OUTBOUND MISSION

2024 OUTBOUND TRADE MISSION TO VIETNAM AND THAILAND

Sunday, Jun 23 - Saturday, Jun 29, 2024
Registration: Thursday, Mar 28 - Friday, Apr 26, 2024
Vietnam, Thailand | Vietnam | Southeast Asia

https://www.wusata.org/e/18IL7IR

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:

2024 Outbound Trade Mission to Vietnam and Thailand

June 23- 29, 2024

The food service sector in both Vietnam and Thailand had returned to pre-pandemic levels by the end of 2022. Restaurants and hotels are adapting at the changing trends of their local and tourist guests. This provides a great opportunity to introduce products from the Western US.

This trade mission will provide Western US companies with the opportunity to meet with potential customers (importers/distributors) and learn about the markets. In each country the USDA's Agricultural Trade Office team will provide a market briefing. Other stops to provide more context for the food trends and supply chains will round out the trade mission.

As an added bonus, a separate chef demonstration is being offered in each city. This will provide a great showcase for how your ingredients may be used by a chef in SE Asia. If interested, please register for that opportunity separately.

Benefits of Participation:

- Meet with buyers matched to your product
- Learn about current trends in Vietnam and Thailand
- WUSATA will arrange and pay for airfare between Ho Chi Minh City & Bangkok for one company representative
- WUSATA will arrange and pay for lodging for one company representative

Please register separately to have your products included in the chef demonstration in each market. Please visit the link here.

Itinerary:

June 23 - Arrive Ho Chi Minh City

June 24 – Market briefing with ATO & meetings

June 25 – Meetings & Market tours

June 26 – Travel to Bangkok

June 27 – Market briefing with ATO & meetings

June 28 – Meetings & Market tours

June 29 – Depart Bangkok

PRODUCT DESCRIPTION

Processed foods, Condiments, Dried Fruit, Nuts, Frozen Foods (fruits & vegetables), Beverages, Wine, Beer, Coffee, Tea, Healthy & natural products, Spices/seasonings, Cereals, Bakery products, Confectioneries, Seafood, and Beef.

INDUSTRY FOCUS

Food Service Products

BUYER AUDIENCE

Vietnam **Thailand**

Participation Fee: $500.00

Registration Deadline: April 26th, 2024

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