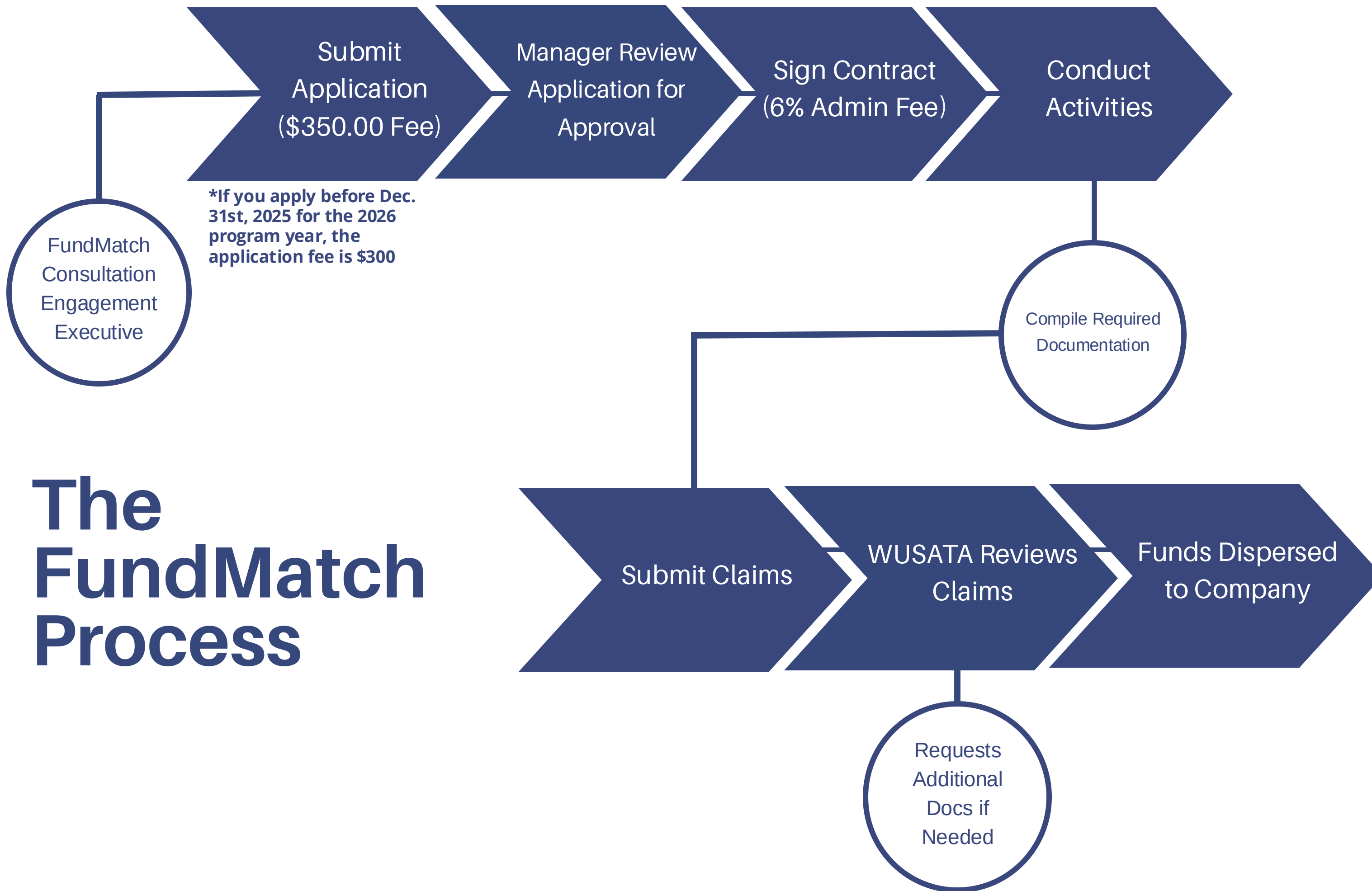


DO YOU QUALIFY FOR FUNDMATCH?

- ✓ Headquartered in the Western U.S. Region
- ✓ Small to Medium Agribusiness
- ✓ Products are at least 50% U.S. Grown
- ✓ Operating business for one year



The FundMatch Process



See pages 10-16 of the FundMatch Guide for full description and instructions



U.S. ORIGIN STATEMENT

U.S. Origin Examples	Eligible	Ineligible
Product of the USA or Product of America	✓	
Grown in the USA or Grown in America	✓	
Made in the USA or Made in America	✓	
Product of California, Grown in Oregon, Made in Montana	✓	
Wine of California, is acceptable for U.S origin statement. State or territory must be spelled out in its entirety.	✓	
Seals and logos with state name or U.S. agency, American flag, USA Pavilion Sign		✗
Product that includes part of the brand (i.e. Texas Style Chili, Bob's American Pizza, U.S. Apples)		✗
Physical address line that includes state's name and USA		✗
"Distributed by" "Manufactured in" "Produced in," "Handcrafted by," "Packed in," "Imported From," "Origin From"		✗
Product of CA, Grown in OR, Made in MT		✗
The company name includes a geographic origin statement (e.g., Florida Orange Juice, Fancy Washington Apples Co.)		✗

Important Points:

- Brand/Company names with U.S., America, and/or State in the title do not fulfill the origin statement requirement.
- “Bottled by” or “Produced in” statement is acceptable for wine or spirits only.
 - Example: Bottled by Bob's Winery, Napa, California
- Any state or territory of the United States of America must be spelled out in its entirety
 - ☒ Made in Montana ☐ Made in MT



OUTBOUND TRADE MISSIONS

- Outbound Trade Missions: An overseas visit by a group of U.S. businesses to meet potential buyers or agents coordinated by WUSATA, State Regional Trade Groups (SRTGs), or the USDA.
- WUSATA Outbound Trade Missions, USDA ATMS, and other cooperator Outbound Trade Missions, if pre-approved, are eligible.



