

OUTBOUND MISSION

2019 USDA TRADE MISSION TO COLOMBIA

Tuesday, Jun 4 - Friday, Jun 7, 2019

Registration: Monday, Mar 11 - Wednesday, Mar 27, 2019 | 12:00 PM

📍 Colombia | Colombia | South America

<https://www.wusata.org/e/XN4FR23>

EVENT DETAILS

Join the U.S. Department of Agriculture (USDA) and WUSATA on a trade mission to Bogota, June 4-7, 2019, and learn how the U.S.-Colombia Trade Promotion Agreement (CTPA) is opening doors, creating new opportunities, and helping U.S. agricultural exports flourish to record levels.

Since CTPA entered into force in 2012, U.S. farm and food exports to Colombia have more than doubled, reaching a record \$2.9 billion in 2018. Most notably, increased feed demand for the country's expanding pork and poultry industries, along with favorable tariffs under CTPA, have led to rapid growth of U.S. corn and soybean exports to the market. Since 2012, exports of U.S. consumer-oriented goods (including pork, poultry, pet food, tree nuts and beef) have also significantly increased, driven by demand from an expanding middle class.

While in Bogota, local staff from USDA's Foreign Agricultural Service (FAS) will arrange business-to-business meetings with potential customers from Colombia and Panama. FAS and industry trade experts will also guide you through in-depth briefings and site visits where you will discover the many advantages U.S. exporters have over competitors in the region.

Benefits of participation:

- One-on-one buyer meetings
- Market briefing
- Retail Tours
- Reimbursement of lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation

Participation is contingent upon USDA review.

Participation Fee: \$400

Complete the following:

Step 1: Complete registration on the WUSATA website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

Registration Deadline: March 21, 2019 (no refunds if canceled after this date)

FundMatch® can help boost your international marketing budget with 50% cost reimbursement on eligible international marketing expenses. Please contact WUSATA for more information.

Industry Focus

INDUSTRY FOCUS

Food Service Products	Natural/Health	Organic
Produce	Retail Products	Seafood



Food Service Products, Natural/Health, Organic, Produce, Retail Products

Product Description

Beef and beef products, pork, poultry, dairy, corn, wheat, rice, soybeans and soybean oil, fresh fruits and vegetables, processed fruits and vegetables, tree nuts, cotton, hides and skins, hay, distiller grains, prepared food, condiments & sauces, spirits, oilseeds, feeds & fodders and fish products.