

OUTBOUND MISSION

2026 TAIWAN CRAFT BEVERAGE AND BEVERAGE INGREDIENTS OUTBOUND MISSION

Wednesday, Nov 11 - Sunday, Nov 15, 2026
Registration: Monday, Jun 22 - Friday, Sep 4, 2026
Taipei | Taiwan

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

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:

2026 Taiwan Craft Beverage and Beverage Ingredients Outbound Mission

November 11-15 2026

According to an evaluation of Taiwan market for distilled spirits made by the Distilled Spirits Council of the United States recently, Taiwan presents a growth opportunity for exporting craft beverages from the U.S. with a population with an established interest in imported whiskeys, and a zero-import duty on spirits.

Benefits of Participation:

There is a great opportunity to increase the knowledge and awareness of Western US Craft Beverages in the Taiwanese market. U.S. companies will meet with buyers at a tasting reception and will also participate in 1:1 B2B meetings, site visits, market presentations and retail tours while in Taiwan. Hotel, internal transportation costs are covered.

Itinerary:

- Nov 9 (Mon) Departure from US
- Nov 10 (Tue) Arrive in Taipei
- Nov 11 (Wed) Morning - ATO Market Briefing; Afternoon - B2B Meetings
- Nov 12 (Thu) Morning – Market Visits; Afternoon B2B meetings / Reception (Business Showcase)
- Nov 13 (Fri) Wine & Spirit show visit (Opening day)
- Nov 14 (Sat) Facility visit - Distillery & Brewing
- Nov 15 (Sun) Return to US

Registration Fee:

- $250 per company

Available Passes:

- 10 passes

For more information, please reach out to the Project Managers:

Marty Earnheart - Montana - mearnheart@mt.gov

INDUSTRY FOCUS

Consumer Oriented **Specialty Beverage**

BUYER AUDIENCE

Taiwan

Karen Sur – Hawaii - karen.y.sur@hawaii.gov

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