

VIRTUAL TRADE EVENT

CANCELED: 2020 SOUTHEAST ASIA SEAFOOD VIRTUAL PRODUCT INTRODUCTION & BUYER MEETINGS (PHILIPPINES)

Tuesday, Dec 1 - Wednesday, Dec 2, 2020 | 5:00 PM - 8:00 PM

Registration: Thursday, Oct 22 - Friday, Nov 13, 2020 | 12:00 PM

📍 Virtual Meetings | Philippines | Southeast Asia

<https://www.wusata.org/e/9KSAKBB>

EVENT DETAILS

This activity has been canceled

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:

Southeast Asia Seafood Virtual Product Introduction & Buyer Meetings (Philippines) - December 1 & 2, 2020

Phase II: Dec 1 & 2, 2020 (Tuesday, Wednesday) at 5-8 PM, PST / 4-7 PM, AST

Times are subject to change slightly as individual meeting schedules are confirmed

Introduce new products and meet with potential seafood buyers in the Philippines without traveling!

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 introduce new products through a webinar as well as to meet one-on-one with Philippine seafood buyers, 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. This virtual activity will include an informative webinar with information on western U.S. seafood products, an opportunity to introduce new products, and one-on-one virtual meetings with vetted Philippines seafood buyers. Participants will be able to tap into the current market opportunities during and after COVID. As Southeast Asia is still a growing and competitive seafood market, WUSATA also invited ASMI, PCSGA (Pacific Coast Shellfish Grower Association), and NAFSA (Native American Food Sovereignty Alliance) staff to join the webinar to present information on western U.S. seafood and shellfish in order for buyers to gain a better understanding of the benefits in quality of Western U.S. Seafood.



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

Registered suppliers will have an opportunity to submit products for inclusion in the virtual product introduction.

Virtual one on one meetings will occur following the webinar, and will also be scheduled on the second program day.

Reimbursement of up to \$500 will be provided to registered companies for shipping samples to interested buyers following the meetings (samples will be sent following the meetings - all shipment documentation must be received within 45 days from meeting date).

Benefits of Participation:

- Showcase your seafood products to Philippines Seafood buyers, importers, distributors, food service professionals, media and influencers through a product showcase webinar.
- Meet one-on-one virtually with Philippines seafood importers, distributors, purchasing decision makers
- Join meetings without leaving your office or home!

Participation Fee: \$50.00

Registration Deadline: November 13, 2020