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## **WUSATA Leads High-Profile Outbound Trade Mission to Vietnam in April with Western State Directors of Agriculture**

*Registration now open for companies wanting to participate*

**VANCOUVER, Wash.** – The Western United States Agricultural Trade Association (WUSATA) and the 13 Western State Departments of Agriculture are hosting a SE Asia Trade Mission to Vietnam April 4-8, 2016, to expand export opportunities for western United States food and agricultural companies and products.

Held in conjunction with the WUSATA's Board of Directors Mission to Vietnam, this trade mission provides companies with a unique opportunity to meet and travel with the directors, commissioners, or secretaries of agriculture who are participating in the mission and have increased access to higher-level decision makers as a result. Participating companies will have one-on-one meetings with pre-screened, qualified buyers in the retail, food services, and ingredients sectors. They will also take part in market briefings, trade receptions, facilities tours, and other events, in addition to showcasing their products.

"There is strong demand for high-quality, made-in-the-USA food and agricultural products in Vietnam," said Jim Barbee, director of Nevada's Department of Agriculture and WUSATA's president. "Now is a great time for western U.S. companies – especially small- or medium-sized ones – to either start or expand their exports there."

The market in Vietnam for high-value U.S. agricultural products is growing rapidly – from \$1.5 billion in 2010 to \$2.3 billion in 2014. The Trans-Pacific Partnership or TPP (if implemented) is expected to increase market access due to reduced tariffs, so western U.S. companies can look forward to even more trade opportunities in Vietnam in the future.

The trade mission is a great opportunity for companies to gain valuable market intelligence about the needs and preferences of Vietnam's importers and buyers, and can help companies develop strategies to either start or expand export sales to Vietnam. Companies don't need to be exporting to Vietnam (or any other country) to participate in the trade mission. [Registration](#) is now open and closes on March 5.

For more information, contact WUSATA at [janet@wusata.org](mailto:janet@wusata.org).

**About WUSATA:**

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the 13 western state departments of agriculture. WUSATA receives funding from the USDA's Market Access Program (MAP) and has a mission to support and assist members and agribusinesses in these states to develop and enhance international markets for U.S. food and agricultural products. Visit [www.wusata.org](http://www.wusata.org) for more information.

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