

INBOUND MISSION

2015 ASIA: PRODUCE INBOUND TRADE MISSION TO CA/WA

Monday, Jul 20 - Friday, Jul 24, 2015

Registration: Friday, May 15 - Monday, Jul 13, 2015

📍 Washington & California

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, which is brought to you by the USDA's Foreign Agricultural Service:

2015 Fresh Produce Inbound Trade Mission from Southeast Asia

- July 20-21: Yakima, WA
- July 22: Salinas/Monterey, CA
- July 23 -24: Fresno, CA

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

Southeast Asia: U.S. agricultural exports to Southeast Asia have experienced rapid growth in recent years, and in FY 2014, climbed to a record \$11.5 billion in sales – up 11 percent from FY 2013. For the Western U.S. alone, the region represents the third largest export destination with more than \$439 million in exports for 2014. Indonesia, Vietnam and Malaysia are the top markets within Southeast Asia, and leading fresh fruit exports include grapes, apples, citrus and cherries.

Benefits of Participating:

- Meet one-on-one with pre-qualified buyers
- Highlight your product and obtain direct insight/feedback from experienced importers
- Introduce your products to over 3 countries at additional meetings held same date, place and time

To maximize your marketing efforts, WUSATA encourages companies to participate in all three missions: Central America, Mexico and Southeast Asia, which will be held on the same dates, times and locations. To register for these events, please click on the links below.

REMINDER: This registration page is for the Southeast Asia Inbound Trade Mission portion only.



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, including specialty products such as berries and stone fruits.
(Fresh fruit producers and exporters are encouraged to participate.)

INDUSTRY FOCUS

Produce