VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: ASEAN (SPECIALTY BEVERAGE)

Monday, Nov 8 - Tuesday, Nov 9, 2021
Registration: Thursday, Sep 30 - Friday, Oct 15, 2021 | 12:00 PM
Virtual Meeting | Singapore | Southeast Asia

https://www.wusata.org/e/WR0H39O

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: ASEAN (Specialty Beverage)

November 8 & 9, 2021

Don't miss this opportunity to participate in a virtual Trade Mission with Southeast Asia Specialty Beverage buyers! This activity will include one-on-one meetings with pre-qualified specialty beverage buyers such as importers, distributors, wholesalers, and retailers. U.S. participants will be able to gain a market overview of specialty beverage trends in the Southeast Asian market and meet and showcase their products online to buyers through Zoom breakout sessions.

WUSATA companies may qualify for up to $500 in reimbursement for sample shipments.

As per capita income grows in the Southeast Asian region, so does the demand for high-quality, new, and novelty products from the West. Asia Pacific is the largest spirits market globally and the second largest wine market. Younger demographics are driving increased demand for specialty craft and novelty brews. Western U.S. companies can supply this demand, but there is limited knowledge of Western U.S. products in the region, coupled with competition from increased access to low-cost, high quality products from within the region.

This virtual trade activity will increase awareness among Southeast Asian buyers of the availability of Western U.S. specialty beverage products.

Benefits of Participation:

- Learn about the opportunities and demands of Specialty Beverage products in the Southeast Asian Market.
- Participate in one-on-one meetings online with pre-qualified specialty beverage buyers, importers, distributors, and retailers without traveling.
- Assistance with sample shipment costs
- Trade event follow up with social media campaign for specialty beverages in Singapore.

Itinerary:

November 8, 2021: Virtual Meetings

November 9, 2021: Virtual Meetings

Participation Fee: $25.00

Registration Deadline: October 15, 2021

PRODUCT DESCRIPTION

Suitable Products include: Craft Beer, Cider, Wine, Spirits, Coffee, Tea, Kombucha, and other specialty alcohol and non-alcohol drinks

INDUSTRY FOCUS

Specialty Beverage