

## INBOUND MISSION

# 2017 TAIWAN CONSUMER ORIENTED INBOUND TRADE MISSION TO ID, OR

Monday, Aug 7 - Friday, Aug 11, 2017

Registration: Thursday, Apr 27 - Friday, Jul 28, 2017

📍 Boise, ID & Portland, OR | Taiwan | Asia - (inactive)

## EVENT DETAILS

Take advantage of this Inbound Trade Mission from Taiwan to participate in this growing market without having to travel overseas. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

### Taiwan Consumer Oriented Inbound Trade Mission to Idaho and Oregon ~ August 7 - 11, 2017

This will be an excellent opportunity for companies to participate in the growing Taiwan market. In 2015, U.S. Western States exported over \$1.45 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market in the region. popular food products that are appealing to regional consumers include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs). Taiwan buyers are focusing on how to meet this demand.

#### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Feature your products and learn about regional preferences
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

#### Proposed Itinerary:

August 7 & 8, Monday and Tuesday, Boise, Idaho - One-on-one meetings

August 9, Wednesday - Delegation departs Boise, ID to Portland, OR

August 10 & 11, Thursday and Friday, Portland, OR - One-on-one meetings

**Participation Fee:** \$20 per company

**Registration Deadline:** July 21, 2017



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** healthy snacks, functional foods, fruits, vegetables, specialty foods, coffee, wine, beer, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

## INDUSTRY FOCUS

Ingredient

Produce

Retail Products