INBOUND MISSION

2023 SOUTHEAST ASIA CONSUMER ORIENTED INBOUND MISSION TO WASHINGTON AND ALASKA

Sunday, Dec 10 - Saturday, Dec 16, 2023
Registration: Tuesday, Oct 17 - Friday, Dec 8, 2023
Washington/Alaska | United States of America

https://www.wusata.org/e/XXI2M2K

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Southeast Asia Consumer Oriented Inbound Mission Washington and Alaska

December 10 - 16, 2023

The United States has a robust trade and investment relationship with the ten member countries of the Association of Southeast Asian Nations (ASEAN). ASEAN is the United States' fourth largest trading partner and together has a GDP of more than $3 trillion and a combined population of 667 million people. Countries in the ASEAN region are quickly on their way to becoming super economies due to economic growth, a growing middle class population with higher disposable incomes, and increasing urbanization that are driving development. Modern grocery retailers, including Internet markets and mobile apps, provide a large variety of imported products to meet consumer demands for new innovative products that focus on health, nutrition, quality, and food safety. This includes a strong preference for U.S. products which are perceived to have higher standards, quality, reliability, and trust, including consumer- oriented products, especially ready-to-eat and ready-to-cook products.

For this activity, buyers from Southeast Asia will spend two full days in each state: Washington and Alaska. WUSATA participants will have one-on-one business meetings with visiting buyers to showcase their products. Additional opportunities will be available for participants to host tours at their farms or processing facilities. Experienced exporters and new-to-market companies- please take advantage of this opportunity to build connections in Southeast Asia!

Benefits of Participation:

- Meet one-on-one in person with qualified buyers from Southeast Asia
- Learn about the opportunities and demands of consumer oriented products in the Southeast Asia markets by meeting directly with buyers representing the target markets
- Showcase your products and learn firsthand about buyer preferences
- Identify new buyers for your product, and/ or build relations with existing clients.
- Meet potential buyers for your product without traveling to Southeast Asia.

Itinerary:

December 10: Buyers arrive in Washington

December 12: One on one matchmaking meetings and site visits in Washington

December 13: Buyers travel to Alaska

PRODUCT DESCRIPTION

General Seafood and Shellfish Products, Food Service and Ingredient Bulk Seafood Products, Retail Ready and Consumer Oriented Seafood Items, Dried, Frozen, and Canned Fruit and Vegetables, Fruit/ Vegetable Juices & Concentrates, Canned or Processed Meat, Beef, Cereal, Beverage Mixes, Coffee, Tea, Wheat & Grain, Dairy Products Including Cheese, Eggs and Egg Products, Bakery Products, Honey, Syrup, Jams/ Jellies, Condiments, Sauces, Spices/ Seasoning, Olive Oil, Vinegar, Healthy and Natural Products, Certified Organic, Appetizers, Frozen Meals, Snack Food, Cookies/ Biscuits, Desserts, Nuts, and Other Retail Packaged Consumer Oriented Products.

BUYER AUDIENCE

Indonesia

December 14: Business meetings and tours in Alaska

December 15: Facility tours in Alaska

December 16: Buyers return home

Participation Fee: $25.00

Registration Deadline: December 8, 2023

For any information please reach out to the Project Managers:

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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