TRADE SHOW

2024 WUSATA PAVILION AT SIAL CHINA

Tuesday, May 28 - Thursday, May 30, 2024
Registration: Thursday, Feb 15 - Wednesday, Apr 10, 2024 | 8:00 AM
Shanghai | China | East Asia

https://www.wusata.org/e/QHTAE8P

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) and the 15 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:

WUSATA Pavilion at SIAL China Trade Show 2024

Shanghai, China

May 28-30, 2024

The International Food, Beverage, Wine & Spirits Exhibition in China positions itself as "the event" not to be missed for professionals in the food, beverage, wine and spirits industries in China. Sial China is the worlds 4th largest food and beverage trade show and the largest in Asia. China is on track to be the leading export destination for U.S. agricultural products for a third consecutive year.

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

Turn Key Booth Package Includes: booth design & construction, modular system walls, carpeting, fascia board, lighting, electrical outlet, two shelves, one lockable reception counter, one table & two chairs and daily booth cleaning.

- **One corner booth maximum** per company applies
- **Limit two booths** per company

Booths will be allocated on a first-come, first-serve basis according to date of registration and payment received.

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 half of some of your SIAL China 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 SIAL China to be successful in submitting a claim.

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

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