

## OUTBOUND MISSION

# 2023 PANAMA & COLOMBIA CONSUMER ORIENTED OUTBOUND

Sunday, Aug 20 - Friday, Aug 25, 2023  
Registration: Wednesday, May 17 - Tuesday, Jun 20, 2023  
📍 Columbia | Colombia | Latin America

<https://wusata.avibe-stag.com/e/W7C2DEZ>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the Nevada and Montana Departments of Agriculture announce participation and registration in the following activities:

### 2023 Panama & Colombia Consumer Oriented Outbound

**Panama City, Panama & Bogotá, Colombia**

**August 20 - 25, 2023**

This outbound mission is designed to promote food, agriculture, and beverage products in Panama and Colombia. Panama and Colombia have stable economies and good trade relations with the US, which ultimately creates a great opportunity for our companies. In addition, as an added benefit, Panama Canal and Colombia ports offer easy access points for all of the other surrounding markets. The mission will include retail and potentially port tours to help educate Nevada and Montana companies about the opportunities in these markets. The goal of the mission is to cultivate trade relations in the region due to the growing interest in Western US products.

### Benefits of Participation:

- Meet in person with qualified buyers & importers from Panama and Columbia.
- Gather current market intelligence, customer preference, and importing and port information for easier export access.
- Evaluate how your product fits into the marketplace
- Follow-up opportunities for participating companies, focusing on building relationships for successful export.

### Itinerary:

- August 20: Travel to Panama
- August 21-22: Panama City, Panama
- August 23: Travel between markets
- August 24: Bogotá, Colombia
- August 25: Return home

**Registration Deadline:** June 19th



## PRODUCT DESCRIPTION

consumer oriented, craft beverages, snacks, healthy & organic products, dairy products, and ingredients.

### INDUSTRY FOCUS

Consumer Oriented

### BUYER AUDIENCE

Colombia Panama