

WUSATA SEMINARS

SOUTHERN CALIFORNIA FUNDMATCH WORKSHOP & ROADSHOW

Tuesday, Aug 26 - Thursday, Aug 28, 2025
Registration: Wednesday, Jul 2 - Thursday, Aug 28, 2025
Southern California | United States of America | North America

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

EVENT DETAILS

Combine strategy and funding to maximize your export success!

August 27–28, 2025 | • Riverside • Los Angeles

Event Hours: 10:00 AM - 4:00 PM

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to Southern California! Learn how to unlock **50% cost reimbursement** (up to **$300,000/year**) for your international marketing efforts including trade shows, packaging, digital advertising, and more. Work directly with export consultants and WUSATA specialists to build a tailored strategy that combines expert insight with FundMatch resources to elevate your global reach and accelerate business growth. **Presented by WUSATA**, in partnership with the **California Department of Food and Agriculture (CDFA)**

FundMatch Deep Dive & Personalized Meeting

Led by Senior Engagement Executive **Hayden Romig**, this session includes:

- A personalized discussion of your marketing plans, product information, and international marketing strategies.
- A detailed walkthrough of the FundMatch Program, covering:
  - Eligibility and enrollment
  - Application process
  - Claims, documentation, and reimbursement timelines
  - Examples of eligible international marketing activities companies leverage for growth

Export Consultant Presentation & Expert Consultations

Led by **Leo Boccalon**, Senior Trade Analyst, TradeMoves LLC:

- "Managing Global Trade Disruptions: Tools/Strategies for Success" Presentation
- Limited one-on-one consultations with export specialists
- Guidance on navigating trade barriers and tariffs
- Support with budgeting, documentation, and market entry tactics

And other industry partner presentations & meetings to come!

~~August 26 - San Diego (SBA Office)~~ Cancelled

August 27 - Riverside (Riverside City Hall, 3900 Main St)

August 28 - Los Angeles (Port of Long beach Admin. Building, 415 W Ocean Blvd.)

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Livestock Feed and Nutrition | Natural/Health | Nursery | Nutraceutical | Organic | Produce | Pet Food and Products | Retail Products | Seafood | Specialty Beverage

Registration

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

$25 per person (Lunch Included) Seats are limited – Reserve early!

Parking will be validated

Don't have a WUSATA account? **Sign up here to register** Select Attending Webinar/Seminar for the Quick Basic Sign-Up!

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