

TRADE SHOW

WUSATA PAVILION AT ANUGA SELECT BRAZIL

Tuesday, Apr 6 - Thursday, Apr 8, 2027
São Paulo | Brazil | South America

https://www.wusata.org/e/8CKEIMS

EVENT DETAILS

WUSATA Pavilion at ANUGA Select Brazil

São Paulo, Brazil

April 6–8, 2027

Join WUSATA® at ANUGA Select Brazil 2027 and explore opportunities to expand your business into Brazil and the broader Latin American market!

ANUGA Select Brazil is one of Latin America's leading food and beverage trade shows, bringing together international suppliers, distributors, retailers, and foodservice professionals. The 2026 edition welcomed over 14,000 visitors from 74 countries and more than 550 exhibiting brands.

Held annually in São Paulo, the show offers Western U.S. food and beverage exporters an opportunity to establish new business relationships, showcase their products, and gain valuable insights into Brazil's growing consumer market.

Benefits of Participation

- Explore new sales opportunities in Brazil and Latin America
- Connect with importers, distributors, retailers, and foodservice buyers
- Take advantage of networking and business matchmaking opportunities
- Learn about emerging food and beverage trends and consumer preferences

Exhibition Space

The WUSATA® Pavilion at ANUGA Select Brazil 2027 offers exhibitors a convenient, cost-effective way to showcase their products within the USA Pavilion.

Kiosk Package:

- 3-square-meter exhibition space within a shared pavilion
- Branded display area featuring company graphics
- Shared pavilion layout designed to encourage buyer engagement
- Exhibitor passes
- Access to trade show networking opportunities

Registration Information

Available Space: 6 kiosks (3 sqm each)

Participation Fee: TBA

Registration Opens: TBA

Registration Deadline: January 29th, 2027

PRODUCT DESCRIPTION

Value-added food and beverage products, including snacks, confectionery, nuts, dried fruits, sauces, condiments, beverages, health foods, and other specialty food products.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Brazil

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