

INBOUND MISSION

ASEAN INGREDIENT INBOUND MISSION TO INTERNATIONAL BAKING INDUSTRY EXPO (IBIE)

Sunday, Sep 14 - Tuesday, Sep 16, 2025
Registration: Friday, Jun 27 - Tuesday, Sep 2, 2025
Las Vegas, Nevada | United States of America

https://www.wusata.org/e/G8XVHJX

EVENT DETAILS

Korea - Southeast Asia - Taiwan: Ingredient Inbound Mission to Washington & IBIE show in Las Vegas, Nevada

This inbound mission will bring you together with buyers in search of ingredient products for three growing international markets: Korea, Southeast Asia, and Taiwan. By participating in this mission, WUSATA suppliers will have the opportunity to present their ingredient items to vetted buyers from all three markets and connect with buyer delegates through one-on-one matchmaking meetings. The mission is held in conjunction with the International Baking Industry Exposition (IBIE) which takes place in Las Vegas, Nevada, making it a prime opportunity to not only meet with WUSATA qualified buyers but also to network with other industry representatives.

All participating buyer delegates will travel to Las Vegas, NV to attend the IBIE show Sunday, Sept. 14, participate in an ingredient seminar and tasting Monday, Sept. 15, and meet one on one with WUSATA supplier companies Sept. 15 and 16.

Prior to the show (Sept. 11-12), delegates from Korea and Taiwan will visit Seattle, WA for business matchmaking meetings, facilities tours and site visits.

WUSATA supplier companies seeking opportunities in Korea, Southeast Asia, or Taiwan can register to participate in any or all of the following opportunities (note: no need to register for more than one meeting session with each market delegation since it will be the same buyer delegates at all meeting sessions): - Sept. 11-12: business meetings with Korean and/or Taiwan buyers in Seattle, WA - Sept. 15: Register to have an ingredient included in the ingredient seminar and tasting for buyers - Sept. 15 - 16: business matchmaking meetings with buyer delegates from Korea, Southeast Asia, and/or Taiwan

Additional opportunities to connect with the buyers are in the works, including having buyer delegates stop by your booth at IBIE and a possible networking reception tentatively planned for Monday, September 15, in Las Vegas, NV. Please contact project managers directly should you have questions.

Benefits of Participation:

Meet with up to 19 vetted, qualified buyers from Korea, Taiwan, and Southeast Asia. Showcase your ingredient products, have an ingredient included in the buyer's ingredient seminar and tasting, and learn about preferences and opportunities in these markets. This inbound mission is held in conjunction with the International Baking Industry Exposition (IBIE) which offers something for everyone, with interactive experiences, networking events and inspiring forums that create ideal opportunities for conversations with peers and connections with new contacts, creating a broader network for industry members across the globe. This mission is a great next step for companies participating in WUSATA's Ingredient Product Research activities, and for those looking to expand their ingredient sales into Asia.

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Singapore **Vietnam**

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

Tentative Itinerary:

- Thursday, September 11th (Taiwan & Korea): - B2B Meetings in Seattle, Washington
- Friday, September 12th (Taiwan & Korea): - Facility Tours and site visits - Seattle, Washington
- Sunday, September 14th (Taiwan, Korea, Southeast Asia): - Buyers attend the IBIE show - Las Vegas, Nevada
- Monday, September 15th (Taiwan, Korea, Southeast Asia): Las Vegas, Nevada
    - AM: Ingredient Seminar and Tasting for Buyers
    - PM: B2B Meetings
    - Evening: WUSATA Buyers & Suppliers Networking Reception (tentative)
- Tuesday, September 16th (Taiwan, Korea, Southeast Asia): B2B Meetings - Las Vegas, Nevada

*B2B Meetings in Las Vegas, Nevada will take place outside of the Expo at a separate meeting site.

Suitable Products:

Ingredients for food processors & food service including: nut products, oils, processed fruits & vegetables, frozen & dried fruits, fruit and vegetable concentrates, processed seeds & grains, dairy ingredients, and other bakery ingredients.

Registration Details:

Registration Opens: Friday, June 27

Deadline: Tuesday, September 2

Participation Fee: $75 for all 3 markets | $25 per market

Passes Available:15 for B2B meetings on 9/11 (Seattle) | 15 for B2B meetings on 9/15 (Las Vegas) | 10 for the Ingredient Seminar on 9/15 (Las Vegas) | 20 for B2B meetings on 9/16 (Las Vegas)

Registration for this event does not include registration for IBIE