TRADE SHOW

WUSATA PAVILION AT GULFOOD360 AFRICA

Saturday, May 1 - Friday, May 7, 2027
Registration: Monday, Aug 3, 2026 - Friday, Feb 12, 2027 | 8:00 AM
Nairobi | Kenya | Africa

https://www.wusata.org/e/OE185M3

EVENT DETAILS

WUSATA Pavilion at Gulfood360 Africa

Nairobi, Kenya

May 1-7, 2027

Join WUSATA at the inaugural Gulfood360 Africa/Kenya, a first-of-its-kind event designed to serve as a strategic gateway to Africa's rapidly expanding food and agriculture markets.

Hosted in Nairobi, Kenya, one of Africa's leading commercial and logistics hubs, the event will bring together leaders from across the food and beverage, agritech, logistics, trade, and innovation sectors. Gulfood360 Africa/Kenya will provide a comprehensive business platform for companies seeking to explore new export opportunities, develop commercial partnerships, and strengthen their presence across African markets.

Through the WUSATA U.S. Pavilion, participating companies will gain direct access to buyers, importers, distributors, investors, and industry leaders from Kenya and throughout the region. The event will offer opportunities to showcase products, meet face-to-face with prospective business partners, identify new distribution channels, and gain firsthand insight into one of the world's fastest-growing consumer markets.

With Africa's food economy projected to reach $1 trillion by 2030, Gulfood360 Africa/Kenya offers participating exporters a timely opportunity to position their products for long-term growth and build relationships in an increasingly important global market.

Benefits of Participation:

- Showcase your products in the WUSATA U.S. Pavilion with dedicated kiosk exhibit space designed to increase visibility among buyers and industry professionals.
- Reduce the cost of entering the market through travel and accommodation assistance for one company representative.
- Connect directly with prospective business partners through customized business-to-business meetings with qualified international buyers.
- Receive in-market guidance and support from WUSATA and local trade experts to help maximize your participation and identify potential long-term opportunities.

Itinerary:

- May 1, 2027: Depart the United States
- May 2, 2027: Arrive in Nairobi, Kenya
- May 3, 2027: Trade Show Setup
- May 4-6, 2027: Gulfood360 Africa/Kenya
- May 7, 2027: Depart Nairobi

PRODUCT DESCRIPTION

Dried Fruit & Nuts, Dairy, Consumer Oriented Food Products, Pulses

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Worldwide

Registration Opens: August 3, 2026

Registration Closes: February 12, 2027

Participation Fee: $3,000

Kiosks Available: 6

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