



European Virtual Trade Mission

Virtual
October 19-23, 2020

The European Union is an old and 'reliable' trading partner of the US, with the market being easily accessible for U.S. export companies. Additionally, US products have a good image and the market is interested in new U.S. products. With consumption similar between the market and the U.S., it provides endless opportunities for exporting. Consumers are becoming increasingly aware of their food focusing on things such as what are in the products and the how it's made and environmental sustainability. The United States and the European Union are the two world's two largest organic markets, and U.S. organic exports to the EU are set to double and hit record levels for 2018.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market briefing on current market conditions, a market research report on your products, and virtual meetings with buyers.

Participation Fee: \$25

Fee Includes:

- Market Briefing
- Market introduction one-on-one virtual meetings with European consultant
- Customized Market Assessment
- One-on-one meetings with European buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Important Dates:

- Week of September 7th: Market Briefing with Phaff Export Marketing regarding company and products
- Week of October 5th: Customized Market Assessment delivered to participating companies
- Week of October 19th: One-on-one virtual meetings with European buyers

Registration Deadline: August 31, 2020 (No refunds for cancellation after this date)

INDUSTRY FOCUS: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

PRODUCT DESCRIPTION: Best prospects include but are not limited to: Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods, Natural/Health/Organic, Beverages, Meat & Poultry

Managers:

Phaff Export Marketing

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