TRADE SHOW

2023 WUSATA PAVILION AT HOFEX TRADE SHOW

Wednesday, May 10 - Friday, May 12, 2023
Registration: Wednesday, Dec 14, 2022 - Friday, Apr 14, 2023
Hong Kong | Hong Kong | East Asia

https://www.wusata.org/e/WFQVZP7

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

2023 WUSATA Pavilion at HOFEX

Hong Kong Convention Centre, May 10 - 12, 2023

HOFEX is the destination to learn, network and gain market insights. Each event gathers a vast amount of Food & Beverage importers, wholesalers and retailers, as well as high-profile buyers from restaurants, hotels and supermarkets, under one roof to source for their business. Exhibitors are also welcome to sponsor the events and invite VIPs to attend

The WUSATA pavilion, located within the USA pavilion, is strategically located near entrance 1B, and offers a prime location with a turn-key booth. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, as well as interpreters for each interested company.

Booth Information & Fees:

- **Booth package includes:** booth design & construction, modular system walls, carpeting, fascia board, lighting, electrical outlet, two shelves, one lockable reception counter, one table & two chairs and daily booth cleaning.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- Receive one-on-one meetings with pre-qualified buyers
- Interested companies will receive complimentary translation services
- On-site project manager assistance during the show

Booth Fees:

Aisle Booth =

~~$8,100~~ $4,050

Corner Booth =

~~$8,600~~ $4,300

Registration Deadline: March 10, 2023, 11:59PM PDT

Suitable Products: Food Service products including but not limited to: ingredients, organic, natural/health, produce, food preparation, nuts, beverages, baked goods, specialty foods, seafood and more.

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2016 FundMatch or update your marketing plan if you are already a participant to offset half of some of your HOFEX Trade Show expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the FundMatch manual to go over these eligible expenses and what you need

PRODUCT DESCRIPTION

*Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

INDUSTRY FOCUS

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

BUYER AUDIENCE

Worldwide

to do before, during and after HOFEX to be successful in submitting a claim.

Log into your My WUSATA account now to start the process, or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373