



Colombia Inbound Trade Mission to America's Food & Beverage

Miami, Florida
September 13, 2022

Colombia is the third most populous country in Latin America with 50.3 million inhabitants. Eighty percent of the Colombian population resides in urban areas. Colombia is atypical of Latin America with decentralized urban centers and five cities with over one million residents: Bogota, Medellin, Cali, Barranquilla, and Cartagena.

Colombia is the leading destination for U.S. agricultural exports in South America. In 2019, U.S. agricultural exports to Colombia were valued at \$2.6 billion. There are significant opportunities for imported, value-added food products and raw materials in Colombia due to shifting consumer preferences. These changes include greater interest in healthy lifestyles and growing preference for lower price food products, including private label and smaller packaging. Private-label product market share, especially for more affordable rice, beans, and canned tuna, is increasing. Colombia is a fast-growing market for value-added food products. Healthy and ethnic food categories are especially fast growing; retailers are searching for the best suppliers. Gourmet products are penetrating the market with excellent results.

***This event is also taking place in conjunction with the South Africa and Peru Inbound Trade Missions.**

Participation Fee: \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Colombia

Registration Deadline: July 15, 2022 (No refunds for cancellation after June 13, 2022)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Pet Food & Products, Retail Products, Seafood
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

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