VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: CENTRAL AMERICA (CONSUMER-ORIENTED)

Thursday, Sep 9, 2021
Registration: Wednesday, Jun 30 - Friday, Jul 30, 2021 | 12:00 PM
Virtual Meetings | Honduras | Central America

https://www.wusata.org/e/9HJYPZI

EVENT DETAILS

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

2021 Virtual Buyer Meetings: Central America (Consumer-Oriented) - September 9, 2021

Explore market opportunities in Central America - a growing export destination for consumer oriented food products. This is a great event for experienced exporters and those interested in the Central America.

Virtual Buyer Meetings: Central America is an opportunity to meet with buyers and learn more about this $2.2 billion consumer-oriented products export market.

Two key free trade agreements – the Dominican Republic-Central America Free Trade Agreement (or CAFTA-DR) and the U.S.-Panama Trade Promotion Agreement – have stimulated U.S. agricultural exports to Latin America and created new markets for U.S. exports of snacks and confectionery goods thanks to reduced tariffs on processed food products.

Meetings will be scheduled from 10:00 am to 2:00 pm (PDT) on Thursday, September 9. Meetings will be confirmed approximately one week prior, companies are not anticipated to participate in more than two days of meetings. Each WUSATA company is targeted to have 3 meetings with a participating buyer as part of this activity.

Benefits of Participation:

- Meet virtually with pre-qualified buyers from Central America.
- Gather current market intelligence, consumer preference, and trend information by participation in virtual meetings with buyers from the target market.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers virtually

Agenda:

- Virtual meetings will be held between 10:00 am and 2:00 pm (PDT) on Thursday, September 9, 2021

Participation Fee: $25.00

Registration Deadline: July 30, 2021

PRODUCT DESCRIPTION

Consumer-Oriented Food Products

INDUSTRY FOCUS

Consumer Oriented