

## TRADE SHOW

# 2024 WUSATA PAVILION AT FHA FOOD & BEVERAGE TRADE SHOW

Tuesday, Apr 23 - Friday, Apr 26, 2024

Registration: Tuesday, Sep 12, 2023 - Wednesday, Jan 31, 2024 | 8:00 AM

📍 Singapore | Singapore | Southeast Asia

<https://www.wusata.org/e/C5Q5EZ4>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 15 Western Region Departments of Agriculture, announce participation and registration in the following event, which is brought to you by the USDA's Foreign Agricultural Service:

### 2024 WUSATA Pavilion at the FHA Food & Beverage Asia Trade Show - Singapore

**\*\*April 23-26, 2024\*\***

Join us at Asia's leading and most comprehensive food & hospitality trade show!

Evolved from the highly successful Food & Hotel Asia (FHA), FHA Food & Beverage is Asia's largest food & drinks trade event that brings together the global food and hospitality community. FHA Food & Beverage offers an exemplary experience underlined by the most wide-ranging food & beverage products and innovations that are top-trending across the globe. More than 70% of exhibitors are made up of direct manufacturers and as many as 15% are expected to use this platform as a launch pad for new-to-market innovations.

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across these key profiles - Food & Beverage, Food Ingredients, and Food Tech. The majority of exhibitors participating in FHA Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions.

Attendees will also gain valuable insights into developments and future trends of the food & beverage industry. To further complement the exhibition, expect dedicated zones, competitions, masterclasses and more at FHA Food & Beverage 2024.

The WUSATA pavilion, located within the USA pavilion, is a prime location in the exhibition center. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company.

### Booth Fees:

9 sqm AISLE Booth - \$9,236

9 sqm CORNER Booth - \$9,807

- **One corner booth maximum** per company applies
- **Limit one booth** per company
- **Additional aisle booths** may be available upon request. Please contact WUSATA if you would like to explore this option.

### Benefits of participation:

- Expand your foreign market sales in Asia
- Highlight your hospitality products to reach Asian buyers



## PRODUCT DESCRIPTION

**Suitable Products include, but are not limited to:** processed fruits & vegetables, fresh produce, beer and cider, frozen/convenience foods, organic/natural foods and specialty/gourmet foods, seafood, food service and retail products.

## INDUSTRY FOCUS

Consumer Oriented		Food Service Products	
Ingredient	Natural/Health	Organic	Produce
Retail Products	Seafood	Specialty Beverage	

## BUYER AUDIENCE

Worldwide

## ADDITIONAL INFORMATION

### Notes

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

- Meet one-on-one with pre-qualified buyers, coordinated by WUSATA's in-country contractor

Booths will be allocated on a first-come, first-served basis according to date of registration. Only 1 booth per company.

### **Registration Deadline: November 15, 2023**

**Event Surveys:** You are required to complete two short surveys after participating in this event. Access your surveys by logging into your MyWUSATA account.

**All payments for participation must be received within 14 days of registration or participation will be canceled.**

### **Get 50% reimbursement on exhibition-related costs:**

Apply now to WUSATA's 2024 FundMatch or update your marketing plan if you are already a participant to offset 50% of eligible Trade Show expenses. Eligible costs can include virtual booth space exhibition, shipping samples, point of sales materials and more! Be sure to read the FundMatch Guide or speak to a FundMatch Coordinator to go over these eligible expenses and what you need to do before, during and after the show to be successful in submitting a claim.