



## Middle East Virtual Trade Mission

Virtual  
November 3-5, 2020

The United Arab Emirates is one of the richest countries in the world! The excessive number of tourists and businesspeople coming into the country makes the market very attractive for SUSTA region companies. The UAE and other neighboring countries (Gulf-Cooperation Council 4) import nearly 90 percent of their food and feed needs, including raw materials for further processing, thus offering great sales opportunities across the Gulf region for US suppliers. All value-added food categories have potential in this market. Some of the products with the best sales potential are almonds, beef, poultry, snack foods, health foods, edible oils, cheeses, fruit and vegetable juices, condiments, sauces, breakfast cereals, confectionary products, frozen vegetables, pulses, planting seeds, sweeteners, beverages (non-alcoholic), pet foods, and rice.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with buyers.

**Participation Fee: \$25**

### Fee Includes:

- Market briefing
- Customized Market Assessment
- Virtual one-on-one meetings with key Middle East buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

### Important Dates:

- October 15<sup>th</sup>: Customized Market Assessment delivered to participating companies
- November 3<sup>d</sup> – 5<sup>th</sup>: One-on-one virtual meetings with Middle East buyers

**Registration Deadline: September 3, 2020 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredients, Natural/Health, Pet Food & Products, Retail Products,

**Product Description** (Suitable products include): Grocery and Convenience, Confectionary and Processed Fruit, Dairy Products, Pet Food, Tree Nuts, Snack Foods, Breakfast Cereal

### Manager:

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