

WEBINARS

SOUTHEAST ASIA: REGULATION FOLLOW-UP

Wednesday, Sep 2, 2026 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jul 29 - Wednesday, Sep 2, 2026
Riverside | United States of America

https://www.wusata.org/e/16MEC2Q

EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are active in or preparing to enter Vietnam, Thailand, Indonesia, Malaysia, and Singapore. The July Southeast Asia seminar introduced these five markets and touched briefly on regulatory differences across the region. This follow-up session picks up where that seminar left off, going deeper into the specific import requirements exporters need to know before shipping to each market.

The presentation will provide a market-by-market breakdown of recent regulatory changes, documentation and labeling updates, and tariff and customs considerations across all five countries. Attendees will gain the practical guidance needed to move forward confidently with market entry or expansion plans across Southeast Asia.

Detailed Webinar Overview:

1. Welcome & Objectives

- Session goals: building on the July Southeast Asia seminar with a regulatory deep dive
- Why staying current on import requirements matters for market entry and expansion

2. Vietnam: Regulatory Updates

- Recent changes to import licensing and registration requirements
- Labeling and documentation updates
- Tariff and customs considerations

3. Thailand: Regulatory Updates

- Recent changes to import permits and registration requirements
- Labeling and documentation updates
- Tariff and customs considerations

4. Indonesia: Regulatory Updates

- Recent changes to halal certification and import licensing requirements
- Labeling and documentation updates
- Tariff and customs considerations

5. Malaysia: Regulatory Updates

- Recent changes to import permits and certification requirements
- Labeling and documentation updates
- Tariff and customs considerations

6. Singapore: Regulatory Updates

- Recent changes to import registration requirements
- Labeling and documentation updates

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

- Tariff and customs considerations

7. Comparing the Five Markets

- Key differences in regulatory approach across the region
- Implications for exporters active in multiple markets

8. Preparing for Market Entry or Expansion

- Steps to confirm current requirements before shipping
- Working with local importers and distributors on compliance
- Avoiding delays at customs

9. Q&A

Interactive discussion with participants

Participants will be able to:

1. Describe recent regulatory changes affecting food and agricultural imports into Vietnam, Thailand, Indonesia, Malaysia, and Singapore
2. Compare import requirements across the five markets
3. Identify documentation and labeling updates needed for compliance in each country
4. Apply updated regulatory guidance to market entry or expansion plans across the region
5. Prepare for the Philippines and Vietnam outbound mission (Sep 20-26, 2026)