



Alimentec

Bogota, Colombia
June 18-21, 2024

Colombia is the leading destination for U.S. agricultural exports in South America, followed by the countries Chile and Peru. With its population of 51 million people, Colombia is the third most populous country in Latin America. Eighty percent (80%) of its inhabitants live in urban areas. The U.S.-Colombia Trade Promotion Agreement (CTPA) expands opportunities and market potential for many agricultural products. Some of the products with the best sales potential are: confectionary products, wine and alcoholic beverages, tree nuts, processed fruits and vegetables, and healthy food products. Alimentec in Bogota is one of the most important trade fairs for the food industry in Colombia and Latin America. Take part in this activity with SUSTA and connect with buyers in one of the most important cities for business in Colombia.

Participation Fee:

- 12m² in-line booth space: \$1,025
- 12m² in-line booth space: \$1,125

Fee Includes:

- 12m² booth and standard furniture package
- Interpreter services (must be requested in advance)
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: April 24, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Pet Food & Products, Retail Products, Seafood and Craft or Artisanal Beer

Product Description: (Suitable products include, but are not limited to): Seafood, Pet Food, Grocery and Convenience, Confectionary and Processed Fruit, Dairy and Dairy Products, Tree Nuts, Wine

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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