



Colombia Virtual Trade Mission

Virtual
October 26-28, 2020

Colombia is the leading destination of U.S. agricultural products in South America. In 2019, U.S. agricultural exports to Colombia were valued nearly at \$2.7 billion. The U.S. holds the largest market share for imported value-added food items in the country, with exports valued at \$576 million in 2019. Trade has expanded more than 160% as a result of the U.S.-Colombia Trade Promotion Agreement, signed in 2012. There is a variety of opportunities for U.S. food products that can already be exported to Colombia with zero or reduced duties.

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
- Customized Market Assessment
- One-on-one meetings with Colombian buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Important Dates:

- Week of September 7th: Discussions with River Global (SUSTA's Consultant) regarding company and products
- October 12th: Customized Market Assessment delivered to participating companies
- October 26th – 28th: One-on-one virtual meetings with Colombian buyers

Registration Deadline: July 28, 2020 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredients, 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

Managers:

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