

TRADEWIND FORUM & MISSION

Trade Winds

Trade Winds is the largest U.S. government-led annual trade mission and business development forum.



Office of Textiles and Apparel

Trade Winds - About

About Trade Winds

Trade Winds is a multifaceted program designed to help companies achieve growth and exposure in specific markets or regions around the world. All companies participate in the Trade Winds Forum which includes a business conference, meetings with U.S. commercial diplomats from the region, networking opportunities, two receptions, and a sponsor exhibition. The average Trade Winds Forum attracts over 300 attendees and is the

main gathering for all registered individuals.

U.S. Exporting businesses may customize their experience with optional business-to-business matchmaking meetings with pre-screened buyers, agents, distributors or joint-venture partners in the host country as well as additional mission stop markets.

Why Attend Trade Winds?

Trade Winds participants have extraordinary access to experienced industry professionals and government experts. When your company joins a Trade Winds Mission, you'll have the opportunity to:

Meet One on One with In-Country U.S. Commercial Diplomats

The U.S. Commercial Service has senior diplomats posted in more than 80 U.S. embassies and consulates around the world. Trade Winds offers the opportunity for attending companies and organizations to meet with these diplomats to understand market-specific trends and opportunities. These diplomats work on the ground every day in your target markets, so their personalized advice can be crucial as you finalize your export strategy.

Explore Best Industry Prospects

Our Commercial Specialists will identify the best industry prospects for each Trade Winds market to help you decide if a specific market is right for your product or service.

Make New Connections

Learn how to increase profits and overcome barriers in regions around the world. Network with the region's leading industry and government officials and experienced U.S. and global companies.

Achieve Success

Hear from previous Trade Winds participants about their experience and success with the program:

Testimonials