**INBOUND MISSION**

# 2024 EUROPEAN INBOUND TRADE MISSION TO CO, NM & WY

Monday, Jun 3 - Friday, Jun 7, 2024
Registration: Wednesday, Apr 3 - Sunday, Jun 30, 2024
Cololrado, New Mexico, Wyoming | United Kingdom | Europe

https://wusata.avibe-stag.com/e/VDF1B6D

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

**2024 European Inbound Mission to Colorado and New Mexico**
**Denver, CO & Albuquerque**
**June 3 - 7, 2024**

With a population of 447 million people, a vibrant market economy, high food standards, and a highly attractive export market especially for U.S. firms, the European Union (EU) is an important region to focus on for trade. Every year, European countries are top trading partners for the U.S., especially in food and agricultural products. In 2022, the EU was the fifth largest destination for U.S. agricultural exports, which totaled $14.55 billion.

WUSATA participants will have the opportunity to meet with qualified European buyers either in Colorado or New Mexico. Buyers will visit facilities and participate in meetings for two days in both locations.

**Benefits of Participation:**
-Meet one-on-one with pre-qualified buyers from Europe
-Showcase your products, gather market intelligence and market trends

**Event Itinerary:**
June 3- Denver, Colorado B2B Meetings
June 4- Denver, Colorado B2B Meetings
June 5- Buyers Travel from Colorado to New Mexico
June 6- New Mexico Market Tours
June 7- Albuquerque, New Mexico B2B Meetings

**Registration Deadline:** May 15, 2024

**Cost of Participation:** $50

## PRODUCT DESCRIPTION

Consumer oriented products such as Sauces, Spices, Salsa, Snacks, Confectioneries, Processed Fruits and Vegetables, Oils, Nuts, Chocolate, Candies, Jams & Jellies, Coffee, Tea, Health & Natural Foods, Value-Added Products, Beverages and more.

INDUSTRY FOCUS

Consumer Oriented | Ingredient | Retail Products

BUYER AUDIENCE

United Kingdom