



**SUSTA**  
Southern United States Trade Association

## Caribbean and Central American Inbound Trade Mission

Miami, Florida  
June 9-11, 2020

The Caribbean value-added food market is characterized by a strong dependence on foreign food products, especially from the United States due to the region's little arable land, limited supply of water, and no economies of scale and economies of experience. Furthermore, the proximity between some of these Caribbean countries and the US also boosts demand for US value added food products. For example, each year between six and seven million tourists (over half of which are from the United States) visit the Caribbean fueling the demand for US products. In 2016, the United States exported \$1 Billion worth of consumer-oriented foods and dish products to the Caribbean Basin, maintaining the high levels in that category from 2015. Preliminary data indicate that a similar level may be reached in 2017.

The Central American value added for market is also very promising for US suppliers. US food products are sought after by consumers in these countries due to their health standards, quality and novelty. Since the exercise of CAFTA-DR bilateral trade between the US and Central America (and the Dominican Republic) has increased. A trade treaty between Panama and the US, which came into effect in 2012, has also simplified requirements for the importation of US food products. US suppliers that register with SUSTA for this activity will enjoy several benefits such as the opportunity to advertise their products through one-on-one meetings with buyers from the Caribbean and Central America in Miami.

**Participation Fee:** \$225

**Early Bird Special:** \$150 (if you register and pay before January 9, 2020)

### Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from the Caribbean and Central America
- Space will be provided for a small tabletop display of products and information

**Registration Deadline: April 29, 2020 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredient, Produce and Retail Products

**Product Description:** Beverages, Deli Products, Ethnic and Specialty Foods, French Fries, Fruits and Vegetables, Juices, Poultry Meat and Products (Excluding Eggs), Prepared Foods, Red Meat and Red Meat Products, Seafood, Snacks, Tomato Paste and Sauces, Wine

### Activity Managers:

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