OUTBOUND MISSION

2024 CONSUMER ORIENTED OUTBOUND TO CANADA

Wednesday, Sep 4 - Thursday, Sep 5, 2024
Registration: Tuesday, Feb 27 - Friday, Jun 21, 2024
Toronto, Canada | Canada | North America

https://www.wusata.org/e/3D5FVTH

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Consumer Oriented Trade Mission to Canada

September 4 - 5, 2024

The trade mission will visit Toronto, Canada from September 3-6, 2024. Two days of programming will include a market briefing, retail tours and one-one-one business meetings. Prior to attending the trade mission, participants will provide product samples for market distribution to buyers and have an individual consultation with an in-market representation and project management staff.

Itinerary:

- September 3: Arrival
- September 4: Meetings, Retail Tours and Market Briefing
- September 5:Meetings, Retail Tours and Market Briefing
- September 6: Depart

As part of trade mission, participants will be provided three-night hotel accommodations at the meeting venue.

Benefits of Participation:

The Consumer Oriented Trade Mission to Canada provides opportunities for new-to-market and new-to-export companies to meet directly with importers/distributors of retail food products in a leading export market for the U.S.

This trade mission is designed to assist international market development through individual consultation, one-on-one meetings with qualified buyers, and education seminars to learn more about the Canadian market.

Participating companies will have the opportunity to evaluate the market potential for their products and receive professional feedback from buyers representing a diversity of brands and retailers in the market.

Cost of Participation: $500

Registration Deadline: June 21, 2024

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Canada