WEBINARS

TURN VISITS INTO DEALS: HOSTING INTERNATIONAL BUYERS IN THE U.S.

Wednesday, Mar 4, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Jan 15 - Wednesday, Mar 4, 2026
Riverside | United States of America

https://www.wusata.org/e/MU6TPJ4

EVENT DETAILS

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who anticipate hosting or meeting international buyers in the United States. The session will provide a practical overview of what inbound buyers expect when visiting U.S. operations, including product quality, traceability, sustainability practices, and export readiness. Attendees will gain insights into preparing facilities, aligning offerings with buyer expectations, and managing logistics and documentation for effective buyer engagement. The presentation will also cover strategies for creating impactful buyer visits, including presentations, tours, and sampling. A featured case study will illustrate lessons learned from a successful U.S. exporter hosting inbound buyers. Participants will leave with actionable steps to ensure their operations are export-ready and positioned to maximize the impact of inbound buyer missions.

Detailed Webinar Overview:

1. Welcome & Objectives

- Welcome and objectives of the seminar
- Why hosting inbound buyers is a critical tool for export growth
- Key buyer expectations: quality, traceability, and responsible production

2. Understanding the International Buyer

- Buyer motivations: sourcing high-quality, safe, and sustainable products
- How market trends influence purchasing decisions (health, sustainability, certification requirements)
- Regional differences in buyer priorities (Europe, Asia, Latin America)

3. Preparing Your Operations

- Facility readiness: cleanliness, organization, and tour logistics
- Product presentation: samples, specifications, and certifications
- Traceability and documentation: demonstrating quality and compliance

4. Regulatory & Market Considerations

- U.S. export compliance essentials
- Labeling and packaging requirements for specific international markets
- Certifications relevant to inbound buyers (e.g., USDA Organic, GlobalG.A.P., BRCGS)

5. Showcasing Your Competitive Advantage

- Telling your brand story: sustainability, origin, and quality
- Leveraging certifications and third-party verification to build trust
- Interactive buyer engagement techniques: tours, tastings, and demonstrations

6. Spotlight: Lessons from Successful Inbound Missions

- Case study of a U.S. exporter hosting buyers from multiple regions
- Best practices: scheduling, presentation, hospitality, and follow-up

- Common challenges and solutions to ensure buyer satisfaction

7. Practical Steps for Export Readiness

- Aligning internal teams and operations for buyer visits
- Document preparation and logistics coordination
- Follow-up strategies to convert buyer interest into sales

8. Q&A

- Interactive Q&A with seminar presenters

Learning Outcomes

- Understand international buyer expectations for U.S. operations and product presentations.
- Identify operational and logistical requirements for hosting inbound buyers, including facility readiness, sampling, and traceability.
- Recognize the importance of certifications and documentation in building buyer confidence.
- Develop strategies to effectively communicate quality, sustainability, and origin stories during buyer visits.
- Apply best practices from case studies to plan and execute successful inbound buyer missions.
- Prepare teams and operations to maximize the impact of inbound buyer visits and facilitate ongoing business relationships.

****The meeting link will be sent to registered companies before the meeting via email****

Presented by Bryant Christie Inc.,

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