OUTBOUND TRADE MISSIONS

Eligible Expenses

- ✓ Trade mission registration or participation fees
- ✓ Freight
 - Shipping samples, materials, and equipment to and from an eligible promotional activity
- ✓ Printed Sales Materials
 - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale (POS) materials that promote FM approved products
 - Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement
 - Must target a foreign audience
- ✓ Giveaways
 - Eligible amount up to \$4 per unit
 - No U.S. origin statement necessary
 - Must display brand name

OUTBOUND TRADE MISSIONS

Eligible Expenses

✓ Travel

Will depend on what is being offered to you through the Outbound Mission

- For example: If the WUSATA Global Connect program is covering a hotel stay for one company representative, then you cannot claim the lodging through FundMatch for the same company representative.
 - Can cover the lodging for your second company representative.

✓ Lodging

- Covers 2 company representatives (see above for exclusions)
- Nightly rate follows per diem rate for location
- Eligible travel days only (one day before, one day after)

✓ Meals & Incidentals

- Covers 2 company representatives
- Daily per diem rate for location
- Eligible travel days only (one day before, one day after)

✓ Passports, Visas, Inoculations

OUTBOUND TRADE MISSIONS

Eligible Expenses

✓ Travel (continued)

✓ Airfare

- Cover 2 company representatives

Flights must adhere to the following guidelines:

- Must comply with the Fly America Act
- Up to full fare economy class
- Flights must not include any side trips or trip extensions
 - Can fly 5 days before and 5 days after the mission without requiring a quote
 - Remember: we will only pay lodging and M&IE 1 day before and 1 day after the Outbound Mission

When a quote is required:

- Upgrading your flight
 - Unless you provide the documentation of your economy flight which you purchased first and then upgraded
- Flying outside of the 5 days before and 5 days after

Quote requirements:

- Be pulled within 24 hours of purchasing your actual flight
- Be pulled from the same airline
- Show the date the quote was pulled (screenshot must include time stamp on computer)

1 All fares shown are the total price roundtrip, per person. [Additional bag charges may apply.](#) Fare attributes apply to flights operated by United and United Express*. United flights may be listed first.

Compare fare types Show calendar

	Basic Economy (most restrictive)	Economy	Economy (fully refundable)	Premium Economy	Business
RECOMMENDED FLIGHT					
NONSTOP					
Arrives May 5					
10:45 AM					
2:20 PM					
LAX					
TH, 35M					
NRT					
UA 32 (Boeing 787-9 Dreamliner)					
1 Arrival airport is near HND					
Details Seats					
488 kg CO ₂					
United Economy (K)					
United Economy (K)					
United Economy (K)					
United Premium Plus (R)					
United Polaris Business (Z)					

When in doubt, contact
your Engagement
Executive!

OUTBOUND TRADE MISSIONS

Ineligible Expenses

- ✗ Cost of product samples
- ✗ Shipping of product orders
- ✗ Cost of rental vehicle to transport product
- ✗ Media/press release items and associated labor
- ✗ Travel
 - Ground transportation (taxis, Uber, metro, etc.)
 - Baggage fees
- ✗ Any expense covered by the Global Connect Program or other generic program
- ✗ Missions to a country not listed and approved in your marketing plan
- ✗ Events that do not display your brand name or U.S. Origin Statement

OUTBOUND TRADE MISSIONS

Ineligible Expenses

- ✘ Materials without a valid U.S. Origin Statement or brand name
- ✘ Printed materials
 - Lack U.S. Origin Statement and brand name
 - Do not target a foreign audience
 - Business cards
 - Seasonal greeting cards
 - Materials for unapproved FundMatch products
 - Tied to coupon or price reduction
- ✘ Giveaways:
 - Lack brand name
 - Tied to coupon or price reduction
 - Cost of product
 - Over \$4 per item

CLAIM DOCUMENTATION

1. Invoices:

- Name, address, contact info of vendor
- All itemized charges
- Name of payer & company contact info

2. Proof of payment:

- Bank or credit card statements in PDF format, 1st page and page of transaction.
- If paid by check, submit check image with corresponding bank statement.
- If paid by wire – include wire transfer plus the corresponding bank statement.

3. Proof of activity:

- The following photos are required:
 - One-on-one business meetings with tabletop display of approved products
 - Ensure that your brand name and U.S. Origin Statement are displayed and can be seen in the photos, must be separate from your products
 - ATO market briefing
 - Photos of travelers at the event



CLAIM DOCUMENTATION (continued)

- **Travel documentation:**
 1. ATO Travel Notification
 2. Flight Tickets/Itineraries
 3. Boarding Passes
 4. Hotel Folios
- **Itinerary or agenda**
- **List of all products displayed/promoted**
- **List of contacts made (photocopies of business cards suffices)**
- ***Other eligible items like freight and point of sale materials have their own set of claim documentation requirements**



PRORATION

- **All products that are promoted at activities must be approved products from your current FundMatch Application.**
- Example: Company exhibits at an Outbound Mission and markets 6 total products and 2 new products are not on their approved product list for FundMatch.
 - The claim would be prorated 4/6 or 67% based on only the approved products and then reimbursed at 50%.
 - If the total claim is $\$5,000.00 \times .67 = \$3,350.00 \times .50 = \$1,675.00$ instead of the \$2,500.00 if all products were approved.
- Keep this in mind and if you have any questions, contact your Engagement Executive for guidance.
- If you market other brands or products that are not approved, the activity will be prorated. This applies to trade shows, trade missions, displays demos, advertisements, etc.

