



# SUSTA

Southern United States Trade Association

## Central America Outbound Trade Mission to Honduras

San Pedro Sula, Honduras  
August 10-11, 2022

The United States is Honduras's main trading partner in total trade and in agricultural products. In 2019, Honduras imported about \$1 billion of consumer-oriented products from the world. The United States had a leading 36 percent (\$347 million) market share. U.S. agricultural exports increased with the implementation of the Dominican Republic-Central America-Free Trade Agreement (CAFTA-DR) in 2006. Most U.S. agricultural products have duty-free access to Honduras. Close proximity to the United States allows containerized cargo from gateway cities to be transported to Honduras in 2 to 3 days. With one of the lowest logistical costs in the region, Honduras also serves as a distribution point for Central America. Consumers have strong preferences for U.S. products. U.S. products enjoy a high-quality image among Hondurans. Importers prefer trading with U.S. exporters because of reliability.

This Outbound Trade Mission offers the unique opportunity for our companies! SUSTA will take our Southern exporters to San Pedro Sula, Honduras to better understand the market and meet with key contacts of the retail and foodservice industry. Both established exporters and new to export companies can get a glimpse of the Honduran market in a more accessible way by signing up for this outbound trade mission.

**Participation Fee:** \$600  
**Early Bird Discount:** \$400 (if you register and pay before April 10, 2022)

### Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;\*
- Market Briefing & Tour;
- Interpreter Services;
- In-country transportation to meeting locations;
- Pre-Arranged One-on-One Meetings

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

**Registration Deadline: June 15, 2022 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

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

**Product Description:** Suitable products include, but are not limited to: Meat, Snack Foods, Dairy, Tree Nuts, Fresh and Processed Fruits and Vegetables, Prepared Foods, Condiments and Sauces, Pet food

### Activity Managers:

#### Louisiana Dept. of Ag. & Forestry

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.