



Colombia Outbound Trade Mission

Bogota, Colombia
August 23-24, 2023

Colombia is the leading destination for U.S. agricultural exports in South America, followed by Brazil and Chile. It is also the third most populous country in Latin America with 51 million inhabitants. In 2020, U.S. agricultural exports to Colombia were valued at \$2.9 billion. The U.S.-Colombia Trade Promotion Agreement (CTPA) expands opportunities and market potential for many agricultural products. 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 (11 million), as well as one of the most industrialized cities in Colombia. Take part in this activity with SUSTA and connect with buyers in one of the most important cities for business in Colombia.

Participation Fee: \$600

Early Bird Special: \$400 (if you register and pay before April 23, 2023)

Fee Includes:

- Prearranged one-on-one meetings
- Market briefing & tour
- Interpreter services as needed
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: July 14, 2023 (No refunds for cancellation after June 23, 2023)

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 and Craft or Artisanal Beer

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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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.