PRODUCT AMENDMENTS

- Must be completed prior to your activity
- Sign-in to your current FundMatch Application
 - Select 'Products'
 - Add the new product
 - Upload the label and origin statement
 - Complete the submission

It will take a few days for the FundMatch manager to review/approve.
Expect email confirmation or check your Dashboard for updates.



1

Prior to your activity, Sign onto your WUSATA account and verify that the country market of your activity is listed and that the products exhibited at the activity are approved. Also, make sure you have filed your Travel Notification at the ATO/Travel tile.

2

Any updates or changes must be submitted online and approved prior to your event

3

When ready to submit your claim, upload all your documents onto your computer or laptop for easy use in the claims process, our online program accepts several document types.

4

Total your Expenditures – You will need the number to add onto the first Claim Detail Screen.

TIPS FOR SUCCESS

ONLINE CLAIM SUBMISSION

How to submit a claim

Login to MyWUSATA > FundMatch Program tile > Claims > Start Claim

1.


Event Search


My Events


Surveys


FundMatch Program


My Invoices


Trade Leads

2.

2024

FundMatch Application
Amendment

Application Summary
Download

Online Contract (MAP)
Complete

Product Info
Amendment

Marketing Plans
Amendment

Claims
0 Claims

3.

Claims

View claims by searching below. To submit a claim use the Start Claim button.

Search Options

2024

Submission Start Date

Status

SEARCH

Funding Source

Submission End Date

Country

Reset

Status

Program Year

Funding

Market

Claim #

Submitted

Contact

To search please select from the filters above.

ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: Outbound Mission Registration

Invoice



INVOICE STATEMENT

Products of the U.S.A.



Date: 10-18-2024

Reference No.: EV24-01749

To: [REDACTED]

Subject: Event Registration Invoice

Invoice Detail

Description	Event Title	Activity Code	Amount
2024 Latin America Outbound Trade Mission Passes - Quantity: 1	2024 Latin America Outbound Trade Mission	M24GXLAPOB	\$750.00
Processing Fee			\$26.25
Total Charged:			\$776.25

Payments Received

Description	Event Title	Activity Code	Amount
10-25-2024 - Credit Card - xxxxxx-xxxx-xxxx-xxxx	2024 Latin America Outbound Trade Mission	M24GXLAPOB	\$750.00
10-25-2024 - Credit Card - xxxxxx-xxxx-xxxx-xxxx			\$26.25
Total Paid:			\$776.25
Balance Due:			\$0.00
Due Date:			11-01-2024
Paid On:			10-25-2024

Proof of Payment

WUSATA SAMPLE ONLY

Pearl's Jam

ADDRESS

CITY, STATE, ZIP

DATE 3-10-2018

1237

01-23456789

PAY TO THE ORDER OF

Canada Outbound Mission

\$ 5,000.00

Five Thousand Dollars and 00 cents USD

DOLLARS

FundMatch Bank

ADDRESS

CITY, STATE, ZIP

FOR Invoice #4457

Pearl Johnson

XXXXXX XXXXXXXXXX XXXXXXXX1237

Checking Account

ACCOUNT #: xxxxx1234 | March 1, 2018 -- March 31, 2018 | Page 1 of 20

BANK
LOGO

Pearl's Jams

ADDRESS

CITY, STATE, ZIP

Account Summary

Credits

Electronic deposits/bank credits

Date	Amount	Description
3/5	578.03	In wire; ref. 12345645654xxxx
3/15	2,111.29	Daily deposits
3/30	7,133.82	Daily deposits

Debits

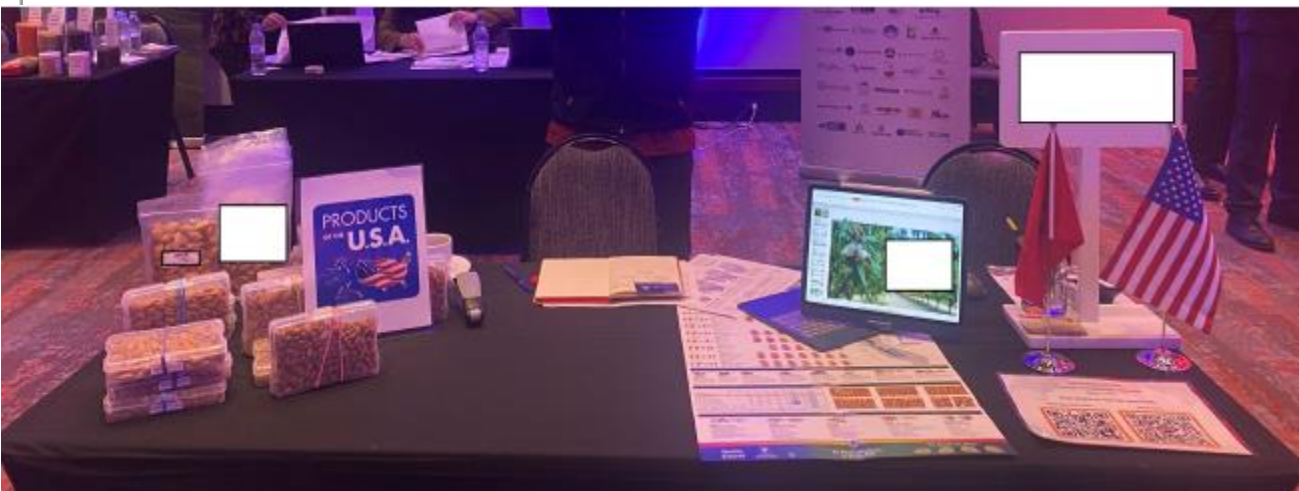
Checks paid

Check Number	Amount	Date	Check Number	Amount	Date
1234	100.00	3/2	1241	7,150.00	3/16
1235	350.00	3/3	1242	80.00	3/17
1236	3,841.96	3/5	1243	650.00	3/19
1237	5,000.00	3/10	1244	1,294.35	3/20
1238	1,250.00	3/10	1245	13,072.68	3/23
1239	7482.79	3/12	1246	4,000.00	3/23
1240	58,787.08	3/15	1247	200.00	3/29

