## **TRADE SHOW**

# 2017 WUSATA PAVILION AT ANUGA TRADE SHOW

Saturday, Oct 7 - Wednesday, Oct 11, 2017 Registration: Tuesday, Nov 1, 2016 - Thursday, Jun 1, 2017 © Cologne, Germany | Germany | Europe

### **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:

### • ANUGA - Cologne, Germany; Oct. 7 - 11, 2017.

Held biennially, ANUGA is one of the leading trade shows for food & beverages. In 2015, the show drew over 3,500 exhibitors from 192 countries and approximately 160,000 decision-makers from the grocery, catering and food service sectors. With 10 specialized trade shows under one roof, ANUGA is an innovative meeting place for the industry and an international business platform for the food and beverage world.

Within the WUSATA pavilion, booths come fully furnished, carpeted booth with fascia in USA Pavilion design; spotlights; garbage removal; exhibitor passes, 1-day visitor tickets for guests; one-way shipping allotment (weight only); and access to the USA Pavilion lounge with free beverage service and food/snacks for purchase, internet café and meeting rooms. Number of furniture, exhibitor passes, guest tickets, and shipping allotment vary upon booth size.

WUSATA will provide group translators for the use of all WUSATA® exhibitors during the show, as well as one-on-one meetings with pre-approved buyers through the coordination of our in-country contractor.

We urge you to register and submit booth payment early as space is limited and booth allocation will be determined on a first-come, first-served basis according to the date and time that registrations and payments are received.



#### **INDUSTRY FOCUS**

Food Service Products		Ingredient	Natural/Health
Nutraceutical	Organie	Produce	<b>Retail Products</b>
Seafood			

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