VIRTUAL TRADE EVENT

2021 TAIWAN SPECIALTY BEVERAGE & CONSUMER ORIENTED FOODS VIRTUAL MEETINGS

Monday, Aug 2 - Thursday, Aug 5, 2021
Registration: Thursday, May 20 - Friday, Jun 11, 2021
Virtual Meetings | Taiwan | East Asia

https://www.wusata.org/e/8MOGEYZ

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2021 Taiwan Specialty Beverage & Consumer Oriented Foods Virtual Meetings

August 2-3, 2021 (Consumer Oriented) and August 4-5, 2021 (Specialty Beverage)

Taiwan is the eighth largest market for U.S. food and agricultural exports, and largest consumer of these products on a per-capita basis, making it a very attractive market for Western U.S. exports today.

Both the Consumer Oriented Food and Specialty Beverage Virtual Meetings are a great opportunity for established and new-to-market companies to connect with qualified distributors and buyers in Taiwan. Each participating U.S. supplier company will have meetings with matched buyers over the course of two evenings in early August. Buyer profiles will be shared with all participating suppliers in advance of each event.

Shipping

Pre-event shipping instructions and reimbursement instructions will be provided in June for shipping to begin in early July.

Benefits of Participation:

- Meet with qualified buyers in Taiwan without having to travel
- Learn about current trends in the Food and Beverage Market through a virtual Taiwan Market Briefing

Qualify for up to $300 in reimbursement for sample shipments.

1) Consumer Oriented:

- Sample shipments to interested buyers will happen after the one-on-one meetings

2) Specialty Beverage:

- Sample shipments will happen before the one-on-one meetings

****Please select and register for the appropriate event based on your product category.****

Meeting Dates:

- Consumer Oriented - August 2 and 3, 2021(U.S. Time 5:30 - 9:30 PM, PDT)
- Specialty Beverage - August 4 and 5, 2021

PRODUCT DESCRIPTION

Consumer Oriented: Retail, food service, processed and value-added foods products. Suitable products include, but are not limited to, processed fruits & vegetables, frozen/convenience foods, organic/natural foods and specialty/gourmet foods, snack foods, confectionery, condiments, dried fruits & veggies, coffee, etc. All products must be shelf-stable with the exception of frozen products.

Specialty Beverage: Craft beer, Cider, Wine, Spirits, Kombucha, and other specialty alcohol and non-alcohol drinks

INDUSTRY FOCUS

Consumer Oriented **Specialty Beverage**

Participation Fee: $25.00

Registration Deadline: June 2, 2021

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