

TRADE SHOW

2025 WUSATA PAVILION AT ANUGA

Saturday, Oct 4 - Wednesday, Oct 8, 2025
Registration: Monday, Dec 2, 2024 - Friday, Mar 7, 2025
Cologne, Germany | Germany

https://www.wusata.org/e/FYZ52JJ

EVENT DETAILS

2025 WUSATA PAVILION AT ANUGA

The Western U.S. Agricultural Trade Association (WUSATA®) is excited to announce our participation and registration for the upcoming ANUGA trade show in Cologne, Germany, scheduled for October 4-8, 2025.

Why ANUGA?

ANUGA is one of the world's most prestigious trade shows for food and beverages, held biennially. In 2025, the event will attract thousands of exhibitors and over 169,000 attendees from more than 200 countries. With 10 specialized trade shows under one roof, ANUGA is an innovative meeting place and an international business platform for the food and beverage industry.

WUSATA® Pavilion Highlights

Within the WUSATA® pavilion, exhibitors will enjoy a range of benefits designed to enhance their experience and maximize their business opportunities:

- **Fully Furnished Booths:** Each booth comes fully furnished and carpeted, featuring USA Pavilion design fascia, spotlights, and garbage removal services.
- **Exhibitor Passes and Guest Tickets:** Exhibitors will receive exhibitor passes and 1-day visitor tickets for guests.
- **USA Pavilion Lounge:** Access to the USA Pavilion lounge, which offers free beverage service, food/snacks for purchase, an internet café, and meeting rooms.
- **Group Translators:** WUSATA® will provide group translators for all exhibitors, facilitating communication and business transactions.
- **One-on-One Meetings:** Pre-arranged one-on-one meetings with pre-approved buyers through the coordination of our in-country contractor.

Why Participate?

Participating in ANUGA offers numerous advantages for Western U.S. value-added suppliers:

1. **Global Exposure:** Showcase your products to a diverse international audience, expanding your market reach.
2. **Networking Opportunities:** Connect with industry leaders, buyers, and influencers worldwide.
3. **Business Growth:** Engage in meaningful discussions and negotiations that can lead to new business partnerships and opportunities.
4. **Industry Insights:** Gain valuable insights into the global food and beverage industry's latest trends, innovations, and market demands.

Join us at ANUGA 2025 and take your business to new heights. We look forward to seeing you there!

Registration Opens: 12/2/2024

PRODUCT DESCRIPTION

conventional staple foods; conventional canned/conserved foods; conventional dried fruits; conventional dried legumes and pulses; conventional pasta and rice; conventional confectionery, sweets, and snacks; conventional dips, sauces, seasonings; conventional shelf-stable ready-meals; conventional OTC and well food/supplements

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Germany

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

Registration Details:

Deadline: 03/07/2025

Booth Availability and Pricing:

Booth Size (sqm)	Pricing	Number of Booths
12 sqm.	$16,140.00	7
13.5 sqm.	$18,157.50	2
14 sqm.	$18,830.00	8
14 sqm. w/ pole	$18,330.00	1
18 sqm. Inline	$24,210.00	1
18 sqm. Corner	$26,631.00	4
18 sqm Corner w/ pole	$26,131.00	1
26 sqm. Corner	$37,967.00	1
15 sqm. (Drinks Hall)	$17,925.00	1