

INBOUND MISSION

AFRICA BUYER MISSION TO GULFOOD

Tuesday, Jan 27 - Friday, Jan 30, 2026
Registration: Tuesday, Oct 7, 2025 - Friday, Jan 9, 2026
Dubai, UAE | United Arab Emirates

https://www.wusata.org/e/2Z9K64Y

EVENT DETAILS

WUSATA® Africa Buyer Delegation to Gulfood 2026

Dubai, UAE | January 28–29, 2026

WUSATA® invites qualified Western U.S. suppliers to participate in the Africa Buyer Delegation at Gulfood 2026 one of the world's largest food and beverage trade shows. This activity will bring pre-qualified buyers from Algeria, Egypt, Morocco, and Nigeria to Dubai to connect with Western U.S. food and ingredient suppliers. The goal is to expand awareness of Western U.S. products in Africa and facilitate one-on-one, pre-scheduled business meetings during Gulfood.

Suitable Products

Consumer-oriented food products, dried fruit and nuts, ingredients, beverages, and dairy products.

Benefits of Participation

- Direct access to African importers and distributors from key and growing markets.
- Pre-scheduled 20–30-minute one-on-one meetings at your booth (for exhibitors) or at a U.S. Pavilion meeting space (for non-exhibitors).
- Maximize your Gulfood investment by connecting with buyers who are actively sourcing U.S. products.
- Build new market opportunities in high-growth regions of Africa.

Draft Itinerary

Wednesday, January 28, 2026

- Pre-scheduled one-on-one business meetings with African buyers

Thursday, January 29, 2026

- Pre-scheduled one-on-one business meetings with African buyers

Meetings will be held at each exhibitor's booth or in the U.S. Pavilion meeting area at Gulfood (Dubai Expo City).

Passes & Participation Details

- **Number of Passes Available:** 20 (priority given to Gulfood exhibitors)
- **Participation Fee:** WUSATA Gulfood Exhibitors (Complimentary); Non-Exhibitors/Attendees - $75 per company
- **Registration Deadline:** January 9, 2026
- **Project Manager:** Josh Eddy

Why Africa?

Africa represents a rapidly growing, opportunity-rich market for U.S. suppliers. By engaging with importers and distributors from Algeria, Egypt, Morocco, and

INDUSTRY FOCUS

Food Service Products **Retail Products**

BUYER AUDIENCE

Worldwide

Nigeria, companies can diversify their export portfolio and tap into demand for high-quality Western U.S. food products. Gulfood's scale and buyer diversity make it an ideal platform for these introductions.

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