

OUTBOUND MISSION

SEAFOOD OUTBOUND MISSION TO UAE & SAUDI ARABIA

Tuesday, Oct 14 - Tuesday, Oct 21, 2025
Registration: Monday, Jul 14 - Friday, Sep 5, 2025
Dubai, UAE & Riyadh, Saudi Arabia | United Arab Emirates | Middle East

https://www.wusata.org/e/AML820X

EVENT DETAILS

2025 Middle East Seafood Outbound Mission to UAE and Saudi Arabia

The Middle East continues growing interest in Western U.S. food and agricultural products. With a population of over 411 million in the Middle East, The UAE is the second-largest export market for U.S. Agricultural products among the countries of the Gulf Cooperation Council (GCC) and the 25th largest in the world. In 2023, U.S. exports of agricultural and related products to the UAE reached $1.28 billion, with almost 80 percent imported as consumer-oriented goods. The UAE is the major regional trade hub for the Middle East and North Africa due to its favorable geographic location and modern infrastructure. Economic-friendly regulations, low duties, and extensive free trade zones throughout the country have enabled the UAE to become one of the world's leading re-export hubs.

Seafood (frozen fish products and shellfish) has become a highly attractive sector to Middle East populations. The main opportunities that arise from this market are growing demand for healthy, organic, and quality products, a desire for U.S. value-added products, and strong contractor connections with local distributors, importers, and retailers looking for U.S. products. Seafood and shellfish products are one of the U.S. quality food products that are desired in this market.

Companies participating in this mission will have the strong opportunity to meet with qualify buyers from UAE & Saudi Arabia, visit local seafood markets, retail stores and processing facilities, meet with FAS Officials for market briefings, showcase and demo your seafood product with chef, and participate in a trade reception to network with in-country buyers. WUSATA will cover up to 4 nights of lodging in Dubai and 4 nights of lodging in Riyadh at the official meeting hotel, and will provide airfare between Dubai and Riyadh for one delegate per registered company. Companies may bring a second, self paid, delegate if arranged.

Please take advantage of this opportunity to build connections in Middle East market!

Benefits of Participation:

- Meet one-on-one in person with qualified buyers from UAE and Saudi Arabia markets;
- Learn about the opportunities and demands of seafood, shellfish, and aquaculture products in the Middle East markets by meeting directly with buyers representing the target markets
- Participate in market briefings from FAS offices in Dubai and Riyadh to gain knowledge about current market situations and trends.
- Showcase your products and learn firsthand about buyer preferences, attend buyers meetings, reception and networking event with buyers, chef seafood demos at official residency by US Embassy
- Identify new buyers for your product, and/ or expand relations with existing clients.
- Assistance with sample shipment for two markets

INDUSTRY FOCUS

Seafood

BUYER AUDIENCE

Saudi Arabia | United Arab Emirates

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

- 4 nights lodging in Dubai UAE and 4 nights lodging in Riyadh, Saudi Arabia will be covered by WUSATA for one company representative
- In-market airfare covered for flight from Dubai to Riyadh

Tentative Itinerary:

- October 14th- Arrive in Dubai, UAE
- October 15th- Mission briefing, Market briefing with USDA/FAS, Market Visits in Dubai
- October 16th- Seminar, business meetings, and trade reception with GCC buyers in Dubai
- October 17th- Seafood processing facility visits, business meetings in Dubai
- October 18th- Travel from Dubai UAE to Riyadh KSA
- October 19th- FAS briefing and seafood market visits in Saudi Arabia
- October 20th- Seminar, business meetings and trade events with buyers in Riyadh KSA
- October 21st- Visit seafood importer facilities; Debrief of the trade mission
- October 22nd-Return to the U.S.

Suitable Products:

General Seafood fisheries and Shellfish products. Food Service & Ingredient Bulk Seafood Products and Retail Seafood Products. Suitable products include, but are not limited to: Salmon; Halibut; Pacific Rockfish; Arrowtooth Flounder, Pacific Cod; Hake; Sea Bass; pacific Whiting; Black Cod; Oysters; Geoduck; Alaska King Crab; Blue Crab; Dungeness Crab; Mussels; Spot Prawns; Clams; Dover Sole, English Sole, Grenadier, Ling Cod, Ocean Perch Pacific Cod (True Cod), Petrale Sole, Rex Sole, Sand Dab, Arctic Char, Atlantic Salmon, Catfish, King Salmon, Rainbow Trout, Steelhead, Sturgeon, Tilapia, Ahi Tuna (Bigeye, Bluefin, Yellowfin), Albacore Tuna (Tombo), Barracuda, Barramundi, Blue Nose, Corvina, Escolar, Crawfish and Other Bulk Seafood Products, Retailed Packaged Seafood Products, as well as Consumer Oriented Seafood Items.

Registration Details:

Registration Opens: Monday, July 14, 2025

Deadline: Friday, September 5th, 2025

Participation Fee: $450

Passes Available: 10