

INBOUND MISSION

2017 SE ASIA PRODUCE INBOUND TRADE MISSION TO CA, WA

Monday, Jul 24 - Friday, Jul 28, 2017
Registration: Wednesday, Apr 5 - Wednesday, Jul 19, 2017
CA, WA | Asia - (inactive)

EVENT DETAILS

Meet with buyers in the growing SE Asia market at this Inbound Trade Mission. The Inbound Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Southeast Asia Inbound Produce Trade Mission to Washington and California ~ July 24 - 28**,** 2017

This event will be held in conjunction with WUSATA's Central America and Mexico Inbound Produce Trade Missions (please also register to meet with these buyers): More than 15 buyers from over three countries will travel to Washington and California to meet with fresh produce suppliers. Event participants may either join our one-on-one business meetings or have the opportunity to host the buyer delegation at their facilities for field production and processing tours.

Southeast Asia: Southeast Asia is one of the fastest growing regions of the world with rising incomes and a growing number of young, middle class consumers. Regional GDP is expected to reach approximately $1.9 trillion in 2020. Growth of U.S. agricultural exports to Southeast Asia has outpaced the general trend in recent years totaling $11.2 billion in 2016, up almost 12% from 2015. U.S. fresh fruit exports to Southeast Asia grew almost 10% in 2016.

By joining these free missions you will participate in market briefings with industry leaders, and meet with pre-qualified buyers in one-on-one table-top meetings, or have the opportunity to host your own facility tour.

Benefits of Participation:

- Connect with pre-qualified fresh produce buyers representing Southeast Asia that are hand-selected by WUSATA's in-country contractor
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail, wholesale and e-commerce buyers personally
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Proposed Itinerary:

July 24, Monday - Yakima, WA - One-on-one meetings / Facility Site Visits

July 25, Tuesday - Wenatchee, WA - One-on-one meetings / Facility Site Visits

July 26, Wednesday - Delegation departs Yakima, WA to Fresno, CA

July 27, Thursday - Fresno, CA - One-on-one Table top meetings

July 28, Friday - Fresno & surrounding area Facility Site Visits

Participation Fee: This activity is Complementary

PRODUCT DESCRIPTION

Product Focus: Fresh Produce

INDUSTRY FOCUS

Produce