



## **Caribbean and Central American Inbound Trade Mission**

Miami, Florida  
June 13-15, 2017

**WHY THE CARIBBEAN?** The Caribbean is one of the main regional markets for US exporters. With a population of 3.9 million, little arable land, and about six to seven million tourists per year, the region is highly dependent on food exports to meet its present levels of consumption. The presence of US consumer ready food products in the Caribbean has been increasing over the last years and reached a record in 2014. In 2014, US consumer oriented products totaled \$985 million. Moreover, sixty percent of US exports to the Caribbean are consumer oriented food products, and since 2009 these have grown about 7% per year on average. In addition, about half of the tourists coming into the region are from the US and thus their presence is a boost in demand for US food products.

Similarly, the presence of US consumer oriented food products has increased considerably in Central America since the exercise of CAFTA-DR. CAFTA-DR ranks third behind NAFTA and KORUS (Korea-US Free Trade Agreement) in terms of agricultural trade value. Since 2005, US exports of consumer-oriented goods to Central America have increased by 270 percent (\$1.5 billion). By meeting in a middle ground location such as Miami, SUSTA region companies will have the chance to advertise their products to Caribbean and Central American companies and make valuable contacts in two expanding markets.

**Fees:** \$150 (if you register before **April 13, 2017**)  
**After April 12**, the participation fee increases to \$225

**Registration Deadline: May 3<sup>rd</sup>, 2017**  
**No refunds will be issued for cancellations after May 3<sup>rd</sup>, 2017**

**Fee Includes:**

- Registration secures entrance and one-on-one meetings with buyer
- Space will be provided for a small tabletop display of products and information
- Meals are not included in the participation fee

**Product Description:** Suitable products include, but are not limited to: Fresh fruits and vegetables, Value-added products, Condiments, Specialty and ethnic foods and Jellies and jams

**Industry Focus:** Food service products, Ingredient, Produce, and Retail products

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