

OUTBOUND MISSION

2019 USDA OUTBOUND TRADE MISSION TO TAIWAN

Monday, Apr 22 - Thursday, Apr 25, 2019

Registration: Wednesday, Dec 19, 2018 - Friday, Feb 8, 2019

Taiwan | Taiwan | East Asia

<https://www.wusata.org/e/BFCVF4W>

EVENT DETAILS

WUSATA is partnering with the U.S. Department of Agriculture on a trade mission to Taipei in April 2019. Participants will engage in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. U.S. government and industry trade experts will guide you through in-depth briefings and site visits where you will gain an understanding of the intricacies of the Taiwan market – from cultural expectations, to consumer tastes, to regulatory complexities – to help you better position yourself for future success in this growing market.

Known as the heart of Asia for its central location and fusion of cuisines, Taiwan is a bustling food hub dependent on agricultural imports. Thanks to favorable and long-standing business relationships between our two economies, the United States is Taiwan's top supplier of agricultural products, with 31 percent market share. Taiwan buyers regard the United States as a reliable supplier of high-quality farm and food products ranging from bulk commodities to consumer-oriented goods. Business opportunities for trade mission participants are promising as U.S. agricultural exports to Taiwan reached a record \$3.8 billion in fiscal year 2018.

Benefits of participation:

- One-on-one buyer meetings
- Market briefing
- Retail Tours
- Reimbursement of lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation

Participation is contingent upon USDA review.

Participation Fee: \$400

Complete the following:

Step 1: Complete registration on the WUSATA website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

Registration Deadline: February 4, 2019 (no refunds if canceled after this date)

FundMatch® can help boost your international marketing budget with 50% cost reimbursement on eligible international marketing expenses. Please contact WUSATA for more information.



PRODUCT DESCRIPTION

Suitable products include, but are not

limited to: Beef and beef products, pork, poultry, dairy, corn, wheat, rice, soybeans and soybean oil, fresh fruits and vegetables, processed fruits and vegetables, tree nuts, cotton, hides and skins, hay, distiller grains, prepared food, condiments & sauces, spirits, oilseeds, live animals, feeds & fodders and fish products.

INDUSTRY FOCUS

Food Service Products	Natural/Health	Organic
Produce	Retail Products	Seafood