OUTBOUND MISSION

2018 EUROPE BAKERY INGREDIENT OUTBOUND TRADE MISSION TO GERMANY AND FRANCE

Monday, Jul 9 - Friday, Jul 13, 2018
Registration: Thursday, Mar 15 - Friday, Jun 1, 2018
Germany and France

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

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:

Europe Bakery Ingredients Outbound Trade Mission to Germany and France ~ July 8-14, 2018

This is an excellent opportunity for companies to take advantage of the growing markets in Europe. Participate in individualized meetings with importers and distributors looking for high quality US products. Both new to market and experienced companies will find success in this robust and opportunity-filled market. Be sure to act fast to take advantage of this great outbound experience.

The European demand for bakery products is a well-established market, and continues to grow. France and Germany are among the top ten in the EU for bakery product market size, ranking second and third respectively in 2015. In 2017, the current value of baked goods in Germany was approximately US$18.3 billion and is projected to increase to US$18.5 billion by the year 2022. The current value of baked goods in France during 2017 was approximately US$17.8 billion and projected to increase to US$18.7 billion by year 2022.

Benefits of Participation:

- Showcase and promote your products to some of Europe's most influential buyers and decision makers from France and Germany.
- Gain information about importer/buyer needs and preferences.
- Expand your foreign market sales into Europe.
- Learn about the opportunities, trends, and demand of the greater European market.

Proposed Itinerary:

- July 8th Arrive Paris, France
- July 9th and 10th, Site Visits, B2B meetings and Retail Tours
- July 10th- Cross the border from France to Germany
- July 11th, 12th and 13th , Site Visits, B2B meetings and Retail Tours

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Dried fruit, nuts, and other specialty additives such as colorings and flavorings.

INDUSTRY FOCUS

Ingredient

- July 14th Depart Frankfurt, Germany

Companies will be provided:

- Face to face meetings with pre-qualified buyers
- A good impression about the bakery ingredient market of the European Union
- Contacts with leading ingredient buyers or users
- Interpreters
- Market briefings and market tours
- Hotel and ground transportation will be arranged and paid by WUSATA for one company representative*

Participation Fee: $300 per company* *Only one company delegate may attend with this fee - additional delegates may participate at own expense and upon Project Manager approval - SPACE IS LIMITED

Registration Deadline: June 1, 2018

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

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