

## VIRTUAL TRADE EVENT

# 2021 VIRTUAL BUYER MEETINGS: CHILE & SOUTH AMERICA (CONSUMER-ORIENTED)

Thursday, Sep 2, 2021

Registration: Wednesday, Jun 30 - Friday, Jul 30, 2021 | 12:00 PM

Virtual Meetings | Chile | South America

<https://www.wusata.org/e/G45S85S>



## EVENT DETAILS

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

### 2021 Virtual Buyer Meetings: Chile & South America (Consumer-Oriented) - September 2, 2021

Explore market opportunities in Chile and surrounding South American markets - a growing export destination for consumer-oriented food products. This is a great event for experienced exporters and those interested in the South American region.

Virtual Buyer Meetings: Chile & South America is an opportunity to meet with buyers and learn more about this \$546 million consumer-oriented products export market. The U.S. - Chile Free Trade Agreement ensures 0% duties for all U.S. agricultural exports.

Chile is the third largest market in South America for U.S. agricultural products and the second largest market in South America for consumer-oriented agricultural products.

Healthy foods, gourmet foods, prepared foods and ready-to-eat meals show huge potential for growth in the this market.

Meetings will be scheduled from 9:00 am to 1:00 pm (PDT) on Thursday, September 2. Meetings will be confirmed approximately one week prior, companies are not anticipated to participate in more than two days of meetings. Each WUSATA company is targeted to have 3 meetings with a participating buyer as part of this activity.

### Benefits of Participation:

- Meet virtually with pre-qualified buyers from Chile and surrounding markets.
- Gather current market intelligence, consumer preference, and trend information by participation in virtual meetings with buyers from the target market.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers virtually

### Agenda:

- Virtual meetings will be held between 9:00 am and 1:00 pm (PDT) on Thursday, September 2, 2021

**Participation Fee:** \$25.00

**Registration Deadline:** July 30, 2021

## PRODUCT DESCRIPTION

Consumer-Oriented Food Products

### INDUSTRY FOCUS

Consumer Oriented

