OUTBOUND MISSION

2023 CRAFT BEER AND SPIRITS OUTBOUND MISSION TO DENMARK & THE NETHERLANDS

Monday, Sep 11 - Friday, Sep 15, 2023
Registration: Thursday, Mar 9 - Tuesday, Jul 18, 2023
Amsterdam, Netherlands & Copenhagen, Denmark | Netherlands | Europe

https://www.wusata.org/e/V2YKNWY

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:

2023 Beer & Spirits Outbound Trade Mission to Netherlands & Denmark

(Amsterdam, Netherlands & Copenhagen, Denmark)

September 11th-15th, 2023

Denmark and the surrounding countries have seen growing demand for U.S. craft beverages! Over the last 3 years the Netherlands and Denmark have led the European region in U.S. craft beer and spirit imports. This is a great event for experienced exporters and new-to-export companies alike. Eastern European consumer drinking trends are changing in a post pandemic environment and creating opportunities for increased U.S. exports of craft beer, spirits and similar products. Included is an opportunity for retail, distillery and brewery visits/tours. Meetings with buyers from the region will be scheduled the week of September 11-15, 2023 and confirmed at least one week prior.

Benefits of Participation:

- One-on-one consultation with contractor to evaluate product success in marketplace
- Pre mission webinar with contractor and FAS on market access/sample shipment
- Meet in person with qualified buyers & agents from the Netherlands, Denmark and surrounding countries
- Gather current market intelligence, customer preferences, and trends by participating in one-on-one business meetings with qualified buyers representing the given regions.

Tentative Itinerary:

Sep 11: Travel to Amsterdam, Netherlands

Sep 12: Meeting with buyers and agents, Brewery and Distillery tours

Sep 13: Travel to Copenhagen, Denmark

Sep 14: Meeting with buyers and agents, Brewery and Distillery tours

Sep 15: Travel Day

What's Included:

- Hotels rooms
- Ground transportation to activities
- Flight from Amsterdam to Copenhagen

PRODUCT DESCRIPTION

craft beer, cider, mead, and spirits (mixers and non alcoholic products as well)

INDUSTRY FOCUS

Specialty Beverage

BUYER AUDIENCE

Denmark **Netherlands**

- Meetings with buyers from Denmark, the Netherlands and surrounding areas
- Welcome reception with ATO and Embassy representatives

Participation Fee: $300 per company

Registration Deadline: July 18, 2023

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