

## OUTBOUND MISSION

# 2017 TAIWAN OUTBOUND TRADE MISSION TO TAIPEI AND TAICHUNG

Tuesday, Nov 28 - Saturday, Dec 2, 2017

Registration: Wednesday, Apr 26 - Tuesday, Aug 15, 2017

📍 Taipei and Taichung | Taiwan | Asia - (inactive)

<https://www.wusata.org/e/TH00PMS>

## EVENT DETAILS

Don't miss this Outbound Trade Mission to Taiwan, sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

### Taiwan Outbound Trade Mission to Taipei and Taichung ~ November 28 - December 2, 2017

With a population of 23 million, Taiwan is a thriving democracy, vibrant market economy, and a highly attractive export market, especially for U.S. firms. In 2015, Taiwan was ranked as 9<sup>th</sup> largest trading partner for the US. Taiwan relies on imports to meet its domestic food demand, making it a great market for food and beverage companies to consider.

#### Benefits from participating in the activity:

- Meet one-on-one with product buyers in the market
- Showcase products at meetings and a targeted trade reception
- Learn first hand about the opportunities in the market
- Visit supermarkets and learn about promotions they run

#### Companies will be provided:

- Custom one-on-one appointments with pre-qualified buyers
- Interpreters
- Market briefings and market tours
- Hotel and ground transportation will be arranged and paid by WUSATA for one company representative \*LIMIT: One representative per company - additional company delegates may participate at their own expense. Please contact WUSATA directly at 360-693-3373 to add more participants.

#### Planning for the week's itinerary is now underway. Following is a draft schedule for planning purposes:

Tuesday, November 28 - WUSATA companies arrive in Taipei, Taiwan

Wednesday, November 29 - Taiwan market briefings, one-on-one meetings, & company visits

Thursday, November 30 - Travel to Taichung, one-on-one meetings, retail visits

Friday, December 1 - Return to Taipei, retail visits, reception & product showcase

Saturday, December 2 - Participating companies return home or continue on own

**Participation Fee:** \$350 per company \*ONE REPRESENTATIVE ONLY\*

**Registration Deadline:** July 10, 2017



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Dried Fruit, Nuts, Confections, Sauces and Spices, Wine and Craft Beer, and other Consumer Oriented Items.

## INDUSTRY FOCUS

| Food Service Products | Ingredient | Produce | Retail |
|-----------------------|------------|---------|--------|
| Products              | Seafood    |         |        |