



Taiwan Virtual Trade Mission

Virtual
December 7-18, 2020

Taiwan is the eighth largest market for U.S. food and agricultural products. In 2018, Taiwan imported \$4.06 billion of food and agricultural commodities (including edible fishery products) from the United States. Taiwan's dependence on food and feed imports is expected to continue to grow due to its limited arable land and small agricultural sector. In 2018, Taiwan imported \$4.18 billion of food and agricultural commodities from the United States, which is 36 percent of the total import market share and makes the United States the leading foreign supplier. The United States is viewed as a provider of high quality, safe products and is currently the largest supplier of many consumer food products to Taiwan. Consumers are brand-conscious, and America is a leader in food brands that set trends. Because of these successes, Taiwan is full of opportunities for U.S. food and agricultural suppliers.

Take part in this activity with SUSTA and connect with qualified buyers in Taiwan to expand your export portfolio 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
- Interpreter Services (if needed)
- One-on-one meetings with Taiwan Buyers (between 8-10pm CST)
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: October 7, 2020 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description: Juices and Non-Alcoholic Beverages, Poultry, Tree nuts, Prepared foods, Dairy, Health Products, Condiments & Sauces, Specialty Foods, Breakfast Cereals, Natural and Organic Foods
(No fresh/frozen/chilled products)

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.