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Peru & Ecuador Trade Mission

March 15-19, 2010

Lima, Peru & Quito, Ecuador

- Meet with key buyers in Peru and Ecuador and learn more about exporting to these markets
- Retail visits in the capital cities of Lima and Quito
- Take advantage of the wave of economic growth in these countries by finding a fit for southern U.S. food products

Peru has a growing middle class and the annual disposable income for that class has increased 10% over a period of 5 years. Financial institutions have recognized this growth in disposable income and have increased the availability of consumer credit, resulting in more opportunities for consumers to purchase foreign goods. Lima is the major market for consumer-oriented foods, with almost one-third of Peru's total population and more than 60% of the national income.

Ecuador is showing a stable increase in income and expenditure levels, and higher income levels have contributed to an increase in consumer expenditure, which has shown an average annual growth rate of 4.5%.

Best Prospects:

■ Snack Foods	■ Syrups
■ Candied Pecans	■ Health Foods
■ Sauces	■ Processed Foods
■ Condiments	■ Specialty Foods

Important Information:

- Participation Fee: **\$350.00**
- Includes airfare for one company participant, one-on-one meetings with buyers, retail visits, and trade support services.
- Hotel expenses and any other travel expenses will be the responsibility of the participant.
- Deadline for application is **February 12, 2010** (No refunds will be issued after the registration deadline.)
- Sign up on the Events page at www.susta.org. For more information, contact the activity managers listed.



Register on the Events page at www.susta.org

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