

OUTBOUND MISSION

2018 U.S. SEAFOOD OUTBOUND TRADE MISSION TO VIETNAM

Saturday, Sep 8 - Tuesday, Sep 11, 2018
Registration: Monday, May 14 - Wednesday, Jun 13, 2018
Ho Chi Minh City, Vietnam

EVENT DETAILS

U.S. Seafood Trade Mission to Vietnam

Saturday, September 8th – Tuesday, September 11th, 2018

Ho Chi Minh City, Vietnam (with optional side-trip to seafood processing facilities in Vietnam)

Registration Deadline: June 13, 2018 | Cost: \$300 (due upon pre-application acceptance ~ see below)

Visit Vietnam and Meet Buyers from Multiple Southeast Asian Countries!

This trade mission is a joint activity of six project partners: Alaska Seafood Marketing Institute, Intertribal Agriculture Council, Food Export – Midwest, Food Export – Northeast, Southern U.S. Trade Association (SUSTA) and Western U.S. Agricultural Trade Association (WUSATA). The project is being led by Food Export – Northeast and is possible through funding from the Foreign Agricultural Service of the USDA.

Services will include:

- One-on-one meetings with qualified buyers from Vietnam and other regional markets such as Singapore, Thailand, Indonesia, Malaysia and Cambodia
- Market briefings by local USDA, Foreign Agricultural Service
- Your company details and products included in trade mission catalog
- Opportunities to meet with market experts from Vietnam, Singapore, Thailand and Indonesia
- Participation in education event and lunch for buyers, chefs and media on U.S. seafood
- Optional retail and seafood market tours in Ho Chi Minh City; optional tour to seafood processing facilities in Vietnam

Tentative Mission Schedule

- **Friday, September 7th:** Arrival to Vietnam
- **Saturday, September 8th:** Retail and foodservice market tour (optional)
- **Sunday, September 9th:** Market FAS Briefing by USDA/FAS Post; Mission participant Meet and Greet Reception for participating U.S. companies and walkthrough of planned mission activities
- **Monday, September 10th:** US Seafood Panel Presentation to Buyers, HRI managers and Press; U.S. Seafood Lunch and One-on-One Meetings with Buyers from Vietnam and other Southeast Asian markets
- **Tuesday, September 11th:** Optional Seafood Processing Tour or Departure

For more information, please contact: Colleen Coyne, Food Export – Northeast Seafood Program Coordinator – c coyne@foodexport.org or Elizabeth Riggs, Activity Coordinator – eriggs@foodexport.org

Pre-Application:

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



PRODUCT DESCRIPTION

Suitable products include but not limited to: Any and all fresh and processed Seafood

INDUSTRY FOCUS

Seafood

U.S. seafood suppliers affiliated with the six partner groups are eligible to submit the pre-application for participation. Due to the very limited number of spaces for this mission, interested suppliers should submit the pre-application as soon as possible. If accepted on the mission, suppliers must complete a participation agreement, supplier profile and pay a participation fee of \$300 by June 13, 2018 to confirm their place on the mission. Any open spots at that time will be filled from a waitlist based on submission date and time of the pre-application. Participants are responsible for costs of airfare, lodging, meals and incidental expenses.