

## INBOUND MISSION

# 2023 MIDDLE EAST INBOUND TO CA/WA - CONSUMER ORIENTED

Monday, Mar 27 - Friday, Mar 31, 2023  
Registration: Tuesday, Jan 10 - Thursday, Mar 23, 2023  
CA/WA | United Arab Emirates | Middle East

<https://wusata.avibe-stag.com/e/WI6YWGH>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### 2023 Middle East Inbound to SIAL America with Meetings in California & Washington

**March 27 - 31, 2023**

The Middle East Delegation, in conjunction with the South Africa delegation, will participate in tabletop meetings in San Francisco, Seattle and Las Vegas (SIAL America). Companies will need to register for both activities to meet with all participating buyers from the Middle East and South Africa.

#### Benefits of Participation:

- Connect with pre-qualified buyers representing the Middle East
- Evaluate how your product fit 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

#### Tentative Itinerary:

- Monday, March 27 – Tabletops in San Francisco, CA (9-1pm)
- Tuesday, March 28 - Tabletops at SIAL (Las Vegas)- Middle East 8 am - 10am/ South Africa 10 am - 12 pm- 1 Buyer Delegation per session.
- Wednesday, March 29 – Tabletops at SIAL - South Africa 8 am - 10 am // Middle East 10 am - 12 pm - 1 Buyer Delegation per session.
- Thursday, March 30 - Site Visits/Tabletops Seattle
- Friday, March 31 – Site visits/Tabletops Seattle

**Participation Fee:** \$25

**Registration Deadline:** March 15, 2023

## PRODUCT DESCRIPTION

Retail packaged / Consumer oriented products

#### INDUSTRY FOCUS

Consumer Oriented    Retail Products

#### BUYER AUDIENCE

United Arab Emirates

