

TRADE SHOW

2019 WUSATA PAVILION AT FINE FOOD AUSTRALIA TRADE SHOW

Sunday, Sep 8 - Thursday, Sep 12, 2019

Registration: Wednesday, Apr 10 - Monday, Jul 15, 2019 | 12:00 PM

Australia | Australia | Australia

<https://www.wusata.org/e/A3XBAOQ>

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, which is brought to you by the USDA's Foreign Agricultural Service:

2019 WUSATA Pavilion at Fine Food Australia Trade Show - Sydney

Fine Food Australia: The 35th Australian International Food & Drink Exhibition is the leading trade event for the food industry in the region.

The show brings together all the serious buyers and sellers of food, drink and equipment over four busy days. Exhibitors and visitors attend from all around the world. Special areas include Flavours of the World, Bakery, Retail and Technology equipment, Dairy, Drinks, Meat, Healthy Living which includes Fresh, Natural, Free From and Organic, Seafood and Packaging. Special events include the Nestle Golden Chefs Hat, Live Bakery, Pastry Stage, Café Stage, Product Tours, Australian Culinary Challenge and Bakeskills Competition.

Australia is the 14th largest national economy in the world with a GDP of US\$1.4 trillion (2017). Economically and politically stable, Australia has a large urban, educated, affluent, and diverse population eager to try and experiment with new foods. According to FAS, the Australian Economy has grown for 26 years and is forecast to continue this trend. The United States supplies 12% of Australia's consumer oriented imports, second only to New Zealand.

Benefits of Participation:

- Connect with retail, food service and specialty ingredient buyers
- Gather market intelligence and see the latest regional trends in the food and beverage industry
- Gain regional exposure for your products across Australia, New Zealand, Oceania, and into Asia
- Market briefing and trade reception by USDA/Canberra
- On-site assistance from WUSATA project manager
- Booths are in the USA pavilion, a prime location, with a refreshed design for 2019
- Booth at discounted rate
- The U.S./Australia Free Trade Agreement signed in 2005 allows most U.S. products to enter the Australian market tariff free

Participation Fees:

- Furnished 9 SQM AISLE booth package - \$4,000
- Furnished 9 SQM CORNER booth package - \$4,250

Booth Package Includes: walls, carpet, lights, 1 demo counter, 1 table, 2 chairs, 4 shelves, and a 4 amp outlet.

Booths are allocated on a first-come, first-served basis according to date of registration and payment received. Once booths are sold out, you have the ability



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Specialty/gourmet foods, snack foods, healthy/natural foods, organic foods, free-from foods, convenience foods, foods with innovative packaging, appetizers, heat and serve items, beverages, seafood, confectionery items, cheese, bakery ingredients, and related items.

Note: products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

INDUSTRY FOCUS

Food Service Products	Natural/Health	Retail
Products		

to add yourself to the wait list in WUSATA's online registration section. The wait list is also first-come, first-served, so if you want to be added, please check the wait list box as soon as you see that your desired booth type is sold out.

Event Agenda:

September 8: Set up day

September 9-12: Trade Show days

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2019 FundMatch or update your marketing plan if you are already a participant to offset half of some of your Fine Food Australia Trade Show expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the FundMatch manual to go over these eligible expenses and what you need to do before, during and after Fine Food Australia to be successful in submitting a claim.

Log into your MyWUSATA account now to start the process, or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.