

INBOUND MISSION

2016 EUROPE DRIED FRUIT & NUTS INBOUND TRADE MISSION TO CA/NM (REVISED CA DATES)

Monday, Dec 5 - Friday, Dec 9, 2016

Registration: Monday, Aug 15 - Wednesday, Nov 30, 2016

📍 CA/NM | Europe

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:

Europe and Korea Inbound Trade Missions to California and New Mexico, December 5th- 9th, 2016* (REVISED California dates)

Europe: Europe is the world's largest import market for agricultural commodities and food. The combined economies of the EU countries was approximately \$16.23 trillion USD in 2015 (Gross Domestic Product), just slightly smaller than the U.S. The EU is a net importer of most dried fruits and nuts. The market for these products is sustained by the thriving bakery, breakfast cereal, snack and natural product industries in the EU.

*This activity is held in conjunction with the Korea Inbound Trade Mission to the same locations and times. We encourage registering for both events.

Benefits of Participation:

- Showcase your products and learn about opportunities and buyer preferences
- Meet one-on-one with pre-qualified buyers
- Identify new buyers for your product, or re-connect personally with existing clients

Meetings:

December 5th and 6th, 2016 Tucson, AZ and Las Cruces, NM - Site Visits and meetings

December 7th: Fresno, CA

December 8th & 9th: Sacramento, CA



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Products of Interest: Dried Fruit and Nuts