

TRADE SHOW

CANCELED: 2021 WUSATA HYBRID/VIRTUAL PAVILION AT HOFEX TRADE SHOW

Tuesday, Sep 7 - Thursday, Sep 9, 2021

📍 Hong Kong | Hong Kong | East Asia

<https://www.wusata.org/e/JYGWGV3>

EVENT DETAILS

****This trade show has been canceled by WUSATA:
6/21/2021****

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:

WUSATA Hybrid/Virtual Pavilion at HOFEX 2021 - September 7-9, 2021 (NEW Dates)

****This is a Travel-Optional Activity****

HOFEX is the leading food and beverage show in Asia, held every other year in Hong Kong. Over 30,000 buyers expected in 2021! Nearly 95% of food in Hong Kong is imported, and as a free port it is also an ideal logistics hub to other regional markets such as Macau and Mainland China. Even when the world continues to be impacted by COVID-19 Hong Kong remains persistent in demand for imported U.S. food and beverages. Due to continued COVID-19 travel restrictions WUSATA will be offering virtual presentation options with the benefits of participating through virtual meetings and representation of your product. WUSATA's in-country partner, SMH International, will coordinate booth assistants for company sample and flyer distributions, and facilitate pre-arranged virtual meetings to connect WUSATA companies directly with potential buyers to build relationships and establish connection with businesses without being present in Hong Kong.

Exhibiting at HOFEX builds an ideal platform for WUSATA companies to establish business connections with the importers, distributors, retailers, and foodservice operations from Hong Kong, China, and surrounding countries in the Pan Asia region.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- Booths significantly discounted by 50%
- Receive 5-6 one-on-one virtual meetings with pre-qualified buyers
- Complimentary translation services
- Virtual Trade Webinar with 40+ importers/distributors/retailers
- Virtual Market Briefing with ATO offices in Hong Kong, Beijing, Shanghai, Guangzhou and Shanghai

Hybrid/Virtual Option Includes:

- Basic booth set up with walls, counter, carpet, table & chairs
- Booth set-up/tear down services
- Bilingual booth attendant to capture leads
- 30 minute virtual training with booth attendant representing your booth
- WUSATA booth with on-site assistance from WUSATA contractor to distribute samples and flyers



PRODUCT DESCRIPTION

*Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Organic	Produce	Seafood

- SMH will manage the setup of booth graphics, display cases for sample showcase, refrigerators, televisions for company videos

Participation Fees:

- 9 SQM AISLE Booth =

~~\$6,075~~ Now \$3025.00

- 9 SQM CORNER Booth =

~~\$6,575~~ Now \$3275.00

- Limit 1 corner and 2 booths TOTAL per company

Registration Deadline: July 2, 2021

Event Surveys: You are required to complete two short surveys after participating in this event. Access your surveys by logging into your MyWUSATA account.

Get 50% reimbursement on exhibition-related costs:

Apply now to WUSATA's 2021 FundMatch or update your marketing plan if you are already a participant to offset 50% of eligible HOFEX Trade Show expenses. Eligible costs can include virtual booth space exhibition, shipping samples, point of sales materials and more! Be sure to read the FundMatch Guide or speak to a FundMatch Coordinator to go over these eligible expenses and what you need to do before, during and after HOFEX to be successful in submitting a claim.