



# Wood Species Outbound Trade Mission to Vietnam

Ho Chi Minh City, Vietnam  
September 14-15, 2026

Vietnam is one of the most dynamic and fast-growing markets for U.S. wood exporters, driven by its role as a global manufacturing hub for furniture, cabinetry, and engineered wood products. As the world's second-largest furniture exporter, Vietnam relies heavily on imported raw materials to meet production demand, creating strong and consistent opportunities for high-quality U.S. hardwoods and softwoods. The country's modernizing factories, expanding export-oriented supply chains, and preference for reliable and sustainably sourced materials make U.S. wood species especially competitive. For Southern U.S. exporters, Vietnam offers both immediate sales potential and long-term partnerships with manufacturers that supply markets across North America, Europe, and Asia. This outbound mission connects Southern U.S. exporters with importers, manufacturers, and distributors seeking high-quality U.S. wood materials.

**Participation Fee:** \$600

**Fee Includes:**

- Pre-arranged one-on-one meetings with importers and wood processing companies
- Factory/site visits based on company interests
- In-country transportation to meetings
- Interpreter services (must be requested in advance)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder\*
- Reimbursement of lodging within the Federal per diem rate for one company representative with the submittal of required supporting documentation

\*Fresh/frozen/chilled products may be subject to separate allowances

**Registration Deadline:** June 12, 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](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Forest Products

**Product Description:** Wood species products including hardwood and softwood products

**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**

**North Carolina Department of  
Agriculture**

Michelle Wang  
Intl. Mktg. Specialist  
919 714-1562,

[Michelle.Wang@ncagr.gov](mailto:Michelle.Wang@ncagr.gov)

**South Carolina Department of  
Agriculture**

John Barlow  
Marketing Specialist  
(803) 240-6382

[Jbarlow@scfc.gov](mailto:Jbarlow@scfc.gov)

**Virginia Department of  
Agriculture**

Pauline Evins  
Project Coordinator  
(804) 786-3953

[Pauline.Evins@vdacs.gov](mailto:Pauline.Evins@vdacs.gov)

**If you have a question about an event, feel free to contact us at [events@susta.org](mailto:events@susta.org)**

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

**Southern U.S. Trade Association**, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 [www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: [program.intake@usda.gov](mailto:program.intake@usda.gov). Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. 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.