

OUTBOUND MISSION

2013 LATIN AMERICA: OUTBOUND TRADE MISSION

Monday, Jan 28 - Friday, Feb 1, 2013

Registration: Friday, Sep 7, 2012 - Wednesday, Jan 9, 2013

Panama City, Panama & Bogota, Colombia

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: Latin America Outbound Trade Mission - January 28th - February 1st, 2013 Benefits from participating in the activity: • Travel to two key cities in Latin America and meet one-on-one with buyers, importers, and distributors • Showcase products at trade receptions and industry events • Participate in ATO market briefings, port, and retail tours This is an excellent opportunity for companies to learn more about the growing Panamanian and Colombian markets. US exporters will see increased opportunity through the pending Panama Trade Promotion Agreement (TPA), which once passed, will help US exporters by removing or reducing trade barriers and tariffs. Colombia's economy is strong and growing because of increased political stability, a growing middle class and improved security. The ratification of the United States-Colombia Trade Promotion Agreement (TPA) in May, 2012 offers US exporters opportunity, removing the tariffs on more than half of US agriculture exports. The US is both Panama's and Colombia's biggest trading partner and US products are seen as high-quality and are well-accepted in both countries. Companies will be provided: • Custom one-on-one appointments with pre-qualified buyers • Interpreters • Lodging (up to 6 nights at per diem rate) will be arranged and paid for by WUSATA® • A market briefing and retail market tour • Coordinated group transportation • Participation in a trade reception/industry event (TBD) • Freight from U.S. to Panama/Colombia will be paid for by WUSATA. Companies will need to ship samples to consolidation point in U.S. (TBD)



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

Suitable products include, but are not limited to: Fresh Fruits and Vegetables, Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Seafood, Meats, Health Foods, Beverages, and Wine.

INDUSTRY FOCUS

Food Service Products

Produce

Retail Products

Seafood