

INBOUND MISSION

2019 SE ASIA CONSUMER ORIENTED INBOUND TRADE MISSION TO WA, HI

Monday, Aug 12 - Saturday, Aug 17, 2019

Registration: Tuesday, May 21 - Friday, Aug 9, 2019

📍 WA, HI | Southeast Asia

<https://www.wusata.org/e/7NG2MNV>

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA) and the 13 Western United State Departments of Agriculture announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2019 SE Asia Consumer Oriented Inbound Trade Mission to WA and HI - August 13-17, 2019

Southeast Asia ranks among the top export destinations in the world for U.S. agriculture products, and is an important destination for Western U.S. agricultural products. Comprised of countries including Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, the region is home to over 640 million people. Due to geography and climate, countries in the region are not able to grow all of their own food, thus with rising incomes, increasing middle class, consistent economic growth, and general confidence in the quality and safety of U.S. products, this is an ideal region for Western U.S. exports.

Benefits of Participation:

- Showcase your products for retail buyers and distributors from the growing Southeast Asia region
- Meet one on one with buyers and/or host a site visit to your office or production facility.
- Gather market intelligence and learn about retail trends for this region
- Discuss and evaluate how your product fits into the marketplace
- Learn about and measure the competitive landscape

Event Agenda:

August 13-14 - Meetings/Site Visits, Seattle and vicinity

August 16-17 - Meetings/Site Visits, Honolulu; Made in Hawaii Festival

Registration Deadline: August 2, 2019



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Snack foods, retail-focused items, healthy/natural foods, convenience foods, appetizers, heat and serve items, beverages, confectionery items, cheese, sauces, spices, nuts, chocolate, coffee, tea, specialty foods, gift-giving, value-added products, and related items.

Note: products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

INDUSTRY FOCUS

Natural/Health

Retail Products