Electronic withdrawals/bank debits

Date	Amount	Description
3/3	13,065.94	Wire transfer to ABC Company; ref. 1234567599xxxx
3/11	2,000	Withdrawal
3/28	948.31	Wire transfer to Bank; ref. 1234567637xxxx

Proof of Activity



ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: Travel - Airfare

Invoice

06/02/2018

www.uscanline.com

U.S. CARRIER

Confirmation #: XYZ123
Passenger Name: PEARL JOHNSON

Wed, 20 Sept 2018	DEPART	ARRIVE
US 0202	Portland, Oregon (PDX)	Chicago, Illinois (ORD)
Economy (V)	8:00 am	2:05 pm
US 0101	Chicago, Illinois (ORD)	Toronto, ON, Canada (YYZ)
Economy (V)	3:30 pm	5:00 pm
Tue, 25 Sept 2018	DEPART	ARRIVE
US 0303	Ottawa, ON, Canada (YOW)	Chicago, Illinois (ORD)
Economy (V)	10:00 am	11:35 am
US 0404	Chicago, Illinois (ORD)	Portland, Oregon (PDX)
Economy (V)	1:00 pm	5:35 pm

Flight Receipt
Ticket #: 222555888996663
Ticket Issue Date: 02 June 2018
Ticket Expiration Date: 02 June 2018

Method of Payment
FM *****7777

\$565.00 USD

Charges
Base Fare \$418.10 USD
Taxes, Fees and Charges \$146.90 USD
TICKET AMOUNT \$565.00 USD

Proof of Payment

FundMatch Bank

STATEMENT

Billing Cycle June 1, 2018 - June 30, 2018
Account Ending in 7777

New Balance \$3,886.62
Minimum Payment Due \$50.00

Pearl's Jam
[Street Address]
[City, ST, ZIP Code]

Previous Balance	Payments and Credits	Fee and Interest Charges	Transactions	New Balance
\$2,568.78	\$2,568.78	\$0.00	\$3,996.62	\$3,996.62

TRANSACTIONS

DATE	DESCRIPTION	AMOUNT
1-Jun	AUTO INSURANCE 877-888-9595	\$200.00
2-Jun	US CARRIER 222555888996663TX	\$565.00
3-Jun	POSTAGE #3216SEATTLEWA	\$52.00
4-Jun	OFFICE SUPPLIES #905748VANCOUVERWA	\$78.85
5-Jun	COFFEE TO GO #07902PORTLANDOR	\$4.65
5-Jun	OFFICE SUPPLIES #905748VANCOUVERWA	\$55.65
5-Jun	TAXI CAB #85092PORTLANDOR	\$14.00
9-Jun	GAS STATION 009945668235SEATTLEWA	\$32.00
11-Jun	POSTAGE #3216SEATTLEWA	\$30.00
13-Jun	GIFTS ONLINE	\$125.89
15-Jun	TAXI CAB #85092PORTLANDOR	\$12.00
17-Jun	EXPRESS FREIGHT 503-444-4444PORTLANDOR	\$900.00
23-Jun	GAS STATION 009945668235SEATTLEWA	\$28.00
24-Jun	COFFEE TO GO #07902PORTLANDOR	\$5.42
24-Jun	FAST FOOD LANE GRESHAMOR	\$16.16
26-Jun	PACKAGING & LABELS	\$777.00
28-Jun	GRAPHIC DESIGN PRO416-888-8888	\$1,100.00

REMITTANCE

Acct ending	7777
Date	6/30/2018
Amount Due	\$50.00
Amount Enclosed	

ATO Travel Notification

Pearl Johnson

From: Pearl Johnson
Sent: Tuesday, August 15, 2018 3:16 PM
To: agtoronto@fas.usda.gov
Subject: Travel Notification
Attachments: 2018_Travel_Notification.dox

Hi ATO office,

On behalf of Pearl's Jam, I will be coming to Toronto for the Canada Trade Show on September 21 – 25, 2018. I arrive on September 20th and depart on September 26th.

Thanks,

Pearl Johnson

Owner
Pearl's Jam
(503) 555-5555

Proof of Activity



Air Company

Boarding pass

Have a nice flight

Name of passenger
JOHN DOE

From
Zürich

To
Punta Cana

Gate
05

Flight
IAF123

Date
12 DEC 14

Boarding till
06:40

Time
07:15

Seat
15A

Name of passenger
JOHN DOE

From
Zürich

To
Punta Cana

Gate
05

Flight
IAF123

Date
12 DEC 14

Boarding till
06:40

Time
07:15

Seat
15A

ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: Travel - Lodging

Invoice/Final Folio

CANADA LODGING TORONTO			
Pearl Johnson Pearl's Jam [Address] [City, ST, ZIP Code] [Phone]		Room No. : 200 Arrival: September 20, 2018 Departure: September 25, 2018 Folio No. : ABC5555	
DATE	DESCRIPTION	CHARGES	CREDITS
9/20/18	Accommodation	\$150.00	
9/20/18	City Tax	\$15.00	
9/21/18	Accommodation	\$150.00	
9/21/18	City Tax	\$15.00	
9/22/18	Accommodation	\$150.00	
9/22/18	City Tax	\$15.00	
9/23/18	Accommodation	\$150.00	
9/23/18	City Tax	\$15.00	
9/24/18	Accommodation	\$150.00	
9/24/18	City Tax	\$15.00	
9/25/18	Payment - FM Credit		\$825.00
TOTALS		CAD 825	CAD 825
BALANCE		\$0.00	

