PROMOTION

2024 PRODUCT DEMONSTRATION AND PROMOTION, VIETNAM AND THAILAND

Sunday, Jun 23 - Saturday, Jun 29, 2024
Registration: Thursday, Mar 28 - Tuesday, Apr 30, 2024
Vietnam | Vietnam | Southeast Asia

https://www.wusata.org/e/OI8GQ7B

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Product Demonstration and Promotion, Vietnam and Thailand

June 23- 29, 2024

The foodservice sectors in both Vietnam and Thailand have rebounded from pandemic declines and are expecting to experience growth for the foreseeable future. Restaurants and hotels are seeing increased business as local customers and tourists return, local populations continue to grow, and more middle-class households emerge. This provides great timing to introduce new products from the Western U.S.

- This activity does not require travel.
- (For companies wishing to travel to the markets, this activity is timed to coincide with the outbound trade mission also targeting Vietnam and Thailand. Please register separately for this activity.)
- Participating companies will work with project manager and in-market contractor to ship product samples to the market in advance of the demonstration and showcase event. Shipping guidance will be provided following registration.
- A local chef will be engaged in each market to develop recipes for and prepare dishes incorporating participating products. This will include incorporating the western products into local cuisine or featuring them in western-style cuisine appropriate for the local market.
- A promotional event will be conducted for invited trade and media in each market, where the chef will demonstrate and highlight participating western products, with opportunities for product sampling
- Upon completion of this event, participating companies will receive feedback on their products, and any leads from local trade interested in sourcing their products.

Benefits of Participation:

- Have your products showcased for and introduced to importers, distributors, key decision makers and media in the Southeast Asia markets of Vietnam and Thailand.
- Recipes will be developed and prepared, incorporating participating items.
- Following event, receive feedback on your product and leads from attendees interested in sourcing your products.

Tentative Itinerary:

May 6-10, 2024 – Product samples arrive in market; product testing and recipe

PRODUCT DESCRIPTION

Processed Foods, Condiments, Dried Fruits, Nuts, Frozen Fruits and Vegetables, Beverages, Healthy & Natural Products, Spices/Seasonings, Cereals, Bakery Products, Baking Mixes, Confectioneries, Seafood, Beef.

INDUSTRY FOCUS

Food Service Products

BUYER AUDIENCE

Thailand **Vietnam**

development underway

Monday, June 24 - Demo Prep in Ho Chi Minh City, Vietnam

Tuesday, June 25 - Product Demo and Showcase, Ho Chi Minh City, Vietnam

Thursday, June 27 - Demo Prep in Bangkok, Thailand

Friday, June 28 - Product Demo and Showcase, Bangkok, Thailand

Participation Fee: $100.00

Registration Deadline: April 30th, 2024

For any information please reach out to the Project Managers:

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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