VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: SE ASIA

Tuesday, Mar 23 - Thursday, Mar 25, 2021
Registration: Tuesday, Jan 19 - Monday, Feb 15, 2021 | 12:00 PM
Virtual Meetings | Singapore | Southeast Asia

https://www.wusata.org/e/1ZE59WF

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2021 Virtual Buyer Meetings: SE Asia - March 23-25, 2021

Virtual Buyer Meetings: SE Asia provides opportunities for WUSATA companies to meet one-on-one with importers/distributors and retailers from Southeast Asia interested in U.S. food products.

Participating foreign buyers will select meetings with registered WUSATA companies based on product interest and company profiles, allowing for more tailored matchmaking opportunities. It is estimated that each WUSATA participant will have 3-5 meetings with foreign buyers,

Meetings will be schedule over the course three days and will occur between 7:00 - 9:00 pm PST. Participants may have meetings on multiple days.

Benefits of Participation:

- Meet virtually with pre-qualified buyers from Southeast Asia
- Gather current market intelligence, consumer preference, and trend information by participating 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:

- Meetings will occur from 7:00 - 9:00 pm PST during March 23-25, 2021.
- Your project managers will reach out prior to this with your exact meeting dates and times.

Participation Fee: $25.00

Registration Deadline: February 15, 2021

PRODUCT DESCRIPTION

Suitable products include: Consumer oriented foods products - Retail packaged foods & non-alcoholic beverages, specialty foods, snack foods, dairy products, novelty/niche food items, and national/regional brand products

INDUSTRY FOCUS

Consumer Oriented **Retail Products**