Proof of Payment

FundMatch Bank		STATEMENT	
Billing Cycle June 1, 2018 - June 30, 2018 Account Ending in 7777		New Balance \$3,886.62	Minimum Payment Due \$50.00
Pearl's Jam [Street Address] [City, ST, ZIP Code]		Previous Balance \$2,568.78	Payments and Credits \$2,568.78
		Fee and Interest Charges \$0.00	Transactions \$3,996.62
		New Balance \$3,996.62	
TRANSACTIONS			AMOUNT
DATE	DESCRIPTION		
1-Jun	AUTO INSURANCE 877-888-9595		\$200.00
2-Jun	US CARRIER 222555889996663TX		\$565.00
3-Jun	POSTAGE #3216SEATTLEWA		\$52.00
4-Jun	OFFICE SUPPLIES #905748VANCOUVERWA		\$78.85
5-Jun	COFFEE TO GO #07902PORTLANDOR		\$4.65
5-Jun	OFFICE SUPPLIES #905748VANCOUVERWA		\$55.65
5-Jun	TAXI CAB #85092PORTLANDOR		\$14.00
9-Jun	GAS STATION 00994566825SEATTLEWA		\$32.00
11-Jun	POSTAGE #3216SEATTLEWA		\$30.00
13-Jun	GIFTS ONLINE		\$125.89
15-Jun	TAXI CAB #85092PORTLANDOR		\$12.00
17-Jun	EXPRESS FREIGHT 503-444-4444PORTLANDOR		\$900.00
23-Jun	GAS STATION 00994566825SEATTLEWA		\$28.00
24-Jun	COFFEE TO GO #07902PORTLANDOR		\$5.42
24-Jun	FAST FOOD LANE GRESHOMOR		\$16.16
26-Jun	PACKAGING & LABELS		\$777.00
28-Jun	GRAPHIC DESIGN PRO416-888-8888		\$1,100.00
REMITTANCE			
Acct ending	7777		
Date	6/30/2018		
Amount Due	\$50.00		
Amount Enclosed			

Proof of Activity



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Pearl's Jam
(503) 555-5555

Per Diem Rate

WUSATA SAMPLE ONLY

10/15/2016

https://acprah.state.gov/web920/per_diem_action.asp?PrintView=1&MenuId=16&CountryCode=1079



Foreign Per Diem Rates In U.S. Dollars
DSSR 925

Country: CANADA
Publication Date: 10/01/2018

Country Name	Post Name	Season Begin	Season End	Maximum Lodging Rate	M & IE Rate	Maximum Per Diem Rate	Footnote
CANADA	Bariff	01/01	12/31	285	84	369	N/A
CANADA	Calgary	01/01	12/31	244	121	365	N/A
CANADA	Dartmouth	01/01	12/31	182	136	318	N/A
CANADA	Edmonton	01/01	12/31	172	72	244	N/A
CANADA	Fort McMurray, Alberta	01/01	12/31	210	92	302	N/A
CANADA	Fredericton	01/01	12/31	174	119	293	N/A
CANADA	Gander, Newfoundland	01/01	12/31	157	111	268	N/A
CANADA	Goose Bay	01/01	12/31	182	110	272	N/A
CANADA	Halifax	01/01	12/31	182	136	318	N/A
CANADA	Kelowna	01/01	12/31	186	128	314	N/A
CANADA	London, Ontario	01/01	12/31	115	94	209	N/A
CANADA	Mississauga	01/01	12/31	97	66	163	N/A
CANADA	Moncton	01/01	12/31	148	113	261	N/A
CANADA	Sidney	01/01	12/31	141	102	243	N/A
CANADA	St. John's, Newfoundland	01/01	12/31	176	136	312	N/A
CANADA	Toronto	05/01	10/31	223	118	341	View
CANADA	Toronto	11/01	04/30	162	112	274	View
CANADA	Vancouver	05/15	09/15	314	140	454	N/A
CANADA	Vancouver	09/16	05/14	179	127	306	N/A

ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: Travel – M&IE

M&IE Calculation

MEALS & INCIDENTAL EXPENSES (M&IE) - Per diem based on location and dates. Do not include receipts.		
E. Per Diem M&IE rate for the trade show city for the month of the show: <i>(Rates can be found at http://aoprals.state.gov/web920/per_diem.asp)</i>	\$ 118.00	Eligible travel dates 9/20 - 9/25 6 days total 4 at 100% 2 at 75%
F. Number of days eligible for full M&IE = Number of travel days minus 2: <i>(First and last travel days are eligible for 75% reimbursement.)</i>	4	
G. Amount of full M&IE allowance = E x F	\$ 472.00	
H. Number of days eligible for 75% M&IE allowance	2	
I. Amount of 75% M&IE allowance = (E x 2) x 75%	\$ 177.00	
M&IE TOTAL (G + I)		\$ 649.00

ATO Travel Notification

Pearl Johnson

From:

Pearl Johnson

Sent:

Tuesday, August 15, 2018 3:16 PM

To:

agtoronto@fas.usda.gov

Subject:

Travel Notification

Attachments:

2018_Travel_Notification.docx

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Thanks,


Pearl Johnson

Owner
Pearl's Jam
(503) 555-5555

Per Diem Rate

WUSATA SAMPLE ONLY

10/15/2016 https://aoprals.state.gov/web920/per_diem_action.asp?PrintView=1&MenuId=16&CountryCode=1079



