INBOUND MISSION

2024 EUROPE DRIED FRUIT AND NUT INBOUND MISSION

Monday, Nov 11 - Friday, Nov 15, 2024
Registration: Wednesday, Sep 18 - Friday, Nov 8, 2024
California, Arizona, New Mexico | United States of America | Europe

https://www.wusata.org/e/I8ZJN9C

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Europe Dried Fruit and Nut Inbound Mission

California and New Mexico

November 11-15, 2024

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Europe. This activity is being held in conjunction with Korea Dried Fruit and Nut Inbound Buyers Mission, please sign up for both activities.

Itinerary:

Monday, November 11: AM Site Visits in Fresno, CA / PM B2B Meetings in Fresno, CA

Tuesday, November12: PM B2B Meetings in Sacramento, CA

Wednesday, November 13: AM Site Visits in Sacramento, CA /PM travel to Las Cruces, NM

Thursday, November 14: Site Visits around Las Cruces, NM

Friday, November 15: Site Visits around Las Cruces, NM

Benefits of Participation:

- Connect with pre-qualified buyers and importers from Europe
- Identify new buyers for your product, or reconnect with existing clients
- Gather current market intelligence, consumer preference, and trend information
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with importers

Participation Fee: $50

Registration Deadline: October 25, 2024

PRODUCT DESCRIPTION

Dried Fruit, Nuts

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

France Germany Netherlands Spain United Kingdom