VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: EUROPE (DRIED FRUIT & NUTS)

Tuesday, Dec 7 - Thursday, Dec 9, 2021
Registration: Tuesday, Sep 21 - Friday, Oct 29, 2021 | 10:00 AM
Virtual Meetings | Europe

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

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:

2021 Virtual Buyer Meetings: Europe (Dried Fruit & Nuts)

December 7-9, 2021

Explore Market opportunities in Europe - One of the U.S.' top destinations for dried fruit and nut products. This is a great opportunity for experienced exporters and those interested in the European market.

Virtual Buyer Meetings: Europe (Dried Fruit and Nut) is an opportunity to meet with buyers and learn more about this important market opportunity.

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 European region has historically been a primary trade destination for U.S. companies and will continue to be amongst the most desirable.

Meetings will be scheduled from approximately 8am to 10am (PST) from December 7 -9, 2021 Meetings will be confirmed approximately one week prior. Each WUSATA company is targeted to have 3-5 meetings with participating buyers as part of this activity.

Benefits of Participation:

- Meet virtually with pre-qualified buyers from Europe.
- 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:

- December 7 - 9, 2021, 8:00 am - 10:00 am PST: Virtual Meetings

Participation Fee: $25

Registration Deadline: October 29, 2021

PRODUCT DESCRIPTION

Suitable Products include: Dried Fruit & Nut - Bulk and Retail Packages

INDUSTRY FOCUS

Ingredient **Retail Products**