



## California Specialty Crops Sales and Promotional Mission to Southeast Asia Project 18-0001-010-SC Stakeholder Summary

This project was originally approved to expand market share of California specialty crops in the Southeast Asian region through in-store promotions, inbound trade missions to California and an outbound trade mission to the Philippines and Vietnam. After facilitating the first inbound trade mission, the COVID-19 global pandemic manifested and prevented international travel, forcing our project team to restructure realistic trade activities that would accomplish the same overall goal of developing new export sales.

With input from industry stakeholders and California specialty crop suppliers, project team removed live in-store promotions and inbound/outbound trade missions, and coordinated and facilitated advance export training, and a virtual trade show targeting United Kingdom, Australia/New Zealand, Hong Kong/Southern China, and India for export trade opportunities

### **Southeast Asia Dried Fruit & Nut Inbound Trade Mission to California: September 2019**

- 5 qualified importers from Singapore, Malaysia, Philippines, Thailand, and Indonesia.
- 30 California dried fruit & nut suppliers participated in business-to-business meetings.
- 30+ specialty crop exhibitors at the California Food Expo meet with importers.
- \$3,020,000 in new export sales reported as a direct result of this trade mission.

### **Advance Export Training (CalAgX):**

- 39 California specialty crop suppliers participated in a live, 10-part, online advance export training class from March – May 2021
- Recording from training sessions we utilized to develop a Self-Pace online advance export training program using the Canvas platform. California specialty crop suppliers can register to take this class at their convenience from [www.fresnocitd.org/train](http://www.fresnocitd.org/train)

### **Virtual Trade Show (Taste of California):**

- 19 California specialty crop companies exhibited on the Taste of California virtual trade show platform and had an opportunity pre-schedule business-to-business virtual meeting with vetted buyers from United Kingdom, Australia/New Zealand, Hong Kong/Southern China, and India.
- Since conclusion of trade activities, the virtual trade show platform has moved from <https://tasteofcalifornia.showcases.live> to <https://foodandbeverage.showcases.live/FB00101>. Positioning the platform under the USA Food & Beverage Showcase umbrella provides long-term promotion of California specialty crops.
- \$2,705,650 in new export sales reported as a direct result of this trade activity.

**Center for International Trade Development**

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