INBOUND MISSION

2024 SOUTHEAST ASIA CONSUMER ORIENTED INBOUND MISSION

Monday, Dec 9 - Friday, Dec 13, 2024
Registration: Friday, Oct 18 - Friday, Nov 22, 2024
Anchorage, Alaska; Seattle, Washington | United States of America | Southeast Asia

https://www.wusata.org/e/J1LCQLI

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Southeast Asia Consumer Oriented Inbound Mission

Anchorage, Alaska and Seattle, Washington

December 9-13, 2024

The 10 member countries of the Association of Southeast Asian Nations, which includes Thailand, Singapore, the Philippines, Vietnam, and Indonesia, is the world's 4th largest market, with a total population of almost 700 million and a combined GDP of over $3 trillion. Much of the region boasts young populations and significant urban growth. Middle class households in the region are forecast to expand to over 63 million by 2040, an increase of 25% from 2021, translating to strong growth in consumer and retail spending, including for a wide variety of food and beverage items. Southeast Asian consumers value products that are safe, high quality, new, innovative, with a focus on health and nutrition which aligns well with U.S. products. Additionally, the Western U.S. has strong logistical access to Asia through our Western ports.

For this activity, buyers from Southeast Asia will spend two full days in each state: Alaska and Washington. WUSATA participants will have one-on-one business meetings with visiting buyers to showcase and sample their products. Additional opportunities will be available for participants to host tours at their farms or processing facilities. This is a great opportunity to build connections in Southeast Asia!

This inbound event is being held in conjunction with a Canada Consumer Oriented Inbound Mission. WUSATA participants must register for each event separately. Register for the Canada inbound mission here: https://www.wusata.org/e/5UXOY1Z

Experienced exporters and new-to-market companies do not miss this chance to meet with not just one, but two international trade delegations!

Why Participate:

- Meet in person with qualified buyers from Southeast Asia.
- Learn about the opportunities and demands of consumer-oriented products in the Southeast Asia market by meeting one-on-one with buyers representing the target markets.
- Showcase your products and learn firsthand about buyer preferences.
- Identify new buyers for your product, and/or build relations with existing clients.
- Meet potential buyers for your product without traveling to Southeast Asia.

Itinerary:

December 8th: Buyers arrive in Anchorage, Alaska

PRODUCT DESCRIPTION

Dried, Frozen, and Canned Fruit and Vegetables, Fruit/ Vegetable Juices & Concentrates, Whitefish, Shellfish, Canned or Processed Meat, Beef, Cereal, Beverage Mixes, Coffee, Tea, Wine, Spirits, Beer, Wheat & Grain, Dairy Products Including Cheese, Eggs and Egg Products, Bakery Products, Honey, Syrup, Jams/ Jellies, Condiments, Sauces, Spices/ Seasoning, Olive Oil, Vinegar, Healthy and Natural Products, Certified Organic, Appetizers, Frozen Meals, Snack Food, Cookies/ Biscuits, Desserts, Nuts, and Other Retail Packaged Consumer Oriented Products

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Philippines **Vietnam** **Singapore** **Thailand** **Indonesia**

December 9th: One-on-one matchmaking meetings in Anchorage; evening reception dinner*

December 10th: Facility tours in Anchorage and surrounding area

December 11th: Buyers travel to Washington

December 12th: One-on-one matchmaking meetings in Seattle; evening reception dinner*

December 13th: Facility and retail tours in Seattle and surround area

December 14th: Buyers return home

*reception dinners are tentative based on participation

Registration Opens: October 18, 2024

Registration Deadline: November 15, 2024

Participation Fee: $25

Passes Available: 10 for Anchorage meetings 12/9/24; 15 for Seattle meetings 12/12/24

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