OUTBOUND MISSION

2024 ORGANIC AND FUNCTIONAL FOOD OUTBOUND TRADE MISSION

Monday, Sep 9 - Friday, Sep 13, 2024
Registration: Tuesday, Jul 9 - Thursday, Aug 1, 2024
Taipei, Taichung, and Kaohsiung Cities, Taiwan | Taiwan | East Asia

https://www.wusata.org/e/ET3OV8C

EVENT DETAILS

2024 Taiwan Organic and Functional Foods Outbound Mission

In 2022, Taiwan ranked as the seventh largest export destination for U.S. food and agricultural products, totaling more than $4.4 billion. Imports of these goods must adhere to stringent regulations aimed at safeguarding human health and preventing the introduction of pests or diseases to plants and animals.

In 2020, the United States and Taiwan established a new organic equivalence agreement. This arrangement allows organic products certified in either country to be marketed and sold as organic in both markets. A primary advantage of this agreement is the elimination of the need for dual organic certifications to meet both U.S. and Taiwanese standards, thereby reducing inspection costs and recordkeeping burdens for organic operators.

The synergistic benefit from this agreement provides more opportunities to U.S. and Taiwan producers to source a wide range of fresh ingredients or processed products certified to U.S. or Taiwan standards. In addition, the arrangements also created new market access opportunities for U.S. organic livestock and other products, such as alcohol or products made with agricultural ingredients that were previously not permitted in Taiwan. According to USDA's limited organic harmonized tariff (HS) codes for perishable produce, Taiwan was the fifth largest export market for U.S. organic products in 2019.

After the market resumed post COVID, regulations and requirements can frequently change. U.S. exporters are therefore encouraged to work closely with their Taiwan importers to ensure they are aware of and complying with all current Taiwan regulations and requirements. This trade mission will help our WUSATA region food and drink companies and exporters to expand their export opportunities in Taiwan.

Why Participate:

Attend face-to-face meetings with reputable buyers from Taipei and Kaohsiung.

Gain insights into the opportunities and requirements within the Taiwanese markets for organic food and beverage products.

Participate in personalized meetings with buyers specializing in your target product categories.

Assess market suitability by interacting directly with retail and wholesale buyers and participating in retail tours and tastings events.

Receive market updates and insights from ATO Taipei.

Receive support in shipping product samples as needed.

Benefits of Participation:

WUSATA will cover:

- In-country transportation from Taipei to Kaohsiung and vice versa

PRODUCT DESCRIPTION

Organic and Conventional with Baking Mixes, Food Preparations, Nuts, Confections, Sauces & Spices, Beverages & Drinks, Dried Fruits & Vegetables, Canned Fruits & Vegetables, Coffee, Tea, Sauces & BBQ Sauces, Condiments, Cereals, Wheat & Grain products, Seasonings, Bakery products, Snacks, Candies, Healthy & Natural products, Specialty Alcoholic Beverages, Non-alcoholic Beverages, Juices.

INDUSTRY FOCUS

Organic

BUYER AUDIENCE

Taiwan

- Lodging paid for 1 company representative for 6 nights

- Coordinated group ground transportation for all participating companies

- Interpreters for one-on-one meetings

- Assistance with shipping samples. Details provided upon registration.

Itinerary:

Sept 8: Arrive in Taipei

Sept 9: Market briefing at ATO Taipei office and Taipei retail tours for organic products

Sept 10: Taipei market tour and one-on-one business meetings

Sept 11: Travel to Kaohsiung, market tour in the afternoon

Sept 12: Retain tour for organic products, one-on-one business meetings, reception

Sept 13: Travel to Taichung for market visits; Stay overnight in Taipei

Sept 14: Return to the U.S.

Registration Opens: July 08, 2024

Suitable Products: Organic and Conventional Consumer Oriented Products, Retail Packaged Food Products, Specialty Drink Products, General Food Ingredient Products.

Registration Details:

Deadline: August 1, 2024

Participation Fee: $350

Passes Available: 10

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