INBOUND MISSION

2024 TAIWAN CONSUMER ORIENTED INBOUND TRADE MISSION TO CA & HI

Monday, Jul 15 - Friday, Jul 19, 2024
Registration: Friday, Apr 5 - Friday, Jul 5, 2024
Hawaii & California | Taiwan | East Asia

https://wusata.avibe-stag.com/e/A8HOXJY

EVENT DETAILS

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Taiwan

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

2024 Taiwan Consumer oriented Inbound to CA & HI

Honolulu HI & Oakland, Los Angeles, California

July 15-20, 2024

Taiwan's rapid economic development and highly urbanized population at 78% lend it to being a prime market for snack foods and retail packaged product. The population is relatively health-conscious.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Taiwan.

Buyers will likely not be focused on alcoholic beverages for this activity.

This activity is being held in conjunction with Korea Consumer Oriented Trade Mission, please sign up for both activities.

Benefits of Participation:

- Connect with pre-qualified importers / buyers representing Taiwan
- 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

Itinerary:

July 15 - Buyer meetings in Honolulu, HI

July 16 - Buyer Meetings in Honolulu, HI

July 17 - Buyers Travel to Oakland, CA

July 18 - Buyer Meeting in Oakland, CA

July 19 - Buyer Meetings in Los Angeles, CA

Cost of Participation: $25

Registration Deadline: July 5, 2024