

OUTBOUND MISSION

OUTBOUND MISSION & PRODUCT DEMONSTRATION IN INDONESIA AND THAILAND

Sunday, Nov 16 - Saturday, Nov 22, 2025
Registration: Thursday, Aug 7 - Friday, Sep 5, 2025 | 8:00 AM
Indonesia and Thailand | Indonesia

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

EVENT DETAILS

Outbound Mission & Product Demonstration in Indonesia and Thailand

This outbound trade mission aims to connect Western U.S. exporters of ingredient and retail products with importers, distributors and purchasing decision makers in Thailand, and Indonesia, and establish and strengthen relationships that can lead to increased sales opportunities. The mission will provide participants with insights into ASEAN food trends and demonstrate how their products align with market demands.

The trade mission will feature one-on-one business meetings, retail tours, and site visits. Special attention will be given to engaging buyers who participated in the 2023 and 2024 ASEAN trade missions, offering them an opportunity for in-person follow-up meetings with established contacts.

To enhance engagement, a demo reception will be hosted in Bangkok (Thailand), and Jakarta (Indonesia) as part of the mission. An experienced chef will prepare and conduct product demonstrations during these receptions, showcasing participating products to potential buyers and stakeholders, highlighting their characteristics and demonstrating how they can be used in a compelling and practical manner.

Qualifying companies may want to consider WUSATA's FundMatch program for additional assistance with expenses for this activity.

Benefits of Participation:

-Meet in person with qualified buyers from Southeast Asia.

-Learn about the opportunities and demands of consumer-oriented products in the Southeast Asia market by meeting one-on-one with buyers representing the target markets.

-Showcase your products and learn firsthand about buyer preferences.

-Identify new buyers for your product, and/or build relations with existing clients.

-If you want to be a part of the food ingredient chef demonstration portion of the mission, you may be able to meet potential buyers for your product without traveling to Southeast Asia.

WUSATA Will Cover:

WUSATA will provide lodging at mission hotels, and airfare between Bangkok and Jakarta for one delegate per company. Ground transportation to site visits and official mission meetings will be provided. *LIMIT: One representative per company (additional company representatives may participate at their own expense)

Itinerary:

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Indonesia | Thailand

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

-Nov 16 Sunday: Arrive in Jakarta, Indonesia

-Nov 17 Monday: FAS Briefing/ Market & Facility Visits

-Nov 18 Tuesday: B2B Meetings & Chef Product Demo/Reception

-Nov 19 Wednesday: Travel Day to Bangkok, Thailand

-Nov 20 Thursday: FAS Briefing/ Market & Facility Visits

-Nov 21 Friday: B2B Meetings & Chef Product Demo/Reception

-Nov 22 Saturday: Return home or business on your own.

Registration Opens: 08/06/2025

Suitable Products:

Consumer Oriented products focused on retail and foodservice applications.

Registration Details:

Deadline: September 05, 2025

Participation Fee: $600 for In-Person Attendees

$100 for Chef Demonstration Company & Product Promotion Only

Passes Available: 10 In-Person Passes, 15 Chef Demonstration Passes

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