OUTBOUND MISSION

2023 PANAMA & COLOMBIA CONSUMER ORIENTED OUTBOUND

Sunday, Aug 20 - Friday, Aug 25, 2023
Registration: Wednesday, May 17 - Tuesday, Jun 20, 2023
Columbia | Colombia | Latin America

https://www.wusata.org/e/W7C2DEZ

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the Nevada and Montana Departments of Agriculture announce participation and registration in the following activities:

2023 Panama & Colombia Consumer Oriented Outbound

Panama City, Panama & Bogotá, Colombia

August 20 - 25, 2023

This outbound mission is designed to promote food, agriculture, and beverage products in Panama and Colombia. Panama and Colombia have stable economies and good trade relations with the US, which ultimately creates a great opportunity for our companies. In addition, as an added benefit, Panama Canal and Colombia ports offer easy access points for all of the other surrounding markets. The mission will include retail and potentially port tours to help educate Nevada and Montana companies about the opportunities in these markets. The goal of the mission is to cultivate trade relations in the region due to the growing interest in Western US products.

Benefits of Participation:

- Meet in person with qualified buyers & importers from Panama and Columbia.

- Gather current market intelligence, customer preference, and importing and port information for easier export access.

-Evaluate how your product fits into the marketplace

- Follow-up opportunities for participating companies, focusing on building relationships for successful export.

Itinerary:

August 20: Travel to Panama

August 21-22: Panama City, Panama

August 23: Travel between markets

August 24: Bogotá, Colombia

August 25: Return home

Registration Deadline: June 19th

PRODUCT DESCRIPTION

consumer oriented, craft beverages, snacks, healthy & organic products, dairy products, and ingredients.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Colombia **Panama**