INBOUND MISSION

2023 MIDDLE EAST INBOUND TO CA/WA - CONSUMER ORIENTED

Monday, Mar 27 - Friday, Mar 31, 2023
Registration: Tuesday, Jan 10 - Thursday, Mar 23, 2023
CA/WA | United Arab Emirates | Middle East

https://www.wusata.org/e/WI6YWGH

EVENT DETAILS

The 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 Inbound to SIAL America with Meetings in California & Washington

March 27 - 31, 2023

The Middle East Delegation, in conjunction with the South Africa delegation, will participate in tabletop meetings in San Francisco, Seattle and Las Vegas (SIAL America). Companies will need to register for both activities to meet with all participating buyers from the Middle East and South Africa.

Benefits of Participation:

- Connect with pre-qualified buyers representing the Middle East
- 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

Tentative Itinerary:

- Monday, March 27 – Tabletops in San Francisco, CA (9-1pm)
- Tuesday, March 28 - Tabletops at SIAL (Las Vegas)- Middle East 8 am - 10am/ South Africa 10 am - 12 pm- 1 Buyer Delegation per session.
- Wednesday, March 29 – Tabletops at SIAL - South Africa 8 am - 10 am // Middle East 10 am - 12 pm - 1 Buyer Delegation per session.
- Thursday, March 30 - Site Visits/Tabletops Seattle
- Friday, March 31 – Site visits/Tabletops Seattle

Participation Fee: $25

Registration Deadline: March 15, 2023

PRODUCT DESCRIPTION

Retail packaged / Consumer oriented products

INDUSTRY FOCUS

Consumer Oriented **Retail Products**

BUYER AUDIENCE

United Arab Emirates