



**SUSTA**  
Southern United States Trade Association

## Central America Virtual Trade Mission

Virtual  
December 1-2, 2020

Central America and the Caribbean, with their close geographical and economic ties to the United States, have always been an important market for U.S. agricultural exports. U.S. market share in this region averages more than 40 percent, the highest outside of Canada and Mexico. The CAFTA-DR agreement was implemented on a rolling basis between the United States and six Central American and Caribbean trading partners: El Salvador, Guatemala, Honduras, and Nicaragua in 2006; the Dominican Republic in 2007; and Costa Rica in 2009. At a combined \$4.4 billion, the CAFTA-DR countries rank as the seventh-largest agricultural market for U.S. exports. These markets offer great opportunity for Southern U.S. exporters.

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

**Participation Fee:** \$25

### Important Dates:

- Week of October 19<sup>th</sup>: Discussions with Strategos (SUSTA's Consultant) regarding company, products and goals
- Week of November 16<sup>th</sup>: Customized Market Assessment delivered to participating companies
- December 1<sup>st</sup>: Market Briefing
- December 2<sup>nd</sup>: One-on-one virtual meetings with buyers from Guatemala and El Salvador

### Fee Includes:

- Market Briefing
- Customized Market Assessment
- Translation of 2-page marketing material from English to Spanish
- One-on-one meetings with Guatemala and El Salvador buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

**Registration Deadline: October 1, 2020 (No refunds for cancellation after this date)**

**Product Description:** Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine (*no fresh, frozen or alcoholic products*)

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

### Activity Manager:

**Strategos Consulting Group**

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