



SUSTA
Southern United States Trade Association
USDA

Taipei

April 22-25, 2019

USDA Trade Mission to Taiwan

SUSTA is partnering with the U.S. Department of Agriculture on a trade mission to Taipei in March 2019. Participants will participate in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. U.S. government and industry trade experts will guide you through in-depth briefings and site visits where you will gain an understanding of the intricacies of the Taiwan market – from cultural expectations, to consumer tastes, to regulatory complexities – to help you better position yourself for future success in this growing market.

Known as the heart of Asia for its central location and fusion of cuisines, Taiwan is a bustling food hub dependent on agricultural imports. Thanks to favorable and long-standing business relationships between our two economies, the United States is Taiwan's top supplier of agricultural products, with 31 percent market share. Taiwan buyers regard the United States as a reliable supplier of high-quality farm and food products ranging from bulk commodities to consumer-oriented goods. Business opportunities for trade mission participants are promising as U.S. agricultural exports to Taiwan reached a record \$3.8 billion in fiscal year 2018.

SUSTA has five spots available for this trade mission. Participation is contingent upon USDA review.

Participation Fee: \$400*

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation
- One-on-one meetings with qualified buyers
- Market briefing and retail tours
- Interpreters as needed

Complete the following:

Step 1: Complete the registration on SUSTA's website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

Registration and Payment Deadline: February 3, 2019

Product Description: Suitable items include but are not limited to beef and beef products, pork, poultry, dairy, corn, wheat, rice, soybeans & soybean oil, fresh fruits & vegetables, processed fruits & vegetables, tree nuts, cotton, hides & skins, hay, distiller grains, prepared food, condiments & sauces, spirits, oilseeds, live animals, feeds & fodders and fish products.

*Companies that participate in the trade mission to Canada can apply for SUSTA's 50% CostShare program to request 50% reimbursement of participation fee and other expenses. Please contact CostShare@susta.org for more information.

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