



# ***Middle East Inbound Trade Mission to Summer Fancy Food***

*New York City, New York  
July 24, 2027*

U.S. agricultural imports across the Middle East have grown steadily providing a large opportunity for exporters. Many countries in the region rely heavily on imported food products to meet domestic demand. The United Arab Emirates (UAE) is a developing nation with a high per capita income. Roughly 80% of agricultural products are imported, \$13.6 billion of which are consumer-oriented products. The UAE is the major regional trade hub for the Middle East and North Africa due to its favorable geographic location and modern infrastructure. It is also a member of the Pan-Arab Free Trade Agreement (PAFTA), which has eliminated nearly all tariffs among its signatories, and a founding member of the GCC.

Registering for this event will allow companies to meet one-on-one with qualified buyers from Middle East in New York the day before the Summer Fancy Food Show and explore the Middle East market at a very low cost.

**Participation Fee: \$35.00**

**Fee Includes:**

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from the Middle East

**Registration Deadline:** **May 24, 2027** (No refunds for cancellation after this date)

**Product Samples:** All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events ([events@susta.org](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Specialty Food, Gourmet Products, Natural/Organic, Retail Products, Food Service, Beverage

**Product Description:** Specialty and gourmet foods, sauces and condiments, snack foods, confectionery products, bakery items, jams and spreads, canned and preserved fruits and vegetables, tree nuts, specialty beverages and non-alcoholic drinks, coffee and tea, dairy and cheese products, meat and poultry products, seafood, frozen foods, health and wellness products, sugar-free and functional foods, wine, and other value-added food products.

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## **Activity Managers**

SUSTA

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Global Events Director

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**If you have a question about an event, feel free to contact us at [events@susta.org](mailto:events@susta.org)**

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)  
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

**Southern U.S. Trade Association**, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 [www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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