

INBOUND MISSION

CANCELLED: 2024 EUROPEAN CONSUMER ORIENTED INBOUND TRADE MISSION TO CA & OR

Tuesday, Sep 17 - Friday, Sep 20, 2024
Registration: Friday, Jun 14 - Tuesday, Sep 3, 2024
California, Oregon | Germany | Europe

https://www.wusata.org/e/MELBE07

EVENT DETAILS

THIS EVENT HAS BEEN CANCELLED

European Union Consumer Oriented Inbound Mission to Oregon & California

The European Union (EU) stands as one of the primary export destinations for U.S. food and agricultural products, consistently ranking within the top five. This dynamic market boasts substantial purchasing power and is characterized by ever-evolving consumer preferences, which significantly shape global food trends. Notably, European consumers are increasingly prioritizing healthy dietary choices, gravitating towards products that emphasize wellness and nutritional value.

Participants of our program will gain exclusive access to engage directly with meticulously vetted buyers and importers from the EU. To ensure an optimal experience, we kindly request participants to select the session that aligns best with their schedule and to avoid registering for multiple sessions, as the same buyers will be present across each session.

This initiative is conducted concurrently with the Australian Consumer Oriented Buyers Meetings. Interested parties are encouraged to sign up for both activities to maximize their opportunities.

Why Participate:

- Forge connections with pre-screened importers and buyers representing The European Union.
- Evaluate your product's alignment within the marketplace and analyze the competitive environment through interactions with both retail and wholesale buyers.
- Acquire real-time market insights, consumer preferences, and trend data directly from primary sources.
- Discover and establish relationships with new potential buyers for your product.

Itinerary:

September 17 - 9a-1pm: Tabletop Meetings in Portland

September 18: Tabletop Meetings in Sacramento

September 19: Tabletop Meetings in Oakland

September 20: Tabletop Meetings in Los Angeles

Registration Opens: June 14, 2024

Suitable Products: Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit/Nut, Frozen Foods (berries), Beverages, canned fruits, healthy & natural products, cereal, tea, bakery products, confectioneries

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Germany

Registration Details:

Deadline: September 11, 2024

Participation Fee: $50

Passes Available: 15 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