

OUTBOUND MISSION

CENTRAL & SOUTH AMERICA CONSUMER ORIENTED OUTBOUND TRADE MISSION

Monday, Jul 28 - Friday, Aug 1, 2025
Registration: Wednesday, Feb 19 - Thursday, Jun 12, 2025
Colombia | Colombia | South America

https://www.wusata.org/e/ZRUDQQ2

EVENT DETAILS

Central & South America Consumer Oriented Outbound Trade Mission

WUSATA is organizing a category-specific trade mission to Bogotá, Colombia, designed to facilitate meaningful connections between participating companies and key buyers from across Latin America. This mission will bring together buyers from Colombia, Chile, Panama, Argentina, and Peru, along with additional buyers from Costa Rica and Nicaragua, to create a robust platform for business development.

Participating WUSATA companies will have the opportunity to engage in strategic B2B meetings, gain valuable market insights through in-depth briefings, and explore firsthand the local business environment through curated site visits. This initiative aims to strengthen trade relationships, expand market access, and enhance export opportunities for U.S. agricultural and food companies in the dynamic Latin American marketplace.

Why Participate:

- Connect with pre-qualified buyers (retailers, consumer-oriented importers / distributors) representing South and Central America.

- Evaluate how your product fits 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- Interpreters provided as needed

Benefits of Participation:

- Hotel lodging - 4 Nights in Bogota, Colombia

- Interpreters, if needed at the tabletop meetings

Itinerary:

Monday, July 28- Arrive in Bogota, Colombia

Tuesday, July 29- Market Briefing/ B2B meetings

Wednesday, July 30- B2B meetings/ site visits

Thursday, July 31- B2B meetings/ site visits

Friday, August 01- Depart Colombia

Registration Opens: 02/19/2025

Suitable Products: Consumer-Oriented, Retail Packaged Foods

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Colombia

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

Registration Details:

Deadline: June 12, 2025

Participation Fee: $750

Passes Available: 20

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