



SUSTA
Southern United States Trade Association

Canada Virtual Trade Mission

Virtual
June 15-June 26, 2020

Canada has the 10th largest nominal GDP in the world in 2019, at 1.73 trillion USD. In 2018, U.S. exports of consumer-oriented products to Canada reached \$16 billion, nearly double the value of the next largest market. Canada sources nearly 60 percent of total consumer-oriented product imports from the U.S. The United States-Mexico-Canada Trade Agreement (USMCA) renegotiation is completed and ratified, leading to countless opportunities in the market!

Please join SUSTA on this pilot Virtual Trade Mission! This is a great opportunity to explore the Canadian market and meet with Canadian buyers without leaving your home! The mission includes a consultation with our Consultant, Argyle Public Relations, to discuss your products and the Canadian Market. Argyle will then conduct market research regarding your products and will provide a Market Assessment, which will give you some insight on a variety of topics including competition and pricing! After you have had a chance to review the Market Assessment and prepared, you will meet virtually with up to three Canadian buyers!

Participation Fee: \$25.00

Important Dates:

- Week of May 18 and May 25: Market introduction one-on-one virtual meetings
- June 12th: Customized Market Assessment delivered to participating companies
- Week of June 15 and June 22: One-on-one virtual meetings with Canadian buyers

Fee Includes:

- Market introduction one-on-one virtual meetings with Canadian trade representatives
- Customized Market Assessment
- One-on-one meetings with Canadian buyers
- Reimbursement of up to \$200 in sample shipping costs with proper documentation

Registration Deadline: May 15, 2020 (No refunds for cancellation after this date)

Industry Focus: Ingredients, Natural/Health, Organic, Retail Products

Product Description*: Gluten Free Products, Organic Products, Nuts, Dairy Products, Prepared Foods, Sauces & Condiments, Snack Foods, Beverages & Juices, Condiments, Ethnic Foods

***No alcohol products, please**

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.



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