

INBOUND MISSION

2016 MIDDLE EAST CONSUMER ORIENTED INBOUND TRADE MISSION

Monday, Dec 12 - Thursday, Dec 15, 2016
Registration: Wednesday, Oct 19 - Tuesday, Dec 6, 2016
CA, WA | United Arab Emirates | Middle East

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:

Middle East Inbound Trade Mission to California and Washington: December 12-15, 2016

The Middle East is experiencing rapid consumer growth, as the seventh largest regional market for consumer-oriented products, the Middle East continues to outpace South America and South Asia as an export destination. The imported food industry is expected to grow by \$35 billion in the next decade. Currently an estimated 90 percent of all food products in the Middle East are imported.

Benefits of Participation:

- Showcase your products and learn about opportunities and buyer preferences
- Meet one-on-one with pre-qualified buyers from across India and the Middle East
- Identify new buyers for your product, or re-connect personally with existing clients

Meetings:

- December 12-13: Seattle, WA One-on-one meetings and Facility site visits
- December 14: San Francisco and Oakland area One-on-one meetings
- December 15: Los Angeles One-on-one meetings

Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: snacks, beverages, confectionery, condiments, meats, processed fruits and vegetables, specialty foods, dried fruits and nuts.

INDUSTRY FOCUS

Retail Products