

## VIRTUAL TRADE EVENT

# 2020 SOUTHEAST ASIA SEAFOOD VIRTUAL MISSION (SINGAPORE & MALAYSIA)

Monday, Nov 16 - Wednesday, Nov 18, 2020

Registration: Wednesday, Oct 14 - Friday, Oct 30, 2020 | 12:00 PM

📍 Virtual Meetings | Southeast Asia

<https://www.wusata.org/e/ITK8PKZ>

## EVENT DETAILS

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

### 2020 Southeast Asia Seafood Virtual Mission - Singapore & Malaysia - November 16-18, 2020

Phase I: Nov 16-18, 2020 (Monday-Wednesday); meetings will occur between 5-8 PM, PST / 4-7 PM, AST

\*Times are subject to slight change as individual meetings are confirmed\*

Are you interested in export opportunities for seafood products to Southeast Asia? Even though COVID-19 has caused market disruption as well as the current geopolitical climate, Southeast Asia has become a very popular market for U.S. Seafood products. We have seen a rising trend in demand for seafood export opportunities for the major countries in Southeast Asia. U.S. food and agriculture are still highly in demand by consumers, who place quality and safety as priorities when it comes to purchasing decisions. The United States is well known for satisfying such demands from consumers in Southeast Asia. Thus, the outlook for U.S. exports to Southeast Asia is very optimistically viewed, especially for non-comparison seafood products from the U.S.

Through this activity, Western U.S. seafood suppliers will have the opportunity to meet one-on-one with seafood buyers from Singapore and Malaysia, without leaving their home or office!

This virtual trade opportunity helps overcome the distance and current travel restrictions with video technology, virtual meetings, and offers some cost relief for you to send samples to the most promising customer(s) from your virtual meetings in order to sell your seafood products. The virtual activity will include one-on-one seafood suppliers meeting with qualified buyers, importers and distributors. Participants will be able to tap into the current market opportunities during and after COVID.

Reimbursement of up to \$800 will be provided to registered companies for shipping samples to interested buyers following the meetings (samples will be sent following the meetings—all supporting shipment documentation must be received within 45 days from meeting date).

Don't miss this excellent opportunity to meet with prospective Seafood buyers from Southeast Asia, virtually!

### Benefits of Participation:

- Meet one-on-one, virtually, with seafood importers and distributors from Singapore & Malaysia.
- Meet with potential seafood buyers in Singapore and Malaysia without traveling!



## PRODUCT DESCRIPTION

General Seafood 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, Retail Packaged Seafood Products, as well as Consumer Oriented Seafood Items.

## INDUSTRY FOCUS

Seafood

- Promote seafood items to the Southeast Asian markets of Singapore and Malaysia
- Receive up to \$800 in assistance with shipping product samples following meetings

**Participation Fee:** \$50

**Registration Deadline:** October 27, 2020