OUTBOUND MISSION

TAIWAN CONSUMER ORIENTED OUTBOUND MISSION TO TAIPEI & KAOHSIUNG

Monday, Nov 17 - Friday, Nov 21, 2025
Registration: Tuesday, Jun 17 - Sunday, Aug 31, 2025
Taipei & Kaohsiung | Taiwan

https://www.wusata.org/e/YA6JRZL

EVENT DETAILS

2025 Taiwan Outbound Trade Mission to Taipei & Kaohsiung

Taiwan is a great market for high quality food and beverage products. In 2024, the region imported over $2 billion in consumer-oriented food and agricultural products. Taiwan relies on imports of food products, making it a land full of opportunities for U.S. food and agricultural suppliers.

This outbound trade mission will visit Taipei, the largest city in Taiwan to engage in business-to-business meetings with potential importers, processors, and distributors, fostering direct relationships and understanding market needs. The trade mission will also stop in Kaohsuing, Taiwan's second-largest city located at the south end of the island. This stop will include a product showcase and the opportunity to learn more about this region of Taiwan.

This is a great opportunity for both new to market companies, and those wanting to expand their reach. Don't miss this excellent opportunity to connect with new buyers in Taiwan!

Benefits of Participation:

- Benefits from participating in the activity:
- Meet one-on-one with buyers seeking U.S. products
- Learn about importer needs and consumer preferences
- Participate in market briefings, facility tours, and retail tours
- Timed to coincide with a WUSATA restaurant promotion

Companies will be provided:

- Custom one-on-one meetings with prequalified buyers
- Interpreters
- Market briefings by USDA/FAS and market tours
- Hotel and ground transportation will be arranged and paid by WUSATA for one company representative*

Companies will provide their own:

- International airfare
- Meals and incidentals
- Arrangements for product samples.

*LIMIT: One representative per company – additional company delegates may participate at their own expense.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Taiwan

Tentative Itinerary:

- November 16 - WUSATA companies arrive in Taipei, Taiwan
- November 17 – ATO market briefing, watch chef competition, market tours
- November 18 – One-on-one meetings and networking reception
- November 19 – Travel to Kaohsiung, facility visits
- November 20 – Product showcase & business meetings
- November 21 – Facility tours, travel back to Taipei
- November 22 – Depart Taipei, Taiwan

Suitable Products:

Food and beverage products for retail and food service markets in Taiwan. This is an especially good opportunity to introduce new products to the market.

Product Description: Suitable products include, but are not limited to: Snack foods, Frozen prepared meals, Meat, Seafood, Cheese, Fresh produce, Frozen fruits & vegetables, Baking mixes, Food Preparations, Nuts, Confections (not-too sweet), Sauces, Spices/seasonings, non-alcoholic beverages, Wine, Craft beer & cider, Spirits, Healthy foods, Specialty foods, and other Consumer Oriented Items.

Registration Details:

Registration Opens: Tuesday, June 17

Deadline: August 31, 2025

Participation Fee: $300

Passes Available:10

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