

OUTBOUND MISSION

CONSUMER-ORIENTED OUTBOUND TO THE PHILIPPINES AND VIETNAM

Sunday, Sep 20 - Saturday, Sep 26, 2026
Registration: Thursday, Apr 9 - Friday, Jun 26, 2026
Philippines, Vietnam | Philippines

https://www.wusata.org/e/Z7F9KC3

EVENT DETAILS

Sign up to join this outbound trade mission includes a product demonstration and networking event in each market.

Outbound Trade Mission and Product Demonstration in the Philippines & Vietnam

Manila, Philippines & Ho Chi Minh City, Vietnam

September 20-26, 2026

Both the Philippines and Vietnam markets are vibrant growing markets, with growing middle-class populations interested in quality food and beverage products. They present great opportunities for products from the Western US.

Outbound Trade Mission

Travel to the Philippines and Vietnam to connect with importers and distributers and build business relationships ultimately leading to product sales. Participating companies will also learn about product distribution and trends in these dynamic markets. The mission will include a market briefing, one-on-one meetings with vetted buyers, market tours and/or company site visits. Participants will arrange their own travel to Manila, returning from Ho Chi Minh City. Flight between countries will be arranged by WUSATA. Lodging at mission hotels will be provided for one delegate per registered company.

Product Demonstration

WUSATA will conduct a product demonstration showing buyers how your products can be used in local food service applications. Trade mission participants can have the benefit of chefs in Manila and Ho Chi Minh City working with your products with sample dishes presented during the trade networking event. The opportunity to have your product included in the product demonstration is extended to a limited number of companies not participating in the outbound trade mission. To have your product included in the product demonstration, you will register and work with the project managers to arrange for product samples to be shipped to the chefs.

Sample shipment support:

Guidance for sample shipping and customs clearance in market will be provided.

Benefits of Participation:

- Meet with matched buyers
- Participate in market briefings, facility tours, and retail tours
- Interpreters provided if needed
- Lodging at mission hotels provided for one representative from each registered company
- Flight between countries arranged

PRODUCT DESCRIPTION

Processed foods, Foodservice products, Condiments, Dried Fruit, Nuts, Frozen Foods (fruits & vegetables), Beverages, Wine, Beer, Healthy & natural products, Spices/seasonings, Cereals, Bakery products, Confectioneries, Seafood, and Beef.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Philippines **Vietnam**

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

Itinerary:

- Sept. 20 - Arrive in Manila
- Sept. 21 - Market Briefing & Market Tours
- Sept. 22 - B2B Meetings, Networking Reception & Product Showcase
- Sept. 23 - Travel to Ho Chin Minh City
- Sept. 24 – Market briefing, market tours
- Sept. 25 - B2B meetings, networking reception & product showcase
- Sept. 26 – Depart Ho Chi Minh City

Participation Fee:

- Outbound Trade Mission including Product Demonstration - $600
- Product Demonstration Only (No Travel) - $100

Available Passes:

- Outbound Trade Mission including Product Demonstration - 16
- Product Demonstration Only (No Travel) - 8