

OUTBOUND MISSION

2017 LATIN AMERICA OUTBOUND MISSION TO PANAMA AND COLOMBIA

Sunday, Feb 12 - Friday, Feb 17, 2017

Registration: Monday, Sep 12, 2016 - Monday, Jan 30, 2017

📍 Panama, Colombia

<https://www.wusata.org/e/VZTITU>

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:

Latin America Outbound Mission to Panama City, Panama and Bogota, Colombia ~ February 12 - 17, 2017

This will be an excellent opportunity for companies to learn more about the large and growing markets of Panama and Colombia.

When the U.S.-Panama Trade Promotion Agreement (Panama TPA) entered into force in 2012 it expanded market access for U.S. agricultural exporters in one of the fastest-growing economies in Latin America.

The Panama TPA implementation is especially valuable for U.S. agriculture since Panama is already an important market for American farmers, ranchers, producers and processors. The country imports 65 percent of its food products from the United States. Major U.S. agricultural exports to Panama include corn, soybean meal, wheat, poultry and rice.

In 2015, U.S. food and agricultural exports to Colombia totaled more than \$2.4 billion - up 120 percent from 2012, the year the U.S.-Colombia Trade Promotion Agreement entered into force. The leading categories include corn, soybean meal, soybeans, wheat, rice, pork and prepared foods.

WUSATA will recruit twelve companies to travel to Panama City, Panama and Bogotá, Colombia to investigate export opportunities through strategic events, meetings and in-market activities. Companies will meet one-on-one with a custom slate of importers, distributors, retailers, and restaurant/hotel purchasing decision makers. These meetings are a unique opportunity to speak directly with buyers, showcase product samples, and discuss consumer preferences, trends in the marketplace and even volume and pricing. All participants will also receive a professional market briefing in each city in order to capture an overview of retail, foodservice, and distribution channels in the market. The itinerary will also feature retail tours, site visits to distribution centers, a tour of the Panama Canal, and networking events.

Benefits to your company include:

- Meeting one-on-one with category specific buyers, importers, and distributors
- Showcase your retail and food service items
- Participate in market briefings, facility and retail tours

Company delegates will coordinate and pay for their own:

- International airfare into Panama City, Panama (arriving no later than February 12th) and returning from Bogotá, Colombia (on or after February 17th)
- Meals and incidental expenses
- Shipment and transportation of product samples
- Airfare between Panama City and Bogotá. Note: project managers will identify



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Retail products including but not limited to fresh fruits and vegetables, wine, beer, cider, distilled spirits, other beverages, dairy products, meat, seafood, ingredients, ready-to-eat products, snack foods

INDUSTRY FOCUS

Retail Products

and recommend a flight that aligns with pre-arranged ground transportation in the departure and arrival cities

WUSATA will coordinate and pay for:

- Up to five nights lodging at designated mission hotel
- Group transportation to and from mission activities
- Custom one-on-one appointments with pre-qualified buyers
- Interpreters where need for business meetings
- Professional market briefings in each location and market visits/tours
- Guided tour of the Panama Canal
- At least one informal networking reception or dinner

Cost of Participation: \$250 per Company

Tentative Agenda:

Sunday, February 12th: : Arrive in Panama City, Panama

Monday, February 13th: USDA Foreign Agricultural Service Panama City Agricultural Trade Office-provided market briefing, one-on-one custom buyer/seller meetings, retail and wholesale market tours

Tuesday, February 14th: Panama Canal tour, depart for Bogotá, Colombia

Wednesday, February 15th: USDA Foreign Agricultural Service Bogotá Agricultural Trade Office-provided market briefing, one-on-one custom buyer/seller meetings

Thursday, February 16th: one-on-one custom buyer/seller meetings, retail and wholesale market tours

Friday, February 17th: Depart to U.S. or continue on your own

Note: Space is limited. One participant per company is eligible for WUSATA sponsorship. Additional company delegates who would like to participate at their own expense should contact the project managers for approval.