OUTBOUND MISSION

TAIWAN CONSUMER ORIENTED OUTBOUND MISSION TO TAIPEI & KAOHSIUNG

Monday, Nov 17 - Friday, Nov 21, 2025
Registration: Tuesday, Jun 17 - Sunday, Aug 31, 2025
Taipei & Kaohsiung | Taiwan

https://wusata.avibe-stag.com/e/YA6JRZL

EVENT DETAILS

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Taiwan

2025 Taiwan Outbound Trade Mission to Taipei & Kaohsiung

Taiwan is a great market for high quality food and beverage products. In 2024, the region imported over $2 billion in consumer-oriented food and agricultural products. Taiwan relies on imports of food products, making it a land full of opportunities for U.S. food and agricultural suppliers.

This outbound trade mission will visit Taipei, the largest city in Taiwan to engage in business-to-business meetings with potential importers, processors, and distributors, fostering direct relationships and understanding market needs. The trade mission will also stop in Kaohsuing, Taiwan's second-largest city located at the south end of the island. This stop will include a product showcase and the opportunity to learn more about this region of Taiwan.

This is a great opportunity for both new to market companies, and those wanting to expand their reach. Don't miss this excellent opportunity to connect with new buyers in Taiwan!

Benefits of Participation:

- Benefits from participating in the activity:
- Meet one-on-one with buyers seeking U.S. products
- Learn about importer needs and consumer preferences
- Participate in market briefings, facility tours, and retail tours
- Timed to coincide with a WUSATA restaurant promotion

Companies will be provided:

- Custom one-on-one meetings with prequalified buyers
- Interpreters
- Market briefings by USDA/FAS and market tours
- Hotel and ground transportation will be arranged and paid by WUSATA for one company representative*

Companies will provide their own:

- International airfare
- Meals and incidentals
- Arrangements for product samples.

*LIMIT: One representative per company – additional company delegates may participate at their own expense.

Tentative Itinerary:

- November 16 - WUSATA companies arrive in Taipei, Taiwan
- November 17 – ATO market briefing, watch chef competition, market tours
- November 18 – One-on-one meetings and networking reception
- November 19 – Travel to Kaohsiung, facility visits
- November 20 – Product showcase & business meetings
- November 21 – Facility tours, travel back to Taipei
- November 22 – Depart Taipei, Taiwan

Suitable Products:

Food and beverage products for retail and food service markets in Taiwan. This is an especially good opportunity to introduce new products to the market.

Product Description: Suitable products include, but are not limited to: Snack foods, Frozen prepared meals, Meat, Seafood, Cheese, Fresh produce, Frozen fruits & vegetables, Baking mixes, Food Preparations, Nuts, Confections (not-too sweet), Sauces, Spices/seasonings, non-alcoholic beverages, Wine, Craft beer & cider, Spirits, Healthy foods, Specialty foods, and other Consumer Oriented Items.

Registration Details:

Registration Opens: Tuesday, June 17

Deadline: August 31, 2025

Participation Fee: $300

Passes Available:10