



## Middle East Virtual Trade Mission

Virtual  
June 21-30, 2021

The Middle East is one of the wealthiest regions in the world! Countries there, including key capitols Dubai, United Arab Emirates (UAE), Riyadh, Saudi Arabia, and Doha, Qatar, are extremely developed with high living standards and a diverse population of more than 45 million. The excessive number of tourists in Dubai and many food establishments throughout the region make the Middle East incredibly attractive for SUSTA companies. The region imports more than 90 percent of the foods its inhabitants consume. In 2019, the United States exported more than \$1.66 billion in agricultural and related products to the UAE, making it the 22nd largest U.S. food export market in the world. In 2019, the United States exported more than \$1.5 billion in agricultural products to Saudi Arabia.

All value-added food categories have potential in this market. Some of the products with the best sales potential are almonds, beef, poultry, snack foods, health foods, edible oils, cheeses, fruit and vegetable juices, condiments, sauces, breakfast cereals, confectionary products, frozen vegetables, pulses, planting seeds, sweeteners, beverages (non-alcoholic), pet foods, and rice.

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 buyers.

**Participation Fee: \$25**

### Fee Includes:

- Market briefing
- Written Market Assessment
- Virtual one-on-one meetings with key Middle East buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

**Registration Deadline: May 31, 2021 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredients, Natural/Health, Pet Food & Products, Retail Products,

**Product Description** (Suitable products include): Grocery and Convenience, Confectionary and Processed Fruit, Dairy Products, Pet Food, Tree Nuts, Snack Foods, Breakfast Cereal

**(No alcoholic products or No fresh/frozen/chilled products)**

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