

TRADE SHOW

WUSATA PAVILION AT SIAL CHINA 2025

Monday, May 19 - Wednesday, May 21, 2025
Registration: Thursday, Jan 2 - Friday, Mar 14, 2025
Shanghai, China | China

https://www.wusata.org/e/YG5MZOY

EVENT DETAILS

2025 WUSATA Pavilion at SIAL China

The Western U.S. Agricultural Trade Association (WUSATA®), and the 15 Western Region Departments of Agriculture, announce participation and registration in the following event, which is brought to you by the USDA's Foreign Agricultural Service:

2025 WUSATA Pavilion at SIAL China

May 19-21, 2025

The International Food, Beverage, Wine & Spirits Exhibition in China, now known as SIAL Shanghai, is a premier event for professionals in the food, beverage, wine, and spirits industries. As the 4th largest food and beverage trade show in the world and the largest in Asia, it has solidified its position as a must-attend gathering, showcasing over 350,000 products from 75 countries and regions. Featured sectors include Baby Food, Organic & Wellness, Dairy Products, Non-alcoholic Beverages, Food Products, Meat, Poultry & Cured Meats, Seafood, Alcoholic Beverages, and Pulses and Grains.

Held at the Shanghai New International Expo Center, this year's event expects more than 180,000 professional visitors from over 110 countries and regions, highlighting its growing international influence and popularity. The WUSATA pavilion, located within the USA pavilion in a prime exhibition center location, will provide participating companies with complimentary interpreters, as well as on-site and follow-up assistance, ensuring a successful experience at this globally recognized trade show.

Why Participate:

- Turn key booth package including: booth design & construction, modular system walls, carpeting, fascia board, lighting, electrical outlet, two shelves, one lockable reception counter, one table & two chairs and daily booth cleaning.
- Receive ~8 one-on-one meetings with pre-qualified buyers
- One interpreter per company available upon request as well.

Itinerary:

Arrive in Shanghai, China: May 17, 2025

Booth Setup: May 18, 2025

Show Dates: May 19-21, 2025

Depart back to U.S.: May 22, 2025

Registration Opens: 01/02/2025

Suitable Products: Consumer-Oriented Food & Beverage Products

Registration Details:

Deadline: March 14, 2025

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

China

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

Participation Fee:

Inline Booth: $8,001

Corner Booth: $9,201.15

Passes Available:

Inline Booth: 6 Available

Corner Booth: 1 Available