



SUSTA

Southern United States Trade Association

Philippines Virtual Trade Mission

Virtual

June 22 –23, 2021

The Philippines is the 9th largest export market for U.S. agricultural products and is the largest market for consumer-oriented products in Southeast Asia. The Philippines is the twelfth most populated nation in the world with an estimated 109 million inhabitants and—supported by a median age of 24 years and a population growth of 1.6%—on pace to reach 125 million by 2030. Twenty percent of the population (22 million people) have sufficient income to purchase imported food and beverage products regularly and are open to new products. Despite the disruptions to trade due to the COVID-19 outbreak, total agricultural exports to the Philippines are on track to reach \$13.5 billion, up two percent from 2019. While FAS Manila estimates sales of U.S. agricultural products to the Philippines by year-end will reach a record \$3.1 billion, up already 12 percent through September 2020. High-value, consumer-oriented food and beverage products with the best prospects for future export growth include fresh fruits and vegetables, poultry, prepared food, processed fruit and vegetables, and red meat. Consumers are familiar with U.S. brands and regard U.S. foods and beverages as safe, reliable, and of good quality.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with Philippine buyers.

Participation Fee: \$25

Fee Includes:

- ATO Market Briefing
- Written Market Assessment
- Interpreter Services (if needed)
- Virtual one-on-one meetings with Philippine buyers
- Translation of 2 pages of marketing material
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Important Dates:

- June 22nd: Marketing briefing and market assessment sent to participants
- June 23rd: One-on-one virtual meetings with Philippine buyers

Registration Deadline: May 16, 2021 (No refunds for cancellation after April 22, 2021)

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

Product Description: Suitable products includes: Grocery and Convenience, Confectionary and Processed Fruit, Pet Food, Tree Nuts, Snack Foods, Breakfast Cereal, Seasonings, Organic and Health/Wellness, Processed Seafood, Canned Seafood, Value-Added Foods (**No alcoholic products or No fresh/frozen/chilled products**)

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