



## Colombia Outbound Trade Mission

Bogota, Colombia

August 28-30, 2017

Colombia is one of the best agricultural markets for US exporters. In 2006, both countries signed a trade agreement (the United States-Colombia Trade Promotion Agreement) which was later implemented in 2012. Since then, US agricultural exports to Colombia have been growing thanks to a reduction and elimination of various tariffs and trade barriers. It is no coincidence that Colombia is the largest consumer of US agricultural products in South America, including consumer ready food products. US consumer ready food exports to Colombia totaled 590 million USD in 2015.

Colombia's rate of urbanization (2% per year) is responsible for changing lifestyles and food patterns. This trend accounts for the fact that this country has four cities with over one million residents, these are: Bogota (7.9 million), Medellin (2.5 million), Cali (2.4 million) and Barranquilla (1.2 million). These figures combined with a rising GDP and GDP per capita correlate with an increase in demand for value added food products. Some of the products with the best sales potential are: confectionary products, wine and alcoholic beverages, tree nuts, processed fruits and vegetables, and healthy food products.

**Fees:** One-on-one meetings with Colombian buyers, \$600

**Fee Includes:**

- Reimbursement of hotel within the Federal per diem rate for one company representative;
- Interpreter services as needed;
- In-country transportation to meeting locations; Shipping of up to 100lbs of product samples\* through SUSTA's designated freight forwarder. \*frozen/chilled shipments to be handled on a case by case basis.

**Registration Deadline: June 16th, 2017**

**No refunds will be issued for cancellations after June 16th, 2017**

**Product Description:** Suitable products include, but are not limited to: Seafood, Pet Food, Grocery and Convenience, Confectionary and Processed Fruit, Dairy and dairy products

**Industry Focus:** Ingredient, Natural/Healthy, Retail Products, and Seafood

**50% CostShare**

Apply now for 50% CostShare to request 50% reimbursement of expenses related to this event, such as travel for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials, freight for shipping samples and marketing materials to and from the event and more! Learn more about 50% CostShare.

**Activity Managers:**

**Florida Department of Agriculture & Consumer Services**

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