INBOUND MISSION

2022 GLOBAL BUYER INBOUND MISSION TO SIAL AMERICA (CHINA, KOREA, & MEXICO)

Monday, Mar 21 - Thursday, Mar 24, 2022
Registration: Monday, Feb 14 - Wednesday, Mar 16, 2022 | 1:00 PM
Las Vegas, NV | Mexico | Latin America

https://www.wusata.org/e/JARAY7U

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:

2022 Global Buyer Inbound Mission to SIAL America (China, Korea, & Mexico)

March 21-24, 2022

Las Vegas Convention Center

Benefits of Participation:

- Connect with pre-qualified buyers representing China, Korea, and Mexico
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail/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

Tentative Itinerary:

One-on-One Business meetings will be conducted at SIAL America in Las Vegas. Pre-show meetings are available for exhibitors (8am-10am). Show Badge is required for attendance.

Monday, March 21, 2022 - Featuring Buyers from China, Korea and Mexico

- Two Sessions (9am-Noon) and (1pm-4pm)
- Opportunity to meet with all participating buyers
- Fee: $100.00

Tuesday, March 22, 2022 - Featuring Buyers from Mexico

- Two Sessions (8-10am) and (10am-Noon)
- Fee: $25.00

Wednesday, March 23, 2022 - Featuring Buyers from Korea

- Two Sessions (8-10am) and (10am-Noon)
- Fee: $25.00

Thursday, March 24, 2022 - Featuring Buyers from China

- Two Sessions (8-10am) and (10am-Noon)
- Fee: $25.00

****NOTE: 8-10am Sessions (March 22-24) are reserved for exhibitors.**

PRODUCT DESCRIPTION

Suitable products include: Consumer Oriented Food Products - sauces, snack foods, condiments, specialty food products, health & natural food products, retail dried fruits/nuts, functional foods and organic.

INDUSTRY FOCUS

Consumer Oriented

Participation Fee: March 21: $100; March 22-24: $25

Registration Deadline: March 16, 2022

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