



- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## European Inbound Trade Mission 2012

April 17, 2012 • Raleigh, North Carolina  
April 20, 2012 • Oklahoma City, Oklahoma

- One-on-one meetings with European buyers, importers and distributors of processed food products
- Buyers from France, Germany and the neighboring Benelux countries are expected to participate
- The markets of northwestern Europe provide considerable opportunities and price margins for U.S. high-value food products

Europe and the United States have long enjoyed a close and mutually beneficial trade relationship. The import climate is open and receptive to U.S. products. European food imports are diversified and provide opportunities for a wide range of products. U.S. products are competitive and thus have good potential to expand in the market.

### Best Prospects:

■ Specialty Foods	■ Beverages
■ Sauces, Condiments & Seasonings	■ Health Foods
■ Seafood & Meat Products	■ Grocery Products & Canned Foods
■ Confectionery & Snacks	■ Other Processed Foods

### Important Information:

- Participation fee: \$20
- Register on the Events page at [www.susta.org](http://www.susta.org)
- Deadline for registration is **March 9, 2012**. No refunds will be issued after the registration deadline has passed.
- Participants are responsible for travel arrangements and accommodations
- Please contact activity managers listed on the right for questions
- Activity participation fee and dates are subject to change



Register on the Events page  
at [www.susta.org](http://www.susta.org)

#### Contact:

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Agriculture

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## 2012 EUROPEAN INBOUND TRADE MISSION, 2EU16, APRIL 17 & APRIL 20, 2012

Thank you for your interest in the EUROPEAN INBOUND TRADE MISSION. Below you will find the terms and conditions of this activity accompanied by a registration invoice. Please read the terms and conditions carefully. To complete registration, fill out the information below and return this form and the invoice along with your payment to the Southern United States Trade Association.

Company Name:

Contact Name:

Please initial each statement:

\_\_\_\_ I certify that my company is a registered business in the U.S.

\_\_\_\_ I certify that my product(s) or ingredients(s) are grown in the U.S.

\_\_\_\_ I certify that all of the products my company will promote are at least 50% U.S. origin (excluding added water and packaging) at this event.

\_\_\_\_ I certify that my company is small by SBA standards.

### Participant Terms and Conditions

Participants receive:

- One-one-one meetings with prequalified buyers from Europe

### Company Evaluation

Participation in our Generic activities requires each company to complete two evaluations. The first evaluation is completed directly following the activity; the second evaluation six months later. Company data is collected for aggregate statistical reporting purposes only. Your feedback assists SUSTA to plan future promotions and evaluate how effective this activity is in assisting you in your exporting efforts. Proprietary information provided is always maintained as business confidential unless otherwise indicated. SUSTA uses an independent consultant firm to assist with six-month evaluations. I understand that I am responsible for completing two evaluations .

Signature:

### Consequences

The U.S. Foreign Agricultural Service maintains strict rules on products being promoted and displayed and regularly audits us for compliance. Therefore, SUSTA and State Department of Agriculture Activity Managers reserve the right to ask you to remove any products from the exhibition space that are not of U.S. origin or otherwise against FAS policy. We also reserve the right that if guidelines are not followed to prohibit your company from participating in any future activities.

Print Name:

Title:

Signature:

Date:



# SUSTA 2012 Registration Invoice

COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:

Activity Name:	Activity Number:
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Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

### SUSTA Services for this Event

- Arrange One-one-one meetings with prequalified buyers from Europe

By submitting this form, I understand that I am committing to participate in the SUSTA activity and will be contacted by an Activity Manager.

Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Title: \_\_\_\_\_

### Participation Fee

The participation fee for this activity is **\$20**. This participation fee will entitle you to all of the services outlined above.

I will be paying by:  Check  Credit Card

#### Paying By Check:

All checks should be payable to the **Southern U.S. Trade Association**. Mail check with Participation Agreement and this invoice to:

Southern United States Trade Association  
701 Poydras Street, Ste 3725  
New Orleans, LA 70139

**Paying By Credit Card:** Please complete the attached One-time Credit Card Authorization Form and email the Participation Agreement, Registration Invoice and Credit Card Authorization to [bernadette@susta.org](mailto:bernadette@susta.org) or fax to 504-568-6010 or mail to the address above.

*All statements made in this application are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose. SUSTA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, political beliefs, or marital/family status.*

