**INBOUND MISSION**

# 2024 ASEAN CONSUMER ORIENTED INBOUND TRADE MISSION (PHILIPPINES/VIETNAM)

Sunday, Mar 24 - Saturday, Mar 30, 2024
Registration: Wednesday, Feb 7 - Tuesday, Mar 26, 2024
CA/NV | United States of America

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

## 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:

**ASEAN Consumer Oriented Inbound Buyers Meetings**

**March 25-29, 2023**

**Las Vegas, NV / Sacramento, Oakland, Los Angeles, CA**

The ASEAN region is full of highly-urbanized, health conscious, and growing middle-class populations. These countries represent ideal trade opportunities for companies with shelf-stable products. Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Southeast Asia.

Please note that participation is limited to one meeting session. Since this event is held in conjunction with another inbound delegation, buyers from both delegations will present during the session. **When registering for both inbound activities, be sure to select the same meeting time for each activity.**

**Itinerary:**
March 25th - Las Vegas - Tabletop Buyers Meetings
March 26th - Las Vegas - Tabletop Buyers Meetings
March 27th - Sacramento - Tabletop Buyers Meetings
March 28th - San Francisco / Oakland - Tabletop Buyers Meetings
March 29th - Los Angeles - Tabletop Buyers Meetings

**Benefits of Participation:**

- Connect with pre-qualified importers / buyers representing Southeast Asia
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

**Participation Fee:** $25

**Registration Deadline:** March 26nd, 2024

## PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit / Nut, Frozen Foods (berries), Beverages, and Wine

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Retail Products | Specialty Beverage

BUYER AUDIENCE

Philippines | Vietnam