U.S. DEPARTMENT OF STATE
BUREAU of ADMINISTRATION

Foreign Per Diem Rates In U.S. Dollars
DSSR 925

Country: CANADA
Publication Date: 10/01/2018

Country Name	Post Name	Season Begin	Season End	Maximum Lodging Rate	M & IE Rate	Maximum Per Diem Rate	Footnote
CANADA	Bariff	01/01	12/31	285	84	369	N/A
CANADA	Calgary	01/01	12/31	244	121	365	N/A
CANADA	Dartmouth	01/01	12/31	182	136	318	N/A
CANADA	Edmonton	01/01	12/31	172	72	244	N/A
CANADA	Fort McMurray, Alberta	01/01	12/31	210	92	302	N/A
CANADA	Fredericton	01/01	12/31	174	119	293	N/A
CANADA	Gander, Newfoundland	01/01	12/31	157	111	268	N/A
CANADA	Goose Bay	01/01	12/31	182	110	272	N/A
CANADA	Halifax	01/01	12/31	182	136	318	N/A
CANADA	Kelowna	01/01	12/31	186	128	314	N/A
CANADA	London, Ontario	01/01	12/31	115	94	209	N/A
CANADA	Mississauga	01/01	12/31	97	66	163	N/A
CANADA	Moncton	01/01	12/31	148	113	261	N/A
CANADA	Sidney	01/01	12/31	141	102	243	N/A
CANADA	St. John's, Newfoundland	01/01	12/31	176	136	312	N/A
CANADA	Toronto	05/01	10/31	223	118	341	View
CANADA	Toronto	11/01	04/30	162	112	274	View
CANADA	Vancouver	05/15	09/15	314	140	454	N/A
CANADA	Vancouver	09/16	05/14	179	127	306	N/A

Proof of Activity



ONLINE CLAIM SUBMISSION

Examples of Claim Documentation


Other Required Supporting Documentation

Itinerary

OUTBOUND MISSION

2024 LATIN AMERICA OUTBOUND TRADE MISSION

Tuesday, Dec 2 - Friday, Dec 6, 2024
Registration: Wednesday, May 15 - Friday, Oct 11, 2024
Mexico | Mexico | Latin America
<https://www.wusata.org/e/3W2037Y>



EVENT DETAILS

2024 Latin America Outbound Trade Mission
WUSATA's Annual Trade Mega Mission to Mexico

The Trade Mission offers an exceptional opportunity for new-to-export companies to meet with buyers from Mexico and the surrounding Central American countries. Given Mexico's status as the largest trade partner of the US and its shared land border, export logistics are notably simplified. Moreover, many of the represented countries benefit from free trade agreements with the US, further facilitating market entry.

Participants can anticipate tailored B2B meetings with industry-compatible, thoroughly vetted buyers across two key cities: Mexico City and Monterrey. Additionally, buyers from various regions within Mexico, as well as from other countries such as Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador, will be present, broadening networking opportunities.

As a highlight, a Chef Demonstration will be conducted, providing a dynamic platform to showcase the companies' products with the expertise of a local Mexican chef.

Why Participate:

Engage with vetted buyers: Establish connections with carefully selected buyers, including retailers and consumer-oriented importers/distributors from Mexico, as well as additional prospects sourced from Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.

Conduct market positioning analysis: Evaluate the market suitability of your product and conduct a comprehensive assessment of the competitive landscape by actively engaging with retail and wholesale buyers.

Acquire up-to-date market intelligence: Obtain firsthand insights into market dynamics, consumer preferences, and emerging trends directly from authoritative sources.

Expand client base and foster client relations: Identify prospective buyers for your product while also cultivating personal connections with existing clients to enhance long-term relationships and loyalty.

Benefits:

- Hotel lodging - 3 Nights in Mexico City, and 2 Nights in Monterrey.
- Airfare between Mexico City and Monterrey.
- Interpreters, if needed at the tabletop meetings.

Itinerary

- Monday, December 2nd- Arrival to Mexico City
- Tuesday, December 3rd - (Mexico City) ATO Briefing, Tabletop meetings, Chef Demo.
- Wednesday, December 4th - (Mexico City) Tabletop meetings, Buyer Panel, Retail Visits
- Thursday, December 5th - (Monterrey) Fly to Monterrey, Tabletop meetings, Chef Demo
- Friday, December 6th - (Monterrey) ATO Briefing, Tabletop Meetings, Retail Tour
- Saturday, December 7th- Departure from Monterrey

Registration Opens: May 15, 2024

Suitable Products: Retail Packaged Consumer Oriented and Snack Foods

Registration Details: Registration includes lodging and in-country airfare for one individual from each company, any additional individuals from the same company must self-pay for lodging and in-country airfare.

Deadline: October 11, 2024

Available Passes: 20 per day

Participation Fee: \$750

List of Products Promoted

- Pearl's Jam
- List of products promoted at Outbound Mission
- Pearl's Jam – Strawberry Jam
 - Pearl's jam – Blueberry Jam

List of Contacts Made

- Pearl's Jam
- List of Foreign Buyer Contacts Made at the Show
- Company 1
 - Company 2
 - Company 3
 - Company 4
 - Company 5



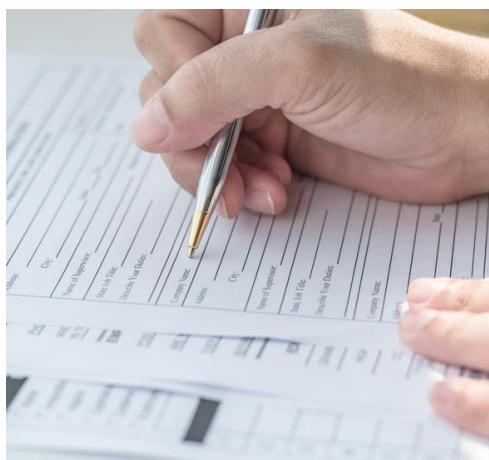
To schedule a consult
and meet your
Engagement Executive
EMAIL

FUNDMATCH@WUSATA.ORG



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South America Outbound Mission to Colombia

Dates: 7/28/2025 – 8/01/2025

Participation Fee: \$750.00

Buyers: B2B Meetings - Buyers from Colombia, Chile, Panama, Argentina, and Peru, along with additional buyers from Costa Rica and Nicaragua, to create a robust platform for business development.

