

## VIRTUAL TRADE EVENT

# 2020 WUSATA DRIED FRUIT & NUTS VIRTUAL BUYING MISSION: MIDDLE EAST

Monday, Nov 30 - Thursday, Dec 17, 2020  
Registration: Thursday, Oct 1 - Wednesday, Oct 21, 2020 | 12:00 PM  
📍 Zoom Meeting | Middle East

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

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

### 2020 WUSATA Dried Fruit & Nuts Virtual Buying Mission: Middle East - November 30 - December 17, 2020

WUSATA's Dried Fruit and Nuts Virtual Buying Mission: Middle East will provide companies the opportunity to meet one-on-one with Middle East Buyers interested in your company's products. This activity is focusing specifically on Dried Fruit and Nuts. Participating companies will have 3 one-on-one meetings scheduled with participating buyers. Companies will have up to 25 minutes to meet with each buyer. Meetings will take place via Zoom and will occur between November 30 - December 17, 2020. Project managers will reach out prior to these dates to assign a time to you.

Samples shipments are not needed for this event, yet it is recommended that companies provide product information/brochures in advance of the activities.

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Europe and the Middle East when you register for both activities
- Showcase your products and learn firsthand about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, and/or re-connect with existing clients

### Event Timeline:

- Registration Deadline (October 9)
- Meeting Notifications/Confirmations Provided (Week of November 16)
- Informational Materials Shipment Deadline (November 20)

**Meeting Times:** Scheduled meetings will occur between November 30 and December 17. Meetings will be scheduled for 30 minutes and will be held one-on-one via Zoom and scheduled to accommodate both buyers and sellers. Companies may have scheduled meetings over the course of three days during the three-week time period.

**\*\*This virtual buying mission will be held in conjunction with the WUSATA Dried Fruit & Nuts Buying Mission: Europe Activity - please also register to meet with these buyers.\*\***

**Participation Fee:** \$25.00 per company

**Registration Deadline:** October 9, 2020



## PRODUCT DESCRIPTION

Suitable Products: Raisins, Dates, Prunes, Almonds, Pistachios, Walnuts, Pecans, etc.

## INDUSTRY FOCUS

Ingredient

