INBOUND MISSION

2023 AUSTRALIA & NEW ZEALAND CONSUMER ORIENTED INBOUND BUYERS MEETINGS

Monday, Aug 21 - Friday, Aug 25, 2023
Registration: Thursday, Jul 6 - Friday, Aug 11, 2023
CA/WA | Australia | Australia

https://www.wusata.org/e/QCNU5LK

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Australia and New Zealand Consumer Oriented Inbound Buyers Meetings
Seattle, WA & Sacramento/Oakland/Los Angeles, CA
August 21 - 25, 2023

Australia and New Zealand represent attractive export targets for established companies ready to take the next step in their exporting journey. $1.3B of US Consumer Oriented products are exported to Australia each year. Australians and New Zealanders are experimental, and are quick to accept US culture through food, so products are more able to start selling successfully.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Australia and New Zealand.

When making your selection, please pick the session that works best for your schedule, and do not sign up for multiple sessions, the buyers are the same for each listed session.

This Activity is held in conjunction with Korean Consumer Oriented Buyers Meetings. Please sign up for both activities if you are interested.

Itinerary:

- August 21 – Seattle - Site visits
- August 22 - Seattle - Tabletop Buyers Meetings
- August 23 - Sacramento - Tabletop Buyers Meetings
- August 24 - Oakland - Tabletop Buyers Meetings
- August 25 - Los Angeles - Tabletop Buyers Meetings

Benefits of Participation:

- Connect with pre-qualified importers / buyers representing Australia / New Zealand
- Evaluate how your product fit into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- 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

Registration Deadline: August 11, 2023

Participation Fee: $25

Project Managers:

PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit / Nut, Frozen Foods (berries), Beverages, canned fruit, healthy & natural products, cereals, tea, bakery products, confectioneries

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Australia **New Zealand**

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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