TRADE SHOW

2024 WUSATA PAVILION AT FHA FOOD & BEVERAGE TRADE SHOW

Tuesday, Apr 23 - Friday, Apr 26, 2024
Registration: Tuesday, Sep 12, 2023 - Wednesday, Jan 31, 2024 | 8:00 AM
Singapore | Singapore | Southeast Asia

https://www.wusata.org/e/C5Q5EZ4

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 15 Western Region Departments of Agriculture, announce participation and registration in the following event, which is brought to you by the USDA's Foreign Agricultural Service:

2024 WUSATA Pavilion at the FHA Food & Beverage Asia Trade Show - Singapore

****April 23-26, 2024****

Join us at Asia's leading and most comprehensive food & hospitality trade show!

Evolved from the highly successful Food & Hotel Asia (FHA), FHA Food & Beverage is Asia's largest food & drinks trade event that brings together the global food and hospitality community. FHA Food & Beverage offers an exemplary experience underlined by the most wide-ranging food & beverage products and innovations that are top-trending across the globe. More than 70% of exhibitors are made up of direct manufacturers and as many as 15% are expected to use this platform as a launch pad for new-to-market innovations.

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across these key profiles – Food & Beverage, Food Ingredients, and Food Tech. The majority of exhibitors participating in FHA Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions.

Attendees will also gain valuable insights into developments and future trends of the food & beverage industry. To further complement the exhibition, expect dedicated zones, competitions, masterclasses and more at FHA Food & Beverage 2024.

The WUSATA pavilion, located within the USA pavilion, is a prime location in the exhibition center. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company.

Booth Fees:

9 sqm AISLE Booth - $9,236

9 sqm CORNER Booth - $9,807

- **One corner booth maximum** per company applies
- **Limit one booth** per company
- **Additional aisle booths** may be available upon request. Please contact WUSATA if you would like to explore this option.

Benefits of participation:

- Expand your foreign market sales in Asia
- Highlight your hospitality products to reach Asian buyers

PRODUCT DESCRIPTION

Suitable Products include, but are not limited to: processed fruits & vegetables, fresh produce, beer and cider, frozen/convenience foods, organic/natural foods and specialty/gourmet foods, seafood, food service and retail products.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Natural/Health** **Organic** **Produce** **Retail Products** **Seafood** **Specialty Beverage**

BUYER AUDIENCE

Worldwide

ADDITIONAL INFORMATION

Notes

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

- Meet one-on-one with pre-qualified buyers, coordinated by WUSATA's in-country contractor

Booths will be allocated on a first-come, first-served basis according to date of registration. Only 1 booth per company.

Registration Deadline: November 15, 2023

Event Surveys: You are required to complete two short surveys after participating in this event. Access your surveys by logging into your MyWUSATA account.

All payments for participation must be received within 14 days of registration or participation will be canceled.

Get 50% reimbursement on exhibition-related costs:

Apply now to WUSATA's 2024 FundMatch or update your marketing plan if you are already a participant to offset 50% of eligible Trade Show expenses. Eligible costs can include virtual booth space exhibition, shipping samples, point of sales materials and more! Be sure to read the FundMatch Guide or speak to a FundMatch Coordinator to go over these eligible expenses and what you need to do before, during and after the show to be successful in submitting a claim.