

VIRTUAL TRADE EVENT

CANCELED: 2021 VIRTUAL BUYER MEETINGS: ASEAN (FRESH PRODUCE)

Monday, Dec 6 - Friday, Dec 10, 2021

Registration: Tuesday, Sep 7 - Friday, Oct 29, 2021 | 12:00 PM

📍 Virtual Meetings | Singapore | Southeast Asia

<https://www.wusata.org/e/HEK1DFJ>

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:

CANCELED: 2021 Virtual Buyer Meetings: ASEAN (Fresh Produce)

December 6 -10, 2021

Explore Market opportunities in ASEAN - One of the U.S.' top destinations for produce products. This is a great opportunity for experienced exporters and those interested in the ASEAN market.

Virtual Buyer Meetings: ASEAN (Fresh Produce) is an opportunity to meet with buyers and learn more about this 200 million USD market opportunity. Western U.S. products are well positioned to enter the market as consumers are already aware of the premium quality and price of the products, allowing for the products to remain competitive when accounting for export costs.

The ASEAN region is experiencing large economic growth and is expected to continue to do so in the coming years.

****WUSATA companies will also have a virtual booth in the USA Food & Beverage Showcase****

(<https://foodandbeverage.showcases.live>) where qualified buyers can explore products and submit inquiries.

Meetings will be scheduled from approximately 6pm - 9pm (PST) from December 6 -10, 2021. Meetings will be confirmed approximately one week prior. Each company is targeted for up to 5 meetings.

Benefits of Participation:

- Meet virtually with pre-qualified buyers from Southeast Asia.
- Gather current market intelligence, consumer preference, and trend information by participation in virtual meetings with buyers from the target market.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers virtually.

Itinerary:

- Virtual Meetings: December 6 - 10, 2021 from approximately 6:00 pm - 9:00 pm PST

Participation Fee: \$125.00

Registration Deadline: October 29, 2021



PRODUCT DESCRIPTION

Suitable Products include: Fresh Fruit (Tree Fruit, Citrus, Table Grapes) and Vegetables (Celery, Onions, Lettuce)

INDUSTRY FOCUS

Produce