

## INBOUND MISSION

# 2015 EUROPE: DRIED FRUIT & NUTS INBOUND MISSION

Monday, Dec 7 - Friday, Dec 11, 2015

Registration: Tuesday, Aug 18 - Thursday, Dec 10, 2015

📍 California / New Mexico

<https://www.wusata.org/e/RWX4H8I>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the New Mexico and California Departments of Agriculture, announce participation and registration in the following activity

### Europe Dried Fruit and Nut Inbound Mission – (December 7-11, 2015)

New Mexico – December 7-9, 2015

California – December 9-11, 2015

Operating as a single market with 28 countries and roughly 330 million people, the EU is a major world trading power. The combined economies of EU countries was \$13.9 trillion USD in 2014 (Gross Domestic Product), roughly equivalent to the size of the U.S. economy. Trade was hit by the global recession, but the EU remains the world's largest importer accounting for roughly 17% of global imports. The EU is a net importer of most dried fruit and nuts. The market for these products is sustained by the thriving bakery, breakfast cereal, snack and natural product industries in the EU.

### Benefits of participating:

- Meet one-on-one with pre-qualified buyers, importers and distributors from Europe.
- Showcase your products and gain insights into buyers' needs and preferences.
- Expand your foreign market sales in Europe.



## PRODUCT DESCRIPTION

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

**Suitable products include, but are not limited to:** Bulk Dried Fruits and Nuts.

## INDUSTRY FOCUS

Ingredient