

TRADE SHOW

CANCELED: 2020 WUSATA PAVILION AT FHA - FOOD & BEVERAGE TRADE SHOW

Tuesday, Mar 2 - Friday, Mar 5, 2021

Registration: Wednesday, Oct 30, 2019 - Saturday, Feb 15, 2020 | 12:00 PM

📍 Singapore | Singapore | Southeast Asia

<https://www.wusata.org/e/JUE1X87>

EVENT DETAILS

This trade show has been CANCELLED

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 Pavilion at the Food & