

## INBOUND MISSION

# BEST OF THE WEST - GLOBAL BUYERS EVENT (FALL 2026)

Monday, Sep 7 - Saturday, Sep 12, 2026

📍 San Francisco, Fresno, and Los Angeles, California | United States of America

<https://www.wusata.org/e/7M1VM02>

## EVENT DETAILS

### The Best of the West - Global Buyers Event

San Francisco, Fresno & Los Angeles, California

September 8-11, 2026

This inbound mission offers two unique engagement opportunities with participating foreign buyers.

**Full Day Event (One-on-One Meetings):** Companies will have focused one-on-one business meetings of up to 20 minutes each with pre-selected buyers. The day includes a networking luncheon featuring a guest speaker who will share insights on current international food market trends. WUSATA team members and our in-market representatives will be on-site for individual consultations throughout the event.

**Product Showcase:** This half-day event gives participating WUSATA companies the opportunity to present their products directly to buyers in an open trade-show environment. Unlike the Full Day Event, the showcase operates without scheduled appointments, allowing for organic networking and product discovery.

### Benefits of Participation:

- Connect directly with 20+ foreign buyers from the Middle East, Canada, Taiwan, and Africa through targeted one-on-one business meetings.
- Build relationships with new prospects while strengthening existing customer connections, assess market opportunities for your products, and gain valuable insights from qualified buyers actively seeking Western U.S. food products.

### Itinerary:

Full Day Events (One-on-One Meetings) (9:00am to 5:00pm):

- Tuesday, September 8, 2026 - San Francisco, CA
- Friday, September 11, 2026 - Los Angeles, CA

Product Showcase (9:00am - 1:00pm):

- Thursday, September 10, 2026 - Fresno, CA

Participating companies may also have the opportunity to meet one-on-one with WUSATA's in-market contractor for Africa for tailored guidance on product fit, market opportunities, and export considerations.

**Registration Opens:** May 11, 2026

**Registration Deadline:** August 31, 2026

### Participation Fees:

- **Full Day Event (One-on-One Meetings):** \$300 per company (includes one representative) | Additional representatives:



## PRODUCT DESCRIPTION

Consumer-oriented food products; retail packaged foods and beverages, specialty foods, snack foods, dried fruit and nuts

## INDUSTRY FOCUS

Consumer Oriented   Ingredient   Retail Products

## BUYER AUDIENCE

Worldwide

\$150 each

- **Product Showcase:** \$150 per company (includes one representative) | Additional representatives: \$75 each
- **Africa Contractor Consultation Add-On:** \$75 per company

**Passes Available:** 20 companies per location