



USDA Foreign Agricultural Service invites you to apply for the upcoming

# U.S.-Southeast Asia Agribusiness Trade Mission

Kuala Lumpur, Malaysia | Manila, Philippines  
March 9-13, 2015

## Mission Goal

The U.S.-Southeast Asia Agribusiness Trade Mission (ATM) to Malaysia and the Philippines will provide U.S. small and medium-sized enterprise (SME) participants with first-hand market information, access to government decision makers and one-on-one meetings with business contacts from Malaysia, the Philippines, Burma and Thailand. Our goal is to assist U.S. businesses positioning themselves to enter into or expand their presence in the Southeast Asian market through this unique multi-country trade mission.

USDA will develop the agenda, facilitate logistics and cover most on-ground expenses during the Mission. Participants maintain responsibility for their air travel to and from Malaysia and the Philippines and their in-country lodging costs. [Application forms](#) must be received by **January 9, 2015**. Applications will be reviewed and a decision communicated to businesses by **January 16, 2015**. Participants interested in the [Market Access Program](#) (MAP) can find more information by contacting their designated [state or regional trade group](#) (SRTG).

## Why Southeast Asia?

Southeast Asia's income levels and demand for U.S. products continue to grow, providing significant untapped market potential for U.S. agriculture. Malaysia, the Philippines, Burma and Thailand boast a combined population of 262 million people. As members of the Association of Southeast Asian Nations (ASEAN), these countries are strong trading partners of the United States. In 2013, the United States exported a combined \$5 billion of agricultural products to all four countries.

## Prominent Agricultural Market Sectors

- **Malaysia:** Dairy (Halal certified), Fresh Fruit, Tree Nuts, Dry Goods
- **Philippines:** Fresh Vegetables, Processed Produce, Seafood Products
- **Burma:** Buyer Mission Based on U.S. Participants' Product Lines
- **Thailand:** Buyer Mission Based on U.S. Participants' Product Lines

**Next ATM: Panama and the Dominican Republic, June 1-5, 2015**

## Apply Now!

U.S. agribusinesses are invited to **apply online** for participation by visiting: [www.fas.usda.gov/topics/exporting/trade-missions](http://www.fas.usda.gov/topics/exporting/trade-missions)

**Application Deadline:**  
**January 9, 2015**

*Hosted by Under Secretary for Farm and Foreign Agricultural Services,  
Michael Scuse*

### Schedule of Mission:

#### March 9-10: Kuala Lumpur

- Educational Presentations
- B2B Meetings with Businesses from Malaysia, Thailand and Burma
- Social & Networking Events

#### March 11: Kuala Lumpur & Manila

- Travel to Manila

#### March 12-13: Manila

- Educational Presentations
- B2B Meetings with Businesses from the Philippines
- Social & Networking Events

**Questions? Please Email:**  
[trademissions@fas.usda.gov](mailto:trademissions@fas.usda.gov)