Lodging: 4 nights in Bogota, Colombia

Translator: If necessary

Market: Colombia is the largest South American market for U.S. agricultural products and the seventh-largest market for U.S. food and beverage exports globally

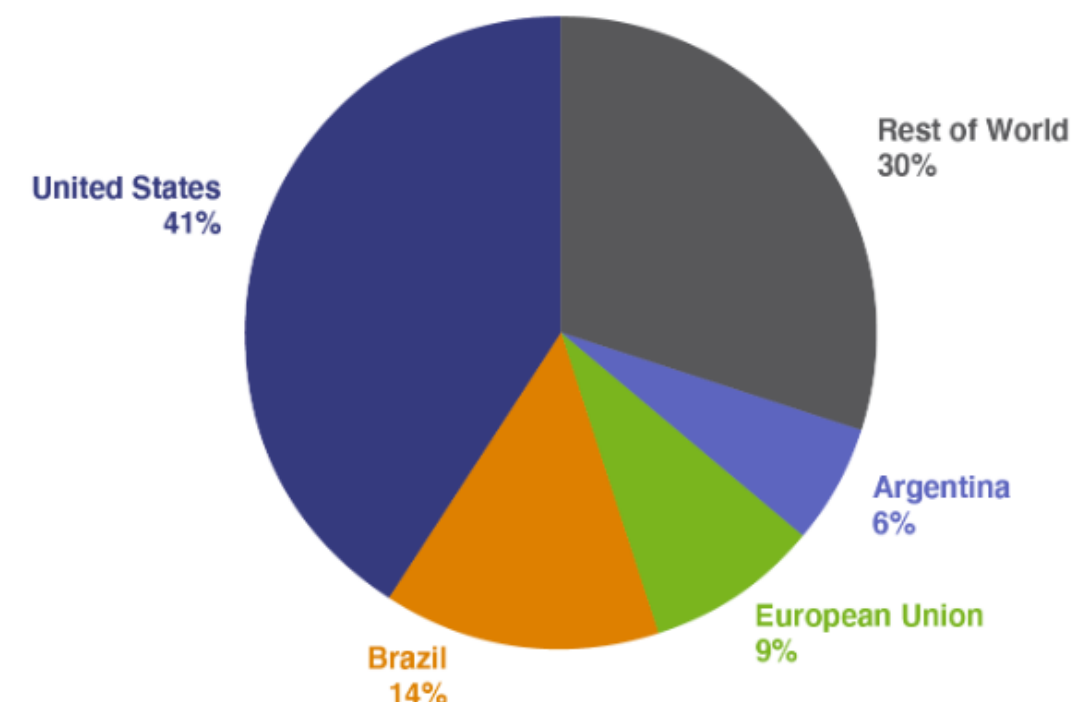
Category Opportunities: Health and wellness products, Dairy Products, Dog & Cat Food, Alcoholic Beverages

- Market for food and beverages projected to grow 25%

FundMatch Program Assistance:

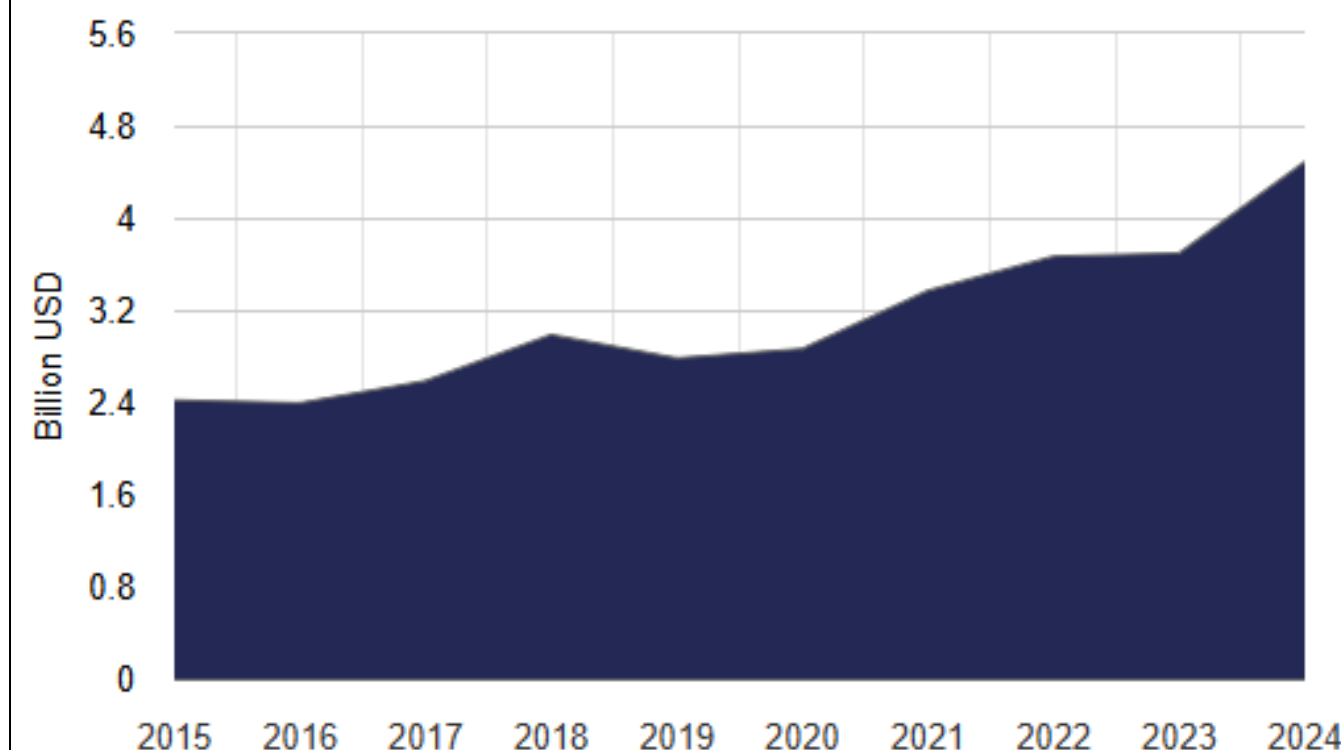
Lodging - For 1 additional staff
Meals & Incidental Expenses
Roundtrip Airfare

