



SUSTA
Southern United States Trade Association

Central America Virtual Trade Mission

Virtual
November 7-9, 2022

U.S. exporters selling to the Central American market have seen the positive impacts of the Dominican Republic-Central American Free Trade Agreement (CAFTA-DR) which lowers trade barriers amongst the U.S., Dominican Republic, Costa Rica, Honduras, El Salvador, Guatemala, and Nicaragua. Since its full implementation in 2009, nearly all U.S. agriculture products have been able to enter the market duty-free. Considered as one market, the CAFTA-DR countries imported \$4.77 billion in U.S. agriculture products in 2019, making the market one of the top 10 destinations for U.S. agriculture products in the world. Rapid growth expected in the medium-term, mostly in Central American economies also supports U.S. agriculture in the region as disposable income increases and consumers seek high quality products, which products from the U.S. are often perceived as. The close proximity, close commercial ties, and similar consumer preferences with the U.S. make the market attractive and accessible for U.S. exporters.

This virtual mission offers the unique opportunity for our companies to take part in this activity with SUSTA, and connect with qualified buyers in the market to expand your export portfolio without leaving your home! Both established exporters and new to export companies can get a glimpse of the Central American market in a more accessible way by signing up for this virtual trade mission.

Participation Fee: \$25

Fee Includes:

- Market Briefing
- Interpreter Services (if needed)
- One-on-one meetings with Buyers in Honduras, El Salvador, and Guatemala
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: September 23, 2022 (No refunds for cancellation after this date)

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 Manager:
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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.