



Taste of Washington State Trade Mission

FOR WINERIES, CIDERIES, BREWERIES AND DISTILLERIES

APRIL 15 - 24, 2023 | TAIPEI & HONG KONG

Join us for the first post-COVID in-person outbound trade mission to Taipei and Hong Kong for Washington specialty beverage producers. This mission provides an opportunity for Washington companies to participate in the growing specialty beverage market in Taipei and Hong Kong. You will have the opportunity to introduce your products to buyers and gain first-hand insight on these markets!

Why Should I Attend?

- Taipei is one of the fastest growing markets for U.S. specialty drink products.
- Hong Kong is one of the top markets in the world for food and beverages.
- Showcase your products and learn firsthand about buyer preferences.
- Identify new buyers for your product and/or build relationships with existing clients.
- Meet with representatives from USDA Foreign Agricultural Services.
- Learn about the opportunities and demands of specialty beverage products in these markets.

Participation Fee:

There is no registration fee but we ask you to carefully consider your availability before you register. Participants will incur expenses including airfare, lodging, and meals, etc. STEP Grant funding from the [Washington State Export Voucher Program](#) may be available to cover airfare and marketing costs associated with this trade mission.

After you register, an SBDC advisor will reach out to assist you with your Export Voucher application.

What Should I Expect?

- Pre-arranged, one-on-one meetings with buyers in Taipei and Hong Kong
- Local market site visits focusing on specialty drink market

Trade Mission Itinerary:

- April 15 - 16: Travel from Seattle to Taipei
- April 17 - 18: Taipei
- April 19: Travel to Hong Kong
- April 20 - 23: Hong Kong
- April 24: Travel to Seattle

Register Today!

- Register online at taste-of-wa.eventbrite.com
- Registration includes one-on-one meetings arrangements, market visits, and in-country transportation.
- Limited to first 15 Washington companies to register
- Registration deadline:

February 24, 2023



FOR MORE INFORMATION, PLEASE CONTACT:

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HOSTED BY:



Washington
State Department of
Agriculture

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