



Brazil Outbound Mission to ANUGA SELECT BRAZIL

Sao Paolo, Brazil
April 8-11, 2024

The adverse effects of COVID on the Brazilian gross domestic product (GDP) have evidenced strong recovery with two years of consecutive growth. GDP increased by 4.6 percent in 2021 with another 3 percent projected for 2022. In 2021, Brazil imported \$4.3 billion of consumer-oriented products, which was a 4 percent increase over FY 2021. The United States maintained its export position as the 5th major supplier to Brazil in exported goods, accounting for five percent of the total marketplace.

Join SUSTA in this exciting opportunity to meet with Brazilian buyers to discuss your products and opportunities in the market! This outbound trade mission will bring SUSTA companies to the market for market tour, a market briefing, and facilitate one-on-one meetings between key Brazilian buyers and participating companies, allowing for more in-depth conversations and relationship building.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before November 8, 2023)

Fee Includes:

- Market Briefing & Tour
- In-Country Transportation to Meeting Locations
- Pre-Arranged One-on-One Meetings
- Counter-top space inside SUSTA booth
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation
- 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: January 8, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Food

Product Description: : Juices and non-alcoholic beverages, Sugar- free products, Sauces and condiments, Snack foods, Canned fruits, Confectionery products, Tree nuts, Dairy and dairy products, Poultry products, Wine, and Fresh blueberries

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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