INBOUND MISSION

2023 SOUTHEAST ASIA CONSUMER ORIENTED INBOUND MISSION TO WASHINGTON AND ALASKA

Sunday, Dec 10 - Saturday, Dec 16, 2023
Registration: Tuesday, Oct 17 - Friday, Dec 8, 2023
Washington/Alaska | United States of America

https://wusata.avibe-stag.com/e/XXI2M2K

EVENT DETAILS

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

2023 Southeast Asia Consumer Oriented Inbound Mission Washington and Alaska

December 10 - 16, 2023

The United States has a robust trade and investment relationship with the ten member countries of the Association of Southeast Asian Nations (ASEAN). ASEAN is the United States' fourth largest trading partner and together has a GDP of more than $3 trillion and a combined population of 667 million people. Countries in the ASEAN region are quickly on their way to becoming super economies due to economic growth, a growing middle class population with higher disposable incomes, and increasing urbanization that are driving development. Modern grocery retailers, including Internet markets and mobile apps, provide a large variety of imported products to meet consumer demands for new innovative products that focus on health, nutrition, quality, and food safety. This includes a strong preference for U.S. products which are perceived to have higher standards, quality, reliability, and trust, including consumer- oriented products, especially ready-to-eat and ready-to-cook products.

For this activity, buyers from Southeast Asia will spend two full days in each state: Washington and Alaska. WUSATA participants will have one-on-one business meetings with visiting buyers to showcase their products. Additional opportunities will be available for participants to host tours at their farms or processing facilities.
Experienced exporters and new-to-market companies- please take advantage of this opportunity to build connections in Southeast Asia!

Benefits of Participation:

- Meet one-on-one in person with qualified buyers from Southeast Asia
- Learn about the opportunities and demands of consumer oriented products in the Southeast Asia markets by meeting directly with buyers representing the target markets
- Showcase your products and learn firsthand about buyer preferences
- Identify new buyers for your product, and/ or build relations with existing clients.
- Meet potential buyers for your product without traveling to Southeast Asia.

Itinerary:

PRODUCT DESCRIPTION

General Seafood and Shellfish Products, Food Service and Ingredient Bulk Seafood Products, Retail Ready and Consumer Oriented Seafood Items, Dried, Frozen, and Canned Fruit and Vegetables, Fruit/ Vegetable Juices & Concentrates, Canned or Processed Meat, Beef, Cereal, Beverage Mixes, Coffee, Tea, Wheat & Grain, Dairy Products Including Cheese, Eggs and Egg Products, Bakery Products, Honey, Syrup, Jams/ Jellies, Condiments, Sauces, Spices/ Seasoning, Olive Oil, Vinegar, Healthy and Natural Products, Certified Organic, Appetizers, Frozen Meals, Snack Food, Cookies/ Biscuits, Desserts, Nuts, and Other Retail Packaged Consumer Oriented Products.

BUYER AUDIENCE

Indonesia

December 10: Buyers arrive in Washington

December 12: One on one matchmaking meetings and site visits in Washington

December 13: Buyers travel to Alaska

December 14: Business meetings and tours in Alaska

December 15: Facility tours in Alaska

December 16: Buyers return home

Participation Fee: $25.00

Registration Deadline: December 8, 2023

For any information please reach out to the Project Managers:

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