

## INBOUND MISSION

# 2016 TAIWAN INBOUND CONSUMER ORIENTED TRADE MISSION

Tuesday, Aug 16 - Saturday, Aug 20, 2016  
Registration: Wednesday, Jun 22 - Tuesday, Aug 9, 2016  
📍 HI, ID | Taiwan | Asia - (inactive)

## 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, which is brought to you by the USDA's Foreign Agricultural Service:

### Taiwan Consumer Oriented Inbound Buying Mission

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. According to reports from the Taiwan Agricultural Trade Office (ATO), 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.

#### Event Benefits:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Feature your products and learn about regional preferences
- Discuss buyer plans for promoting healthy, active lifestyles

#### Meetings:

August 16-17, 2016 in Boise, ID

August 19-20, 2016 in Honolulu, HI: Neal Blaisdell Center Exhibition Hall, Oahu Room

**Upcoming Taiwan Outbound Trade Mission:** For those interested, look for WUSATA's Taiwan Outbound Trade Mission, opening for registration in mid-July.



## PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: Healthy snacks, functional foods, processed fruits and vegetables, specialty foods, coffee, wine, beer, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

## INDUSTRY FOCUS

Retail Products

## ADDITIONAL INFORMATION

### Venue

Honolulu: Neal Blaisdell Center, Oahu Room, 777 Ward Avenue, Honolulu, Hawaii, 96814, United States of America