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## Argentina Horticulture Trade Mission

1<sup>st</sup> Argentina Horticulture Trade Advancement  
December 6-10, 2010 • Buenos Aires, Argentina

- Argentina's landscape and construction industry look abroad for plant material
- Southern U.S. growers can introduce a wide variety of plant material not known in Argentina
- Meet with buyers in addition to touring nursery facilities, botanical gardens, parks, and urban projects

Argentina is an ideal trading partner for southern U.S. horticulture companies because of its temperate climate. The country has had a great deal of experience importing from North America, with 17.8% of total imports coming from the region. Nursery production is not one of the top agricultural commodities in Argentina; therefore, landscape and construction companies must look abroad for sources of plant material. The southern region of the U.S. produces many different varieties of plant material not known in Argentina, and the climate in most regions of the country will be adaptable to most of the plant cultivars. Southern growers can take advantage of this and offer Argentine buyers a wide selection of both temperate and tropical plants.

### Best Prospects:

■ Woody Ornamentals	■ Gardening/Flowers
■ Foliage/Florist Products	■ Other Horticulture Products

### Important Information:

- SUSTA will cover hotel accommodations and local transportation to meetings and market tours in Argentina
- SUSTA will provide matchmaking services for one-on-one meetings as well as interpreter services
- **Participation fee: \$350**
- Deadline to apply: October 30, 2010
- Sign up on the Events page at [www.susta.org](http://www.susta.org)
- \* Preference will be given to U.S. companies that are based in the SUSTA region on a first-come, first-served basis. A full refund can be issued until October 15, 2010 for cancellation. No refunds will be issued after October 15, 2010.



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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