

## Trade Mission FAQs

### 1) How much does it cost to participate in the trade mission?

- There is no registration fee to join the mission. Participants are responsible for paying their own airfares to Malaysia and the Philippines, lodging costs (provided at a discounted rate negotiated by USDA), and some meals. Cost of lodging will not exceed the maximum per diem rate in Kuala Lumpur of \$184 and in Manila of \$152.

### 2) Does USDA provide any other financial support for participants?

- USDA will facilitate business-to-business meetings and cover most on-ground expenses such as local transportation and interpretation. If you are an active participant in a branded Market Access Program (MAP), please inquire with your primary MAP point of contact to determine whether some of the costs associated with this mission may be reimbursable.

### 3) Is the trade mission MAP eligible?

FAS supports four [State Regional Trade Groups \(SRTGs\)](#), which in turn assist U.S. companies with creating and expanding export markets for value-added food and agricultural products. These non-profit organizations work closely with state Departments of Agriculture and offer services including:

- exporter training and education;
- analysis of export markets and opportunities;
- trade shows and buying missions; and
- support for international marketing campaigns and product promotion activities.

All promotional activities conducted by the SRTGs are coordinated with FAS's Washington and overseas offices and most are funded through the Market Access Program.

### 4) Can I apply for the trade mission if my market sector is not among those being highlighted?

- Anyone is welcome to apply. Our goal is not to make participation exclusive, but rather to ensure that the resources you are committing to participate are well spent. In this context, appropriate and relevant companies include companies whose needs align directly with the products featured in the ATM and are either already established/successful or up-and-coming businesses who might make good business partners for U.S. companies. We will review every company's candidacy on a case-by-case basis.

### 5) What will this trade mission include?

- Trade missions generally follow a structured program which includes one or more countries, spending an average of 1.5 to 2 days in each city within a one week period. Trade Mission participants will receive first-hand education about Southeast Asia's business conditions through presentations from other private sector companies and government representatives; visits to agricultural production venues, retailers, wholesalers, and other appropriate businesses; business meetings with prospective host-country partner companies; and informal networking with other ATM delegates. The ATM will improve U.S. participant companies' short, medium, and long-term sales prospects in the Southeast Asian market. Participants will be introduced to potential partners from Malaysia, Thailand, Burma, and the Philippines through a series of pre-arranged business-to-business meetings tailored to their individual needs.

### 6) What other trade missions are being implemented this year?

- Panama and the Dominican Republic, June 1-5, 2015

**For more information, please contact [trademissions@fas.usda.gov](mailto:trademissions@fas.usda.gov)**