

December 2016

Market Development Division Calendar of Events & Promotions



December – 5-7

Outbound Trade Mission to Taiwan

The island of Taiwan, at a population of 23 million and the world's 20th largest economy, is an important trading partner for Idaho agricultural goods. WUSATA will conduct a trade mission to Taiwan targeted for new-to-market companies and companies who wish to expand their sales in the market.

Meetings with key importers and distributors from the retail and foodservice sectors will be customized for each participant. Companies will also participate in briefings with Agricultural Trade Office staff. For more information, contact [Paris Dickerson](#).

HAPPY HOLIDAYS!



FOR MORE INFORMATION

Laura Johnson: 208-332-8533 or laura.johnson@isda.idaho.gov

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Eric Boyington 208-332-8537 or eric.boyington@isda.idaho.gov

* WUSATA (Western U.S. Agricultural Trade Association) Sponsored Promotion

January 19, 2017

Potato Export Workshop – Pocatello

This industry specific workshop will be held from 12:30pm-4:00pm, including a lunch buffet, during the Idaho Potato Conference & Ag Expo in Pocatello. Tentative agenda includes topics such as Global Market Trends, Phytosanitary Export Certificates, Export Requirements, Import Country Requirements, Field Inspections, Soil Sampling, Shipping Point Inspections, Import Permits, Time Tables and other topics you should be aware of for exporting fresh potatoes.

The seminar is sponsored by ISDA's Plant Industries, Shipping Point Inspections and the Market Development Division, in cooperation with the Idaho Potato Commission. For more information, contact [Pamela Graviet](#).

February 12-17, 2017

WUSATA Outbound Mission to Panama/ Columbia

Don't miss this outbound opportunity to meet one on one with key buyers, importers, distributors, for foodservice and retail. For more information, contact [Skylar Jett](#) or click [here](#).

Leah Clark: 208-332-8684 or leah.clark@isda.idaho.gov

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Brock Cornell: 208-332-8535 or brock.cornell@isda.idaho.gov

Paris Dickerson: 208-332-8538 or paris.dickerson@isda.idaho.gov

February 10, 2017

AgTC Shipper Workshop – Boise

This is your chance to discuss current challenges about transportation in an open, off-the-record environment with other industry leaders. Speakers from ports, carriers, trucking, rail, and export compliance sectors will be on hand to answer your questions.

Workshops are open to all agriculture and forest products exporters and their service providers.

Time: 9:30am-2:30pm, including Working Lunch

Location: Idaho State Department of Agriculture
2270 Old Penitentiary Rd, Boise, ID

Cost: \$25 for members, \$125 for non-members

For more information, contact [Pamela Graviet](#) or register [HERE](#).

February 24-25, 2017

Farmers Market Manager and Vendor Training – Caldwell

The Idaho Farmers Market Association, University of Idaho Extension and the Idaho State Department of Agriculture have planned action-packed regional workshops in Coeur d'Alene, Caldwell, and Idaho Falls. These workshops have been designed to help market managers, staff, volunteers and vendors sharpen their skills, strengthen markets and grow sales. To register visit www.IdahoFMA.org/2017 or contact Skylar Jett for more information

February 27th -March 10th

Idaho Trade Office Managers Available to Meet with Companies

Idaho's Trade Office Managers are great assets to Idaho, offering valuable information regarding foreign market opportunities and growth, market access, requirements for entry, general strategy, and much more.

Eddie Yen, Taiwan and Southeast Asia Trade Office Manager, and Tara Qu, China Trade Office Manager, will be coming to Idaho and are eager to work with Idaho companies. Meetings are driven primarily by company interests and questions, so take advantage of Eddie and Tara's time in Idaho by presenting information, goals, and questions that are specific to your business.

If interested in making an appointment with a Trade Office Manager during their visit February 27th – March 10th, contact:

China – Tara Qu

Contact: [Pam Graviet](#)

Taiwan & SE Asia – Eddie Yen

Contact: [Paris Dickerson](#)

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March 7-12, 2017

Five WUSATA Inbound Trade Missions to Expo West – Anaheim, CA

For companies exhibiting and walking the 2017 Natural Products Expo West trade show, the Western Departments of Agriculture in conjunction with WUSATA are pleased to announce **FIVE** separate inbound buying missions from Europe, Japan, the Middle East, Taiwan and SE Asia.

WHAT YOU CAN REGISTER FOR:

One-on-one meetings:

Custom one-on-one appointments with pre-qualified buyers from **FIVE** international markets with meetings lasting 20-30 minutes each. These meetings will be held each morning before the show opens and during show hours. Companies do not have to exhibit to participate in meetings (*non-exhibitors will be provided a badge for trade show entry*).

