

## INBOUND MISSION

# 2019 TAIWAN CONSUMER ORIENTED INBOUND TRADE MISSION TO OR, ID

Monday, Jul 29 - Friday, Aug 2, 2019

Registration: Tuesday, May 14 - Tuesday, Jul 23, 2019 | 12:00 PM

📍 ID, OR | Taiwan | East Asia

<https://www.wusata.org/e/2LDZGCK>

## 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:

### Taiwan Consumer Oriented Inbound Trade Mission to Oregon & Idaho ~ July 29 - August 2, 2019

This will be an excellent opportunity for companies to participate in the growing Taiwan market. In 2017, the U.S. exported over \$3.3 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market. According to reports from the Taiwan Agricultural Trade Office (ATO), key opportunities exist for high-value consumer-oriented products. In addition, beef, fresh produce, tree nuts, and cheese continue to see market growth. Food products that are appealing to buyers also include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs).

The Oregon portion of this event will be held in conjunction with WUSATA's Korea Consumer Oriented Inbound Trade Mission (please also register to meet with these buyers).

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Taiwan
- Feature your products and learn about regional preferences

### Schedule:

July 29-30: Meetings, Portland, OR

August 1-2: Meetings, Boise, ID

**Registration Deadline:** July 23, 2019



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** healthy snacks, functional foods, fruits & vegetables (fresh and frozen), specialty foods, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

## INDUSTRY FOCUS

Ingredient   Natural/Health   Organic   Retail Products