OUTBOUND MISSION

2023 ASEAN OUTBOUND MISSION TO THAILAND

Monday, Oct 2 - Friday, Oct 6, 2023
Registration: Monday, Jul 17 - Friday, Aug 11, 2023
Bangkok | Thailand | Southeast Asia

https://www.wusata.org/e/34HYN1L

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 ASEAN Outbound Trade Mission

October 2-6, 2023

The Association of Southeast Asian Nations (ASEAN) has a growing market for food and agriculture products with unique and strong opportunities for WUSATA companies. WUSATA has experienced accelerating export growth to ASEAN over the past 5 years, with $12.4 million in sales reported from 2021 WUSATA activities alone. U.S. agricultural goods and prepared foods have a perceived higher quality in ASEAN markets, where sectors including dairy, meat, produce, beverages, and food preparations are seeing growth. U.S. agricultural exporters have an especially strong presence in Thai markets, as the nation's 3rd largest supplier of agricultural products and 5th largest supplier of consumer-oriented goods.

Benefits of Participation:

- Meet in person for customized one-on-one business meetings with qualified buyers from Thailand and surrounding Southeast Asia countries
- Networking opportunities
- Learn and gather information on current Thailand and ASEAN market trends and consumer and buyer preferences
- Learn how supplier products will fit into Thailand markets through retail tours and site visits
- A chef demonstration and reception event using supplier products/ingredients will be put on to demonstrate how U.S. products can be incorporated into Asian cuisine

Mission Specifics:

- Limit one representative per company – additional company delegates may participate at their own expense
- WUSATA will cover up to three nights of lodging in Bangkok, Thailand for ONE company representative.
- Companies will cover airfare and meals.

Itinerary:

October 2: Travel/Arrival Day in Thailand

October 3: Market Briefing and B2B Meetings

October 4: B2B Meetings/ Reception and Chef Promo

October 5: Retail Tours/ Departure Travel

PRODUCT DESCRIPTION

Fresh/ Frozen/ Dried/ Processed fruits and vegetables, fresh/frozen meat and seafood, dairy products and ingredients (whey, butter, cheese, etc.), snack products, healthy foods, beverages, wine and spirits, sweets, baking items and ingredients, tree nuts, processed/prepared food items.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products**

BUYER AUDIENCE

Thailand

Participation Fee: $550.00

Registration Deadline: August 11th, 2023

For any information please reach out to the Project Managers:

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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