



## Colombia Outbound Trade Mission

Bogota & Medellin, Colombia  
August 24-27, 2020

Colombia is the largest consumer of U.S. agricultural products in South America, and is the main exporter of value-added food items to Colombia. In fiscal year 2017, U.S. agricultural exports to Colombia were valued at \$2.6 billion. Colombia's total imports of consumer-oriented products grew 8 percent in fiscal year 2017. The United States has taken the lead in the import market share of consumer-oriented products and the U.S. consumer-oriented product exports were up 12 percent to \$573 million in Fiscal year 2017. Some of the products with the best sales potential are: confectionary products, wine and alcoholic beverages, tree nuts, processed fruits and vegetables, and healthy food products. Bogota is one of the cities with the highest population Bogota (7.9 million), as well as one of the most industrialized cities in Colombia. Take part in this activity with SUSTA and connect with buyers in two of the most important cities for business in Colombia.

**Participation Fee:** \$600

**Early Bird Special:** \$400 (if you register and pay before April 24, 2020)

### 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;
- In-country transportation to meeting locations;
- Market briefing & tour;
- Shipping of up to \$500 of product samples through SUSTA's designated freight forwarder.

**\*Please note that companies must participate in all activities for the duration of the mission to be reimbursed**

**Registration Deadline: June 24, 2020 (No refunds for cancellation after this date)**

**50% CostShare:** Apply for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals & incidentals), promotional giveaway items, point of sale material & more!

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Pet Food & Products, Retail Products, Seafood  
**Product Description** (Suitable products include, but are not limited to): Seafood, Pet Food, Grocery and Convenience, Confectionary and Processed Fruit, Dairy and Dairy Products, Tree Nuts, Wine

### Activity Managers:

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