OUTBOUND MISSION

2023 MIDDLE EAST OUTBOUND TRADE MISSION TO UAE

Monday, May 15 - Thursday, May 18, 2023
Registration: Monday, Feb 6 - Friday, Feb 24, 2023 | 8:00 AM
UAE | United Arab Emirates | Middle East

https://www.wusata.org/e/G7SJCN9

EVENT DETAILS

he Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Middle East Outbound Trade Mission to UAE

May 15-18, 2023 in Dubai

The Middle East markets continue to be an appealing and growing market for WUSATA companies. U.S products can be well suited for the Middle East markets due to the UAE being ranked amongst the world's richest in terms of per capita wealth, and the "Fork and the Road" initiative which has been designed to introduce and educate consumers in the United Arab Emirates, Kuwait, Qatar, and Oman (known as the GCC 4) about the variety and diversity of regional American foods and food culture.

During this mission U.S. food and agricultural products from the western states will be introduced to relevant trade of Middle East countries. An ATO market briefing will be given along with buyer-to-buyer meetings that will be set up with corresponding buyers/importers from the area to establish potential business relationships. A market retail tour will also be organized for participating companies to see the retail spaces within the area and the availability and marketing of competing U.S products. Participants will be able to gain knowledge of the distribution channel, the retail sectors, and how COVID-19 has impacted trade.

Benefits of Participation

- Specialized one on one business meetings with buyers from the UAE.
- Networking opportunities
- Gather current market intelligence, consumer preferences and trend information through a specialized market briefing.
- The ability to evaluate where supplier products would fit best within current retail and food service space through market tours.

Participation Fee: $600

Itinerary

- May 15th: Market Briefing and B2B Meetings
- May 16th: B2B Meetings
- May 17th: B2B Meetings/ Buyer Tours
- May 18th: Retail Tours and Departure

Registration Deadline: February 24, 2023

PRODUCT DESCRIPTION

Processed fruit and vegetables, protein and seafood, dairy products + ingredients, snack products, healthy foods, beverages, sweets, baking items + ingredients.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

United Arab Emirates