



USDA Trade Mission to Vietnam

Ho Chi Minh City, Vietnam
October 15 – 18, 2019

SUSTA is partnering with the U.S. Department of Agriculture on a trade mission to Vietnam in October 2019. Participants will participate in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. U.S. government and industry trade experts will guide you through in-depth briefings and site visits where you will gain an understanding of the intricacies of the Vietnam market – from cultural expectations, to consumer tastes, to regulatory complexities – to help you better position yourself for future success in this growing market.

Since Vietnam joined the World Trade Organization in 2007, U.S. agricultural exports to the country have skyrocketed. Last year, they reached a record \$4.0 billion, up 58 percent from the previous year. Bulk products comprise more than half of U.S. farm exports to Vietnam, but the country's soaring GDP growth is fueling demand for high-value, consumer-oriented products as well. Vietnamese consumers have a high regard for the quality and safety of American food products and are particularly interested in items such as frozen meats, dairy, fresh fruits, tree nuts, non-alcoholic beverages, frozen French fries, chocolate and cocoa products, and snack foods.

Opportunities also abound in Thailand and Burma. Thailand imported \$2.1 billion of U.S. food and farm products in 2018, up 16 percent from the previous year, while Burma imported \$128 million, up more than 80 percent from 2017. While trade mission delegates are in Ho Chi Minh City, they will take part in targeted business-to-business meetings arranged by USDA's Foreign Agricultural Service (FAS), as well as in-depth briefings and site visits that will help shed light on the many export opportunities in Vietnam and the region.

SUSTA has five spots available for this trade mission. Participation is contingent upon USDA review.

Participation Fee: \$400*

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation
- One-on-one meetings with qualified buyers
- Market briefing and retail tours
- Interpreters as needed

Complete the following:

Step 1: Complete the registration on SUSTA's website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

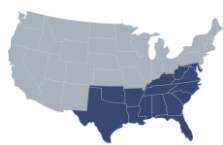
Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

Registration Deadline: July 8, 2019 (No refunds for cancellation after this date)

Product Description: Suitable items include but are not limited to frozen meats, dairy, fresh fruits, tree nuts, non-alcoholic beverages, frozen French fries, chocolate and cocoa products, and snack foods.

*Companies that participate in the USDA Trade Mission to Vietnam can apply for SUSTA's 50% CostShare program to request 50% reimbursement of participation fee and other expenses. Please contact CostShare@susta.org for more information.

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