



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

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Economic Development*

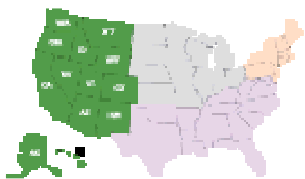
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Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Taiwan Direct Marketing

Seasonal and New Years Product Promotion
Sensory Evaluation, December 2009

Taipei, Taiwan

Benefits from participating in the activity:

- WUSATA high value foods, beverages, health and beauty agricultural products will be evaluated by Taiwan Direct Marketers;
- Results of the sensory evaluation will be provided with feedback specific to Taiwan market;
- Products will be featured in a reception attended by buyers and distributors
- Excellent exposure for products already in the market and new to market products

The California, Hawaii and Oregon Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

- Product literature to be sent to Taiwan Contractor in September;
- Preliminary screening of product literature by buyers and distributors to gauge product interest via direct marketing distribution through TV Shopping Channels or Internet;
- Samples of accepted products will be sent to Contractor in October along with serving suggestions;
- Sensory evaluation and product presentation in December

Taiwan, with an annual GDP growth rate of 4.7 percent, is a sophisticated market of 23 million people where two income families, as well a single unit households, are replacing the traditional extended family. The seasonal and New Year gift giving traditions continue along with a growing number of consumers purchasing via TV Shopping Networks and the Internet.

Suitable products include, but are not limited to:

Packaged foods, Savory snacks, Confections, Health and Beauty, Fruits and Nuts, and Seafood.

In general, high value retail consumer products.

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact Sharon Hurd, Hawaii Department of Agriculture, (808) 973-9465 or via email: sharon.k.hurd@hawaii.gov for more information.

If you are interested in registering for this activity, please complete and return the attached reservation form by:

September 18, 2009



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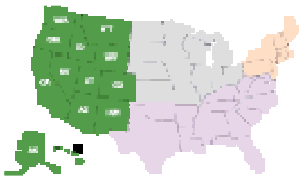
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WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

Activity Registration Form

Taiwan Direct Marketing
September – December 2009
Taipei, Taiwan

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Participants cost is \$100 plus participant cost of providing 10 copies of product literature and samples for consolidation on the West Coast and Hawaii. Shipping cost from consolidation point to Taiwan will be covered by WUSATA.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: September 18, 2009

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 240, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____