



## Outbound Trade Mission to Colombia and Peru

Colombia and Peru  
August 24-28, 2026

Peru and Colombia are two of the most promising markets in South America for U.S. agricultural products. Peru, with over 34 million people and a growing middle class, is the third-largest destination for U.S. food exports in the region. The United States currently holds a 17% share in Peru's USD 1.9 billion consumer-oriented food sector, driven by strong demand for high-quality imports. Since the U.S.–Peru Trade Promotion Agreement (PTPA) came into effect in 2009, the country has become increasingly open, with growing demand supported by modern retail, e-commerce, and foodservice channels.

Colombia, the top South American market for U.S. agricultural goods, imported USD 4.5 billion from the United States in 2024. With a population of 53 million and a rising middle class, Colombia offers strong potential for exporters in retail, foodservice, and online platforms. Since the U.S.–Colombia Trade Promotion Agreement entered into force in 2012, U.S. exports to Colombia have more than tripled.

This outbound trade mission includes in-market briefings, retail tours, and one-on-one meetings with qualified buyers—providing a valuable opportunity to build connections and grow your business in two dynamic and expanding markets.

**Don't miss it — connect, explore, and expand.**

**Participation Fee: \$600; Early Bird Special: \$400** (if you register and pay before April 24, 2026)

### Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefings and retail tours
- Interpreter services as needed
- In-country transportation to meeting locations (including the flight from Lima to Bogota)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder\*
- Reimbursement of lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation

*\*Fresh/frozen/chilled products may be subject to separate allowances*

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

**Registration Deadline: June 24, 2026** (No refunds for cancellation after this date)

**Product Samples:** All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events ([events@susta.org](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Pet Food & Products, Retail Products, and Craft or Artisanal Beer, Beverages and Liquors.

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

**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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**If you have a question about an event, feel free to contact us at [events@susta.org](mailto:events@susta.org)**

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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