## INBOUND MISSION

# EUROPE INBOUND MISSION TO COLORADO & NEW MEXICO

Monday, Oct 20 - Friday, Oct 24, 2025
Registration: Tuesday, Jun 10 - Friday, Oct 17, 2025
Colorado & New Mexico | United States of America | Europe

https://www.wusata.org/e/R09OETB

## EVENT DETAILS

### Europe Inbound Trade Mission to Colorado & New Mexico

Are you looking to expand your presence or uncover new opportunities in Europe's consumer packaged food market? This inbound mission brings a select group of 5-7 key European buyers directly to you. You don't have to fly overseas to access international growth!

Join us for a curated opportunity to showcase your Colorado and New Mexico made products to an audience of European companies actively seeking new U.S. partners. The mission includes personalized one-on-one meetings, exclusive site visits, and immersive experiences in the food and beverage scenes of Colorado and New Mexico.

With an increasing demand across Europe for premium, clean-label, and innovative products, Colorado and New Mexico brands are well-positioned to stand out in a market that values quality, sustainability, and authenticity.

This is more than just a meet-and-greet, it's a launchpad. Whether you're export-ready or exploring international growth, this mission offers direct access to buyers, valuable market feedback, and the chance to grow your brand across the Atlantic.

We encourage early registration to secure your spot for this event!

### Benefits of Participation:

- **Meet Qualified European Buyers:** Engage in pre-arranged, one-on-one meetings with buyers and distributors from Europe actively seeking new U.S. products.
- **Showcase Your Brand in Your Backyard:** Eliminate the need for international travel, instead, let the European partners experience your products and story right here in Colorado and New Mexico.
- **Build Trade Relationships:** Go beyond introductions and develop lasting partnerships with industry professionals looking for reliable U.S. suppliers.
- **Increase Export Readiness:** Use this mission as an opportunity to test your products in a new market, understand trade logistics, and refine your international business pitch.
- **Real-Time Market Feedback:** Gain valuable insights directly from European buyers on pricing, packaging, product appeal, and what makes a product competitive in their market.
- **Regional Support:** Access state resource and export programs to help you follow up, ship samples, and continue growing your EU strategy after the inbound mission.

### Itinerary:

Oct 19- Buyers arrive

Oct 20-21 - Denver, Colorado Meetings, Visits

### INDUSTRY FOCUS

**Consumer Oriented**

### BUYER AUDIENCE

**Germany**

Oct 22 - Travel to Albuquerque, New Mexico

Oct 23-24 - Albuquerque, New Mexico Meetings, Visits

Oct. 25- Buyers depart

**Registration Opens:** 06/10/2025

**Suitable Products:**

Shelf-stable food, Specialty food, Health focused / clean label food, Pantry staples

**Registration Details:**

**Deadline:** October 17, 2025

**Participation Fee:** $50

**Passes Available:** 20 per day

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