**VIRTUAL TRADE EVENT**

# 2021 TAIWAN MENU PROMOTION & NEW TO EXPORT PRODUCT SHOWCASE

Friday, Dec 17 - Friday, Dec 31, 2021
Registration: Wednesday, Nov 3 - Wednesday, Dec 1, 2021 | 2:00 PM
Virtual Meetings | Taiwan | East Asia

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

## 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, which is brought to you by the USDA's Foreign Agricultural Service:

**2021 Taiwan Menu Promotion & New to Export Product Showcase**

**December 17-31, 2021**

Introduce your unique new to market consumer-oriented products to buyers with out having to travel! This mission will be kicked off by a two-week-long menu promotion with a special U.S.-themed menu incorporating U.S. products already in the Taiwan market. The idea is to generate excitement for a product showcase including your new to market product event to follow, highlighting your Western U.S. products.

Chefs will create specialty items, which will be featured at a high dining premier venue. Additionally, the menu will be promoted via several social media channels. Working with local influencers and social media personalities specialized in the food industry.

At the end of the menu promotion, new to market Western U.S. products will be included in the product showcase. Buyers will have the opportunity to sample and learn about your products. Up to six sample products can be featured and tasted during the product showcase.

### Benefits of Participation:

- Learn about your product's fit and trend for Taiwan market; showcase and advertise the food products on Taiwan food blogs
- Assistance with delivering your samples to Taipei; Reimbursement for sample shipping expense to Taipei (limit $800 per U.S. company)
- Post showcase, virtual meetings will be scheduled between interested parties

### Important Dates:

**November 26:** Deadline for Suppliers to Ship Samples and send 2-3 minute video, profile, and ingredient listing. Translations will be provided.

**December 4:** Menu Promotion, 1-2 weeks to generate excitement for the upcoming product showcase event

**December 17:** New to Market product showcase event to be held

**December 21- 31:** Follow up calls and virtual zoom buyer/supplier meetings – scheduled after the showcase is complete

**Participation Fee:** $25.00

**Registration Deadline: December 1, 2021**

## PRODUCT DESCRIPTION

Suitable Products: Value added products, consumer oriented products, food service products, and processed products. Dried fruits & veggies, canned fruits & vegetables, nuts, beverage mixes, coffee, tea, sauces & BBQ sauces, spices, seasonings, condiments, cereals, wheat & grain products, confectioneries, bakery products, snacks, candies, healthy & natural products; Specialty Alcoholic beverages, Non-alcoholic beverages. Preferred all products shelf-stable with exception of Alcoholic Beverages.

***No Raw Seafood, Honey or other perishable food products.**

### INDUSTRY FOCUS

**Consumer Oriented** **Food Service Products** **Retail Products**

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