

OUTBOUND MISSION

2018 CENTRAL AMERICA OUTBOUND MISSION TO GUATEMALA AND DOMINICAN REPUBLIC

Monday, Feb 26 - Friday, Mar 2, 2018
Registration: Thursday, Oct 19 - Friday, Dec 22, 2017
Guatemala City, Guatemala & Santo Domingo, Dominican Republic

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:

Central America Outbound Trade Mission to Guatemala and Dominican Republic ~ February 26 - March 2, 2018

This will be an excellent opportunity for companies to learn more about the large and growing markets of Guatemala and Dominican Republic.

The U.S. - Central America-Dominican Republic United States Free Trade Agreement (CAFTA-DR) has been a catalyst for growing exports for U.S. agriculture. When the five Central American countries (Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua) and the Dominican Republic are taken as a single market, the CAFTA-DR region is a top 10 market for U.S. agricultural products. U.S. agricultural export growth to the CAFTA-DR region in the last five years exceeds the growth rate of top export markets such as Canada, Mexico, and China.

Benefits from participating in the activity:

- Meet one on one with buyers, importers, and distributors
- Showcase your retail and food service items
- Participate in market briefings, facility and retail tours

WUSATA will provide:

- Up to six nights lodging at designated mission hotel
- Coordinated group transportation
- Custom one-on-one appointments with pre-qualified buyers
- Interpreters where need for business meetings
- A market briefing in each location and market tours

Company delegates will also provide their own:

- International airfare **into Guatemala City, Guatemala (arriving no later than February 25th) and returning from Santo Domingo, Dominican Republic (on or after March 3rd)**
- Meals and incidental expenses
- Arrangement for product samples
- Airfare between Guatemala City and Santo Domingo. We will provide a recommended flight.

Tentative Agenda:

- Sunday, February 25: Arrive in Guatemala City, Guatemala, transport to Antigua
- Monday, February 26: ATO Market Briefing - One-on-One meetings - Reception Antiqua
- Tuesday, February 27: Meetings - Official Dinner - depart for Guatemala

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Fresh Fruits and Vegetables, Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Meats, Health Foods, Beverages, and Wine

INDUSTRY FOCUS

Food Service Products **Natural/Health** **Retail** **Products**

City, Guatemala (catch early flight to Santo Domingo, Dominican Republic)
- Wednesday, February 28: Arrive Santo Domingo, Dominican Republic
- Thursday, March 1: ATO Briefing - One-on-One meetings - market tours
- Friday, March 2: One-on-One meetings
- Saturday, March 3: Depart to U.S. or continue on your own

Participation fee: $250 "per company"

Space is limited. One participant per company is eligible for WUSATA sponsorship. Additional company representatives who would like to attend at their own cost should contact one of the project managers for approval of attendance.

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