TRADE SHOW

2021 WUSATA HYBRID/VIRTUAL PAVILION AT HOFEX TRADE SHOW

Wednesday, May 12 - Friday, May 14, 2021
Registration: Thursday, Jan 28 - Friday, Mar 19, 2021 | 12:00 PM
Hong Kong | East Asia

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

EVENT DETAILS

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 - May 12 - 14, 2021

HOFEX is the leading food and beverage show in Asia, held every other year in Hong Kong. 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.

To provide 2021 HOFEX exhibitors with the opportunity to be exposed to buyers outside of Hong Kong, SMH will arrange a Trade Seminar and Virtual Market Briefing before the HOFEX Trade Show. SMH will invite 40 local importers, distributors, and retailers, and WUSATA companies will have the opportunity to provide presentations of their products and services to the attendees to raise awareness and interest. Participants who are interested in furthering communication with a particular U.S. company can have virtual meetings arranged during and after HOFEX. The Market Briefing will involve all ATO offices in Hong Kong, Beijing, Shenyang, Guangzhou, and Shanghai, where each office will provide a briefing about the role of its office, markets covered, and an introduction of the regional market for U.S. agricultural products.

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.

During these uncertain times, we understand that it may be difficult to travel, due either to country borders being closed or other barriers you may be encountering. Because of this, WUSATA has decided to offer exciting "Virtual/Hybrid" options for HOFEX 2021! No travel is necessary. Your options are as follows:

1. You may choose to participate in the WUSATA Pavilion in a

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
hybrid/virtual way. SMH International, WUSATA’s in-country partner, will provide a booth attendant for your company’s booth at HOFEX in addition to many additional services detailed out below.

2. Alternatively, if you have a representative in Hong Kong, you may choose to have them attend the booth for you and you will still receive the same services.

3. You may also choose to attend HOFEX in person. Please monitor travel restrictions on U.S. Citizens entering Hong Kong as dates get closer.

BOTH options include the following benefits of participation:

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

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

**Participation Fees** (50% discount already applied):
- 9 SQM AISLE Booth = $3025.00
- 9 SQM CORNER Booth = $3275.00
- Limit 1 corner and 2 booths TOTAL per company.

**Registration Deadline: March 12, 2021**

**Proposed Itinerary:**
- Tuesday, May 11, 2021 – Virtual Trade Seminar & Market Briefing in Guangzhou/Booth Setup
- Wednesday, May 12, 2021 – HOFEX Day 1 & AM Virtual Meetings
- Thursday, May 13, 2021 – HOFEX Day 2 & AM Virtual Meetings
- Friday, May 14, 2021 – HOFEX Day 3

Out-of-region companies are asked to call WUSATA directly at 360-693-3373, and are not eligible for WUSATA event discounts or services.

**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.