Colombia's 2023 Agricultural Imports



Source: Colombia National Customs Office - DIAN

Total Export Value 2015 - 2024





Korea Consumer Oriented Outbound Mission to Seoul & Busan

Dates: 11/10/2025 – 11/14/2025

Participation Fee: \$600.00

Buyers: One-on-one B2B meetings with potential importers, processors, and distributors

Lodging: 4 nights in Korea

Translator: If necessary

Market: This mission will visit Seoul, the largest city in Korea. Additionally, the mission will visit Busan, the second largest city. (Hotel and ground transportation will be arranged and paid by WUSATA).

Category Opportunities: Health and wellness products, Dairy Products, Fresh Fruit & Nuts, Alcoholic Beverages

***LIMIT:** One representative per company – additional company delegates may participate at their own expense.

FundMatch Program Assistance:

Lodging - For 1 additional staff

Meals & Incidental Expenses

Roundtrip Airfare

Export Market Rank

#6 Among U.S. Agricultural Export

Markets

Total Export Value

\$8.52 Billion

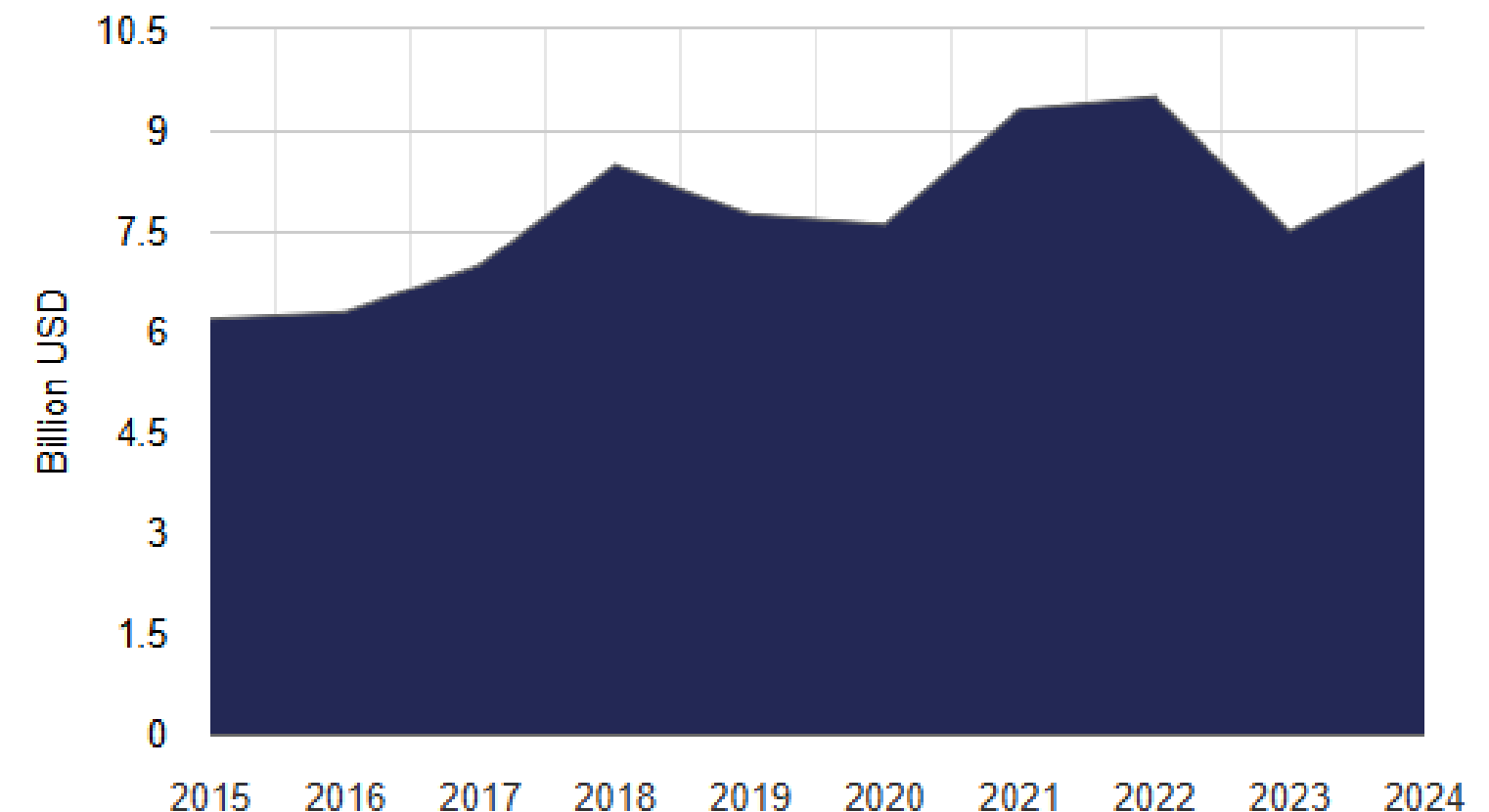
3-Year Average

\$8.51 Billion

Compound Average Growth

3.3% (2015-2024)

Total Export Value 2015 - 2024



Thank You!

For Questions, please contact:
fundmatch@wusata.org |

**Reminder Next Month's Webinar –
International In-Store Demos**



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