

## INBOUND MISSION

# 2020 TAIWAN VIRTUAL RETAIL GIFT PACKAGES BUYERS MISSION

Monday, Oct 5, 2020

Registration: Tuesday, Sep 1 - Wednesday, Sep 16, 2020 | 12:00 PM

📍 Zoom | Taiwan | East Asia

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

## EVENT DETAILS

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

### 2020 Taiwan Virtual Retail Gift Packages Buyers Mission - October 5, 2020

Taiwan has a growing population of young, sophisticated, and affluent consumers that seek to purchase high-end retail packaged food and agriculture products. For a one-month period, WUSATA will provide support to selected retailers in Taiwan in order to promote products from the region, during the key gift-giving seasons, primarily focused around Christmas; New Years; Lunar New Year and Moon Festival.

Taiwan is a very important market for U.S. products, including value-added and retail products. Retail buyers are still very interested in learning about quality food products from the Western U.S.

This virtual trade opportunity helps overcome the distance with video to tell your product story, virtual meetings, and finally, offering some cost relief for you to send samples to the most promising customer(s) from your virtual meetings.

### Don't miss this excellent opportunity to meet with prospective Taiwan buyers virtually!

#### Benefits of Participation:

- Meet one-on-one virtually with gift-package importer and distributors from Taiwan
  - Meeting with potential customers in Taiwan without leaving your office or home
  - Promote WA and HI high-end retail industry to Taiwan import industry
  - Get reimbursed for sample shipments up to \$500\*
- \*sample shipments must be sent within 1 month of meetings

\*Reimbursement based on proper documentation submitted

**Itinerary:** Evening of October 5, 2020 - Virtual Meetings

**Participation Fee:** \$80 per company

**Registration Deadline:** September 15, 2020



## PRODUCT DESCRIPTION

### Suitable value-added products include, but are not limited to:

Local and regional gift packages, western U.S. retail-ready products such as fresh produce, and shelf-stable products like candy, nuts, chocolate, coffee, cookies, oils, dried fruits, condiments, sauces, and wine, etc

## INDUSTRY FOCUS

Retail Products