

## INBOUND MISSION

# 2017 CENTRAL AMERICA PRODUCE INBOUND TRADE MISSION TO CA, WA

Monday, Jul 24 - Friday, Jul 28, 2017

Registration: Wednesday, Apr 5 - Wednesday, Jul 19, 2017

📍 CA, WA | North America

## EVENT DETAILS

Meet with buyers in the growing SE Asia market at this Inbound Trade Mission. The Inbound Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

### Central America Inbound Produce Trade Mission to Washington and California ~ July 24 - 28, 2017

**This event will be held in conjunction with WUSATA's Southeast Asia and Mexico Inbound Produce Trade Missions (please also register to meet with these buyers):** More than 15 buyers from over three countries will travel to Washington and California to meet with fresh produce suppliers. Event participants may either join our one-on-one business meetings or have the opportunity to host the buyer delegation at their facilities for field production and processing tours.

**Central America:** At a combined \$4.4 billion, the CAFTA-DR countries rank as the seventh-largest agricultural market for U.S. exports. Total bilateral trade between the United States and the CAFTA-DR region has flourished since 2006, rising 83 percent to \$9.7 billion last year, making the group the sixth-largest U.S. trade partner in the world, after Canada, Mexico, the European Union, China, and Japan.

By joining these free missions you will participate in market briefings with industry leaders, and meet with pre-qualified buyers in one-on-one table-top meetings, or have the opportunity to host your own facility tour.

### Benefits of Participation:

- Connect with pre-qualified fresh produce buyers representing Central America that are hand-selected by WUSATA's in-country contractor
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail, wholesale and e-commerce buyers personally
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

### Proposed Itinerary:

July 24, Monday - Yakima, WA - One-on-one meetings / Facility Site Visits

July 25, Tuesday - Wenatchee, WA - One-on-one meetings / Facility Site Visits

July 26, Wednesday - Delegation departs Yakima, WA to Fresno, CA

July 27, Thursday - Fresno, CA - One-on-one Table top meetings

July 28, Friday - Fresno & surrounding area Facility Site Visits

**Participation Fee:** This activity is Complementary



## PRODUCT DESCRIPTION

**Product Focus:** Fresh Produce

## INDUSTRY FOCUS

Produce