OUTBOUND MISSION

2022 ASEAN OUTBOUND MISSION TO VIETNAM WITH BUYERS FROM SE ASIA

Thursday, Jul 14 - Saturday, Jul 16, 2022
Registration: Wednesday, May 18 - Friday, Jun 3, 2022
Vietnam | Vietnam | Southeast Asia

https://www.wusata.org/e/RC13KJ7

EVENT DETAILS

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

2022 ASEAN Outbound Mission to Vietnam with Buyers from SE Asia

July 14-16, 2022

The ASEAN market continues to be an appealing and growing market for WUSATA companies. U.S. products can be well suited for the ASEAN market due to seasonality, versatility, variety, and reputation for quality and safety. During this mission, U.S. food and agricultural products from the Western states will be introduced to relevant buyers of Vietnam and other Southeast Asia countries. USDA/FAS will provide an insightful briefing on the market, and you will attend matchmaking meetings with targeted buyers/importers from the region to establish potential business relationships. A market tour will also be organized for you to see local retail facilities and the availability and merchandising of competing U.S products. Facility tours may also be arranged. Participants will be able to gain extensive knowledge of the Southeast Asia region, consumption habits, distribution channels, and how COVID-19 has impacted trade.

Benefits of Participation:

- Meet in person with qualified buyers from Vietnam and surrounding Southeast Asian countries in one central location of Ho Chi Minh City, Vietnam.
- Learn and gather information on current Vietnam and targeted ASEAN country market trends, and consumer and buyer preferences
- Evaluate where best your products would fit within current retail and food service space through a market tour and briefings
- WUSATA will cover up to three nights of lodging in Ho Chi Minh City for ONE company representative. Companies will cover airfare and meals.

Itinerary:

July 13 - Arrival to Ho Chi Minh

July 14 - Market Briefing and B2B Meetings

July 15 - B2B Meetings

July 16 - Market retail tours and departure

Participation Fee: $350.00

Registration Deadline: June 3, 2022

PRODUCT DESCRIPTION

Suitable products include: Fresh/ Frozen/ Dried/ Processed Fruits and Vegetables, Nuts, Wine and Spirits, Dairy products (whey, butter, cheese, etc.), Oils and Spices, Processed/Prepared Food Items (condiments, ice cream, soups, flavored coffee, etc.), Fresh/Frozen Meat and Seafood

INDUSTRY FOCUS

Consumer Oriented **Food Service Products**