INBOUND MISSION

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

Monday, Sep 7 - Saturday, Sep 12, 2026
Registration: Friday, May 29 - Monday, Aug 31, 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 Francsico, 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, ASEAN, 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

Affiliated Event: Africa Contractor Roadshow - U.S. Company Consultations in California (Optional)

- This activity gives participating companies the opportunity to meet one-on-one with Richard Zurba of Zurcom International, WUSATA's in-market contractor for Africa, to discuss how their products may fit into key African markets.
- Consultations will provide tailored insights into market trends, trade opportunities, consumer preferences, buying behavior, product demand, recommended regional focus areas, and relevant export requirements. Zurcom will conduct preparatory analysis prior to each consultation, and participating companies will receive a follow-up report after the meeting.
- Consultations will take place during the Best of the West one-on-one meeting sessions in San Francisco, Fresno, and Los Angeles. Each participating company will receive a scheduled timeslot during the Best of the West meeting program to meet directly with Zurcom for a personalized market discussion.

Itinerary:

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

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 29, 2026

Registration Deadline: August 31, 2026

Participation Fees:

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