INBOUND MISSION

AUSTRALIA CONSUMER ORIENTED INBOUND MISSION TO OREGON AND CALIFORNIA

Tuesday, Sep 17 - Friday, Sep 20, 2024
Registration: Monday, Jul 22 - Wednesday, Sep 11, 2024
California | Australia | Australia

https://www.wusata.org/e/X576S5X

EVENT DETAILS

Australia Consumer Oriented Inbound Mission to Oregon & California

September 17-20, 2024

Australia presents a compelling export market for established companies poised to expand their international footprint. Annually, $1.3 billion worth of US Consumer Oriented products are exported to Australia, driven by a receptive consumer base known for embracing US cultural influences, particularly in food. They are quick to accept US culture through food, so products are more able to start selling successfully.

Participants in our program will gain exclusive access to directly engage with pre-screened buyers and importers from Australia. To ensure an optimal experience, please choose the session that aligns best with your availability and avoid registering for multiple sessions, as the same buyers will be in attendance at each session.

This initiative is held concurrently with the European Consumer Oriented Buyers Meetings. Interested parties are encouraged to sign up for both activities to maximize networking opportunities.

Why Participate:

- Connect with pre-qualified importers and buyers representing Australia.
- Assess how your product fits into the marketplace and evaluate the competitive landscape by engaging with retail and wholesale buyers.
- Gather up-to-date market intelligence, consumer preferences, and trend information directly from the source.
- Identify new buyers for your product.

Itinerary:

September 17 - 9am-1pm - Tabletop Meetings in Portland

September 18 - Tabletop Meetings in Sacramento

September 19 - Tabletop Meetings in Oakland

September 20 - Tabletop Meetings in Los Angeles

Registration Opens: July 22, 2024

Suitable Products: Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit/Nut, Frozen Foods (berries), Beverages, canned fruits, healthy & natural products, cereal, tea, bakery products, confectionaries.

Registration Details:

Deadline: September 11, 2024

Participation Fee: $50

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Australia | New Zealand

Passes Available: 15 per Day

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373