

## TRADE SHOW

# 2017 WUSATA PAVILION AT FINE FOOD AUSTRALIA TRADE SHOW

Monday, Sep 11 - Thursday, Sep 14, 2017  
Registration: Monday, Jan 16 - Friday, Jul 28, 2017  
📍 Sydney, Australia

## 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:

**Fine Food Australia Trade Show**, September 11-14, 2017 ~ Sydney, Australia

This will be an excellent opportunity for companies to participate in the growing Australian market.

Australia is the world's 12th largest economy, and has a per capita food expenditure of \$5,945 (retail and food-service), which represents the third largest per capita annual expenditure, on food products, in the world. The country's economy has also grown consecutively for 22 years with a large urban, educated, affluent, and diverse population eager to try and experiment with new foods. This, in addition to a free trade agreement with the U.S., makes Australia an important link in connecting with the global food trade.

Fine Food Australia is the country's leading trade exhibition for the foodservice, hospitality and retail industries. The event will present new and innovative products from around Australia from over 45 countries internationally. The show boasts over 20,000 visitors. The show is Australia's largest international food marketplace and provides importers and exporters with the opportunity to meet and create mutually beneficial business links.

### Benefits from participating in the activity:

- Receive a 33% discount on show organizer booth prices
- Meet one-on-one with pre-screened buyers at your booth
- Expand your foreign market sales in Australia
- Highlight your food-service & retail products to reach Australian buyers
- Gain regional exposure for your products across Australia, New Zealand, Oceania, and Southeast Asia
- On-site assistance from WUSATA project manager and in-country contractor

### Booth Information & Fees:

- \$3,800 for WUSATA's complete Corner 9sqm booth package
- \$3,600 for WUSATA's complete Aisle 9sqm booth package
- Limit 1 space per company



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Natural & healthy foods, specialty foods, sauces and condiments, gourmet foods, snack foods, bakery goods, confectionery products, beverages, meats, seafood & food-service products, and more.

## INDUSTRY FOCUS

Food Service Products

Retail Products