

## 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



**Registration Details:**

**Deadline:** June 12, 2025

**Participation Fee:** \$750

**Passes Available:** 20