

TRADE SHOW

WUSATA PAVILION AT FHA FOOD & BEVERAGE TRADE SHOW

Tuesday, Apr 21 - Friday, Apr 24, 2026
Registration: Monday, Oct 27, 2025 - Saturday, Jan 31, 2026
Singapore | Singapore | Southeast Asia

https://www.wusata.org/e/XWJR7VM

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:

2026 WUSATA Pavilion at the FHA Food & Beverage Asia Trade Show - Singapore

April 21-24, 2026

Join Us at Asia's Premier Food & Hospitality Trade Show

Evolving from the renowned Food & Hotel Asia (FHA), **FHA Food & Beverage** is Asia's largest and most comprehensive food and drinks trade event, bringing together the global food and hospitality community.

This world-class exhibition showcases an exceptional range of food and beverage products, cutting-edge innovations, and emerging global trends. More than 70 percent of exhibitors are direct manufacturers, and approximately 15 percent are expected to debut new-to-market innovations at the show.

Why Attend

FHA Food & Beverage is the premier platform for industry professionals including distributors, importers, manufacturers, and retailers from across Asia to discover and source high-quality food ingredients, beverages, fresh produce, services, and equipment. Exhibitors represent leading manufacturers and brands from over 100 countries and regions, ensuring a truly international experience across key sectors such as:

- **Food & Beverage**
- **Food Ingredients**
- **Food Tech**

Attendees will gain valuable insights into the latest developments and future trends shaping the global food and beverage industry. The event will also feature dedicated zones, competitions, masterclasses, and other engaging activities designed to enhance the overall experience.

WUSATA Pavilion

The **WUSATA Pavilion** is strategically located in a prime area of the exhibition center. Participating companies will benefit from:

- **Complimentary one-on-one meetings with pre-qualified buyers**
- **Interpreter support**
- **On-site and post-show assistance**

Join us at **FHA Food & Beverage 2026** to connect, innovate, and expand your reach in the dynamic Asian food and hospitality market.

Booth Fees:

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.

Early Bird - Kiosk Style:

- 4 kiosks (4.5 sqm): $4,100 ea.

Regular Price:

- 4 Booths regular (9 sqm): $9,200 ea.
- 2 Booths corners (9 sqm.): $9,800 ea.

Booth Benefits:

- **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
- 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.

Early Bird Registration Opens: October 20, 2025 (Only companies that have not participated in this show within the past three years are eligible to purchase an early bird pass)

Regular Registration Opens: October 27, 2025

Registration Deadline: January1, 2026

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 2025 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 to understand the eligible expenses and what you need to do before, during and after the show to be successful in submitting a claim.