



## Taiwan Outbound Trade Mission

Taipei, Taiwan  
November 4-5, 2019

Taiwan, with its population of 23.5 million people, has a thriving democracy, market economy and export market. In 2016, Taiwan had a Gross Domestic Product (GDP) of US \$529 billion, and in 2015 had an estimated per capita GDP of \$22,469. In 2015, Taiwan was ranked as the United States' 9th-largest trading partner in goods, placing it ahead of markets such as India and Brazil. It was also the 14th-largest U.S. export market overall and the seventh-largest export market for agricultural and livestock products, valued at US\$3.28 billion. The level of economic growth coincides with changing consumption patterns across Taiwan. The real value of private final consumption grew by 1.6% in 2016 and growth of 2.1% is expected in 2017. Some of the food products that have seen an increase in demand are: nonalcoholic beverages, nuts, and prepared foods, as well as consumer-oriented foods in general. Nuts, fresh fruits, and vegetables are also good products to promote because of people's desires to eat healthier, accompanied by higher disposable income to spend on these items.

In 2017, the highest category of Southern U.S products was meat, with \$166,921,802 in total exports. Fresh fruits and nuts experienced a significant increase, whereas dairy products and vegetables declined. Fresh fruits and nuts rose from \$1,831,283 in 2015 to \$3,553,601 in 2016. Prepared fruits and vegetables also saw a decline in 2016 but remained a top export category with \$25,614,286.

**Participation Fee:** \$600

**Fee Includes:**

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Interpreter services as needed;
- Market Briefing & Tour
- In-country transportation to meeting locations;
- Up to \$500 reimbursement for shipping product samples with proper documentation.

**Registration Deadline:** September 16, 2019 (No refunds for cancellation after September 4, 2019)

**50% CostShare:** Apply now for 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!

**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

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

**Activity Managers:**

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