



USDA Trade Mission to Spain and Portugal

Spain and Portugal
June 8– 11, 2020

SUSTA is partnering with the U.S. Department of Agriculture on a trade mission to Spain and Portugal in June 2020. 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 Spanish and Portuguese markets – from cultural expectations, to consumer tastes, to regulatory complexities – to help you better position yourself for future success in this growing market.

In 2017, Spain imported \$1.7 billion in agricultural, seafood and forest products from the United States. Spain's economy will likely continue expanding at a moderate pace and tourist numbers are expected to remain high. This offers opportunities, especially for consumer-oriented food items, as well as long-term prospects for other products. The market is especially interesting for U.S. companies who want to export high-value consumer-ready food products to Spain.

Opportunities also abound in Portugal. Portugal's population is approximately 10.6 million. Due to a deficit in the trade balance of agricultural and food goods Portugal relies heavily on imports to supply its population. Fish and seafood, tree nuts and other consumer-oriented products offer U.S. exporters the best opportunities in Portugal. Soybeans are the most important traded product, representing nearly one third of total agricultural imports from the United States. Portugal is also an excellent entry point into the EU market.

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: April 8, 2020 (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 trade mission to Spain and Portugal 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.

Itinerary details to follow once provided by USDA

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

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