

TRADE SHOW

CANCELED: 2022 WUSATA PAVILION AT FOODEX JAPAN TRADE SHOW

Tuesday, Mar 8 - Friday, Mar 11, 2022

Registration: Thursday, Sep 9 - Tuesday, Nov 30, 2021 | 12:30 PM

📍 Japan | Japan | East Asia

<https://www.wusata.org/e/2K3471M>

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2022 WUSATA Pavilion at FOODEX Japan Trade Show*

March 8 - 11, 2022

FOODEX Japan, held at Makuhari Messe near Tokyo, is Asia's most respected international food and beverage trade show, and welcomes the highest quality buyers from Korea, Taiwan, Hong Kong, Mainland China, and Southeast Asia - making it a powerful regional show.

This is a great show for both established and new-to-market companies. This show has grown to over 80,000 attendees in past years and provides opportunities to meet potential distribution and buying partners from throughout Asia. With the 2020 show being cancelled, and the 2021 being hybrid, you don't want to miss FOODEX 2022!

*Note: Should travel restrictions prevent U.S. travelers from exhibiting at the FOODEX show, we will work on a hybrid option for companies to be represented by your own in-country representative or a hired booth attendant.

Benefits of Participation:

- Expand your sales into Japan
- Reconnect with customers in Japan
- Meet premier buyers from across Asia
- See regional trends in the Food and Beverage Market
- Booth space at a ~30% discounted rate, including basic setup (walls, counter, carpet, table, chairs)
- Interpreter services
- On-site assistance from WUSATA project manager

WUSATA FOODEX 2022 Show Package:

Discounted Early Bird Rate (available through November 11, 2022):

- Aisle - \$4,750; Corner - \$5,250

Regular Rate (beginning November 12, 2021):

- Aisle - \$5,250; Corner - \$5,750

*If the event is already full and you are still interested, please register for the Wait List. Additional booths may be available.

*Half booths may be available pending space availability and upon approval. To inquire about this options, please contact the project managers.

Registration Deadline: November 30, 2021



PRODUCT DESCRIPTION

Suitable Products Include, but are not limited to: processed fruits & vegetables, fresh produce, meat and seafood, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

INDUSTRY FOCUS

Food Service Products		Ingredient	Natural/Health
Organic	Produce	Retail Products	Specialty
Beverage			