

## 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](mailto:fundmatch@wusata.org) for more information.