

## INBOUND MISSION

# 2019 MIDDLE EAST CONSUMER ORIENTED INBOUND TRADE MISSION TO CO, WA

Monday, Jul 22 - Friday, Jul 26, 2019

Registration: Thursday, Apr 11 - Friday, Jul 19, 2019 | 12:00 PM

📍 CO, WA | Middle East

<https://www.wusata.org/e/52SZQM1>



## 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:

### Middle East Consumer Oriented Inbound Trade Mission to Colorado and Washington - July 22-26, 2019

Thinking about expanding your product sales to the Middle East? Do not miss the opportunity to meet with qualified buyers from the Middle East! This region has grown over the past few years into one of the top importers of US value added foods. Retailers in the Middle East are interested in US product to add to the shelves for consumers. This is a great opportunity to come meet buyers and explore this interesting and demanding market. Countries of focus for the region include UAE, Saudi Arabia, and Israel.

\* In Colorado, this mission will be held in conjunction with a buyer's delegation from Mexico (please also register to meet with these buyers).

### Benefits of Participating:

- Showcase your products and learn about opportunities for your product in the Middle East
- Meet one-on-one with pre-qualified buyers, brokers, distributors
- Hear about consumer preferences and trend information
- Gather current market intelligence for your product
- Discuss and evaluate how your product fits into the marketplace
- Learn about and measure the competitive landscape

### Proposed Itinerary:

July 22-23: Monday and Tuesday - B2B meetings and tours in Denver, CO

July 25-26: Thursday and Friday - B2B meetings and tours in Seattle, WA area

## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Sauces, spices, snacks, confectioneries, fresh/processed fruits and vegetables, oils, nuts, chocolate, jams & jellies, coffee, tea, health & natural foods, specialty foods, value-added products, consumer-oriented retail products and more.

### INDUSTRY FOCUS

Natural/Health

Organic

Retail Products