



Middle East Inbound Trade Mission to Americas Food & Beverage

Miami, Florida
September 15, 2026

U.S. agricultural imports across the Middle East have grown steadily providing a large opportunity for exporters. The United Arab Emirates (UAE) is a developing nation with a high per capita income. Roughly 80% of agricultural products are imported, \$13.6 billion of which are consumer-oriented products. The UAE is the major regional trade hub for the Middle East and North Africa due to its favorable geographic location and modern infrastructure. It is also a member of the Pan-Arab Free Trade Agreement (PAFTA), which has eliminated nearly all tariffs among its signatories, and a founding member of the GCC.

This event provides a powerful platform for U.S. suppliers to engage directly with buyers, importers, distributors, and retailers from the Middle East who are actively seeking new partnerships. By participating, you will gain valuable insights into market dynamics, connect with decision-makers, and unlock opportunities to position your brand at the forefront of the Middle East's booming food and beverage sector. The trade mission will take place at the convention center on the second day of the trade show. Join SUSTA in this exciting opportunity to meet with buyers from the Middle East to discuss your products and opportunities in the region!

This event is taking place in conjunction with the Caribbean, South America, and Africa Inbound Trade Missions

Participation Fee: \$35.00

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from the Middle East
- This opportunity **does not** include booth space or a pass to the trade show floor.

Registration Deadline: July 15, 2026 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Food Service Products, Ingredients, Natural/Healthy Products, Organics, Retail Products

Product Description: Beverages and Juices, Breakfast Cereal, Canned and Process Seafood, Certified Halal Foods, Condiments and Sauces, Processed Fruit and Vegetables, Beef and Poultry, Meat Products, Nuts, Snack Foods and Sweets

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler) and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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