



Peru Outbound Trade Mission

Lima, Peru
August 21-22, 2024

Peru is the third largest export market for U.S. agricultural products in South America. With a population of 32 million people, it is also the fourth most populated country in its region preceded by Argentina, Colombia, and Brazil. Peru is a member of several bilateral and multilateral trade agreements that have opened new markets for its exports and increased demand for imported goods. This openness to international trade and Peru's growing middle class have transformed domestic food market channels. Among Peru's trade agreements is the U.S. – Peru Trade Promotion Agreement (PTPA) which offers multiple opportunities for U.S.- origin food and agricultural product exports to Peru. The demand for U.S. consumer-oriented foods has steadily grown since the implementation of the PTPA in 2009.

Join SUSTA in this exciting opportunity to meet with Peruvian buyers to discuss your products and opportunities in the market! This outbound trade mission will bring SUSTA companies to the market for market tour, a market briefing, and facilitate one-on-one meetings between key Peruvian buyers and participating companies, allowing for more in-depth conversations and relationship building.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before April 22, 2024)

Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing & tour
- Interpreter services
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: June 22, 2024 (No refunds for cancellation after this date)

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

Product Description: (Suitable products include, but are not limited to): Seafood, Pet Food, Grocery and Convenience, Confectionary and Processed Fruit, Dairy and Dairy Products, Tree Nuts, Wine

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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