OUTBOUND MISSION

CANCELED: 2020 SE ASIA OUTBOUND TRADE MISSION TO THE PHILIPPINES AND MALAYSIA

Monday, Apr 20 - Friday, Apr 24, 2020
Registration: Friday, Jan 24 - Friday, Feb 14, 2020 | 8:00 AM
Malaysia & Philippines | Philippines | Southeast Asia

https://www.wusata.org/e/VFVO5RV

EVENT DETAILS

*****This activity has been canceled*****

WUSATA is partnering with the U.S. Department of Agriculture on a trade mission to the Philippines in May 2020, with an option to continue on to Malaysia with WUSATA Project Managers. We are pleased to announce:

2020 USDA SE Asia Outbound Trade Mission to the Philippines with an additional stop in Malaysia - April 20-24, 2020

This activity is an excellent opportunity for companies to learn more about the Philippines and Malaysian markets, build business relationships, and continue existing business relationships. Participating companies will have a variety of tours and one-on-one meetings with qualified buyers in the retail, food service, and ingredient sectors. The Malaysian stop will also include a culinary promotion for food service products.

Southeast Asia boasts a regional GDP of $2.95 trillion (2018) and is expected to see GDP growth of 5.2% annually from 2020 to 2022. The GDP of the ASEAN region has been skyrocketing for a few years now, reflecting the region's thriving economy.

The Philippines is the 10th largest agricultural export market for the U.S In 2017, the U.S. exported $2.6 billion in agricultural products to the Philippines. Over the last 10 years, U.S. exports to the Philippines have increased by 133%. In addition, the culinary scene in the Philippines is strong, boasting excellent culinary institutions and chefs.

Malaysia is the 24th largest agricultural export market for the United States. In 2017, the U.S. exported $924 million in agricultural products to Malaysia. Large cities in Malaysia also present an excellent opportunity for companies looking to have their products featured in the local culinary scene.

Don't miss this opportunity to meet qualified buyers and develop business relationships in these two countries!

Please note: This mission has three participation options:

Option 1: Participating in both Philippines and Malaysia Mission stops

Option 2: Participating in ONLY USDA Philippines Mission stop

Option 3: Participating in ONLY Malaysia Mission stop

Benefits of participation:

- Meet one-on-one with pre-screened buyers from Philippines and/or Malaysia looking for high-quality U.S. products.
- Showcase your products and discuss how they can fit into the purchasing plan for these companies.
- Gain information about importer/buyer needs and preferences.

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Processed vegetables, beef, poultry, fresh fruit, snack foods, chocolate and cocoa products, bakery ingredients, dried fruit and nuts, convenience foods.

For Malaysia: Pork products are not recommended and cannot be included in the culinary component.

INDUSTRY FOCUS

Food Service Products

- Participate in market briefings, trade receptions, facility tours, and retail tours.

* WUSATA encourages early registration as seats are limited. One participant per company is eligible for WUSATA sponsorship. Additional company representatives who would like to attend at their own cost should contact one of the project managers for approval of attendance.

Company delegates will provide their own:

- International airfare (travel dates provided upon registration)
- Meals and incidentals
- Arrangements for product samples

For Companies participating in BOTH markets WUSATA will provide for ONE company representative:

- Airfare between Manila, Philippines and Kuala Lumpur, Malaysia
- In-country ground transportation to meetings
- Hotel stay for up to 3 nights in Manila, Philippines and 3 nights in Kuala Lumpur, Malaysia at designated mission hotels (one room per company)

For Companies participating in ONLY ONE market (either Philippines OR Malaysia) WUSATA will provide for ONE company representative:

- In-country ground transportation to meetings
- Hotel stay for up to 3 nights in EITHER in Manila, Philippines or Kuala Lumpur at designated mission hotel (one room per company)

Please complete the following:

Step 1: Complete registration on the WUSATA website and pay the 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 Philippines portion of the event (If not approved by USDA, a refund will be given)

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