Product Showcase:

The WUSATA Product Showcase is a stand-alone activity with the opportunity to meet with up to 25 foreign buyers in a mini-trade show format, prior to the Natural Products Expo West Show. WUSATA's product showcase will be held on Thursday morning, March 9th from 10 a.m. to 12 Noon at the Anaheim Convention Center in WUSATA's conference room. (*Participation in the Showcase does not guarantee meetings with all participating buyers or markets.*) **If you elect to be part of the WUSATA Product Showcase you WILL NOT be able to participate in the one-on-one meetings.** For more information and to register, please go to the [events page](#) of the WUSATA website.

March 18-19, 2017

Farmers Market Manager and Vendor Training Idaho Falls

The Idaho Farmers Market Association, University of Idaho Extension and the Idaho State Department of Agriculture have planned action-packed regional workshops in Coeur d'Alene, Caldwell, and Idaho Falls. These workshops have been designed to help market managers, staff, volunteers and vendors sharpen their skills, strengthen markets and grow sales. To register visit www.IdahoFMA.org/2017 or contact Skylar Jett for more information

March 18-21, 2017

WUSATA Outbound Mission to China Space still available

Ingredient and Foodservice suppliers - This event is an excellent opportunity to enter or expand your reach into the China market in Chengdu and Chongqing. With growing urban populations, rising disposable income, and greater demands for food safety, China remains a strong market for U.S. ingredient suppliers to the food and beverage industries throughout China. This outbound mission precedes FI China. For more information, contact [Pamela Graviet](#).

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March 19-25, 2017

FI China – Shanghai

Booth space still available

China remains a top market for U.S. ingredient suppliers to food and beverage industries. FI China is one of the largest food ingredient tradeshows in China that attracts over 40,000 attendees. Take advantage of time in China by participating in both the outbound trade mission and this highly-attended trade show. For more information, contact [Pamela Graviet](#).

March 24-25, 2017

Farmers Market Manager and Vendor Training

Coeur d'Alene

The Idaho Farmers Market Association, University of Idaho Extension and the Idaho State Department of Agriculture have planned action-packed regional workshops in Coeur d'Alene, Caldwell, and Idaho Falls. These workshops have been designed to help market managers, staff, volunteers and vendors sharpen their skills, strengthen markets and grow sales. To register visit www.IdahoFMA.org/2017 or contact Skylar Jett for more information

April 25-27, 2017

Food and Hotel Vietnam Trade Show – Ho Chi Minh City

The Food and Hotel Vietnam Trade Show will be held in Ho Chi Minh City in April 2017. Companies from all over the world participate in this food and hospitality industry trade show due to the excellent market opportunities it provides in Vietnam and Southeast Asia. Companies are invited to participate in the trade show alongside with other companies from the Western United States as over 10,000 participants visit the show. For additional information, contact [Paris Dickerson](#).

May 8-11, 2017

HOFEX – Hong Kong

Booth Registration Deadline: March 27th

The 17th International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services, serves as the premier meeting place to connect the world with China and other countries in the Asia-Pacific region. This biennial industry event is considered a must for local, regional & hospitality sectors. Turn-key booth packages are available in the WUSATA pavilion, located within the USA pavilion, which is strategically located near entrance 3D, and offers a prime location. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, as well as interpreters for each interested company. For more information, contact [Pamela Graviet](#).

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May 11-14, 2017

Zoomark Trade Show – Bologna, Italy

We are pleased to announce that the Idaho Department of Commerce and Idaho Department of Agriculture are organizing an Idaho Pavilion at ZOOMARK 2017 trade show in Bologna, Italy from May 11-14, 2017. Zoomark is the top trade event in Europe for the pet supplies industry in the old years. From food to care, hygiene to comfort, safety to transportation, and information to entertainment, the show attracts exhibitors for all parts of the world to introduce innovative products and solutions aimed at the growing pet industry. For more information, contact [Paris Dickerson](#).

May 15-21, 2017

SIAL China – Shanghai

The International Food, Beverage, Wine & Spirits Exhibition in China positions itself as "the event" not to be missed for professionals in the food, beverage, wine and spirits industries in China. The 2016 SIAL China show included 79,986 professional trade visitors and 2,942 exhibitors (up more than 20% from 2015) across 61 international pavilions. Exhibiting at SIAL China is the best means of making your products known and for positioning them directly with the various major market players from retail, hotel/restaurant/catering, food services, the import/export trade and manufacturing. The WUSATA pavilion is located within the USA pavilion. For more information, contact [Pamela Graviet](#).

June 12-16, 2017

WUSATA Outbound Mission to Korea

Ingredient and Foodservice Suppliers - This event is an excellent opportunity to enter or expand your reach into the Korean market. Don't miss this outbound opportunity to meet one on one with key buyers, importers, and distributors. For more information, contact [Pamela Graviet](#).



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