

OUTBOUND MISSION

2015 CENTRAL AMERICA: OUTBOUND MISSION TO COLOMBIA

Sunday, Feb 22 - Saturday, Feb 28, 2015

Registration: Wednesday, Nov 5, 2014 - Saturday, Jan 10, 2015

Colombia

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:

Colombia is the fifth largest economy in Latin America and has over 46 million inhabitants. Colombia's economy is strong and growing because of increased political stability, a growing middle class and improved security. The ratification of the United States-Colombia Trade Promotion Agreement (TPA) in May 2012 has provided U.S. exporters with many sales opportunities as a result of removed or decreased tariffs on more than half of U.S. agriculture exports. U.S. products are viewed as high-quality in Colombia, and the U.S. is Colombia's biggest trading partner.

Meetings will take place Monday and Tuesday in Bogotá, Wednesday and Thursday in Medellín, and Friday in Cartagena. In each location, individual meetings will be set up with key buyers, importers, and distributors of food service and retail items. The visit to Cartagena will include a port tour and logistics overview.

Participants will also receive a market briefing in Bogotá, Colombia, and have the option to participate in retail tours and trade events in at least one city.

Companies will be provided: • Custom one-on-one appointments with pre-qualified buyers • Interpreters • Lodging (up to 6 nights at per diem rate) will be arranged and paid for by WUSATA® • A market briefing and retail market tours • Coordinated group transportation • Participation in a trade reception/industry event (TBD) • Freight for sample shipments from U.S. to Colombia will be paid for by WUSATA. Companies will need to ship samples to consolidation point in U.S. (TBD)



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Fresh Fruits and Vegetables, Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, and Wine

INDUSTRY FOCUS

Food Service Products	Natural/Health	Produce
Retail Products	Seafood	