PROMOTION

2021 WESTERN U.S. CHEESE MEDIA EVENT IN SINGAPORE

Wednesday, Dec 1, 2021
Registration: Wednesday, Oct 27 - Wednesday, Nov 10, 2021 | 12:00 PM
Singapore | Singapore | Southeast Asia

https://www.wusata.org/e/S42WZXR

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2021 Western U.S. Cheese Media Event in Singapore

Wednesday, December 1, 2021

This is a non-travel activity

Are you selling your cheese products in Singapore? Would you like to increase the visibility of your product among media and other influencers in Singapore?

This is a great opportunity to help expand the awareness and demand for your product in the changing Singapore market in spite of travel restrictions and distance. WUSATA will arrange an educational event to increase awareness of the quality cheeses from the Western U.S. and how to serve them. Key media and influencers will be invited to the event in Singapore. To participate, Western U.S. companies will need to provide information and product samples for the event. Please note, companies must already have products in the market to be a part of this mission.

Singapore is recognized not only as a great market with sophisticated consumers, but also a strategic market in the region. Having a strong presence in the Singapore market helps position your product for entry into other countries in the region.

Benefits of Participation:

- Get your cheese products in front of buyers and influencers
- No travel or Zoom Meetings required

Itinerary: December 1, 2021 - Evening educational event in Singapore

Participation Fee: $25.00

Registration Deadline: November 10, 2021

PRODUCT DESCRIPTION

Suitable Products Include: Consumer-packaged Cheeses already available in the market

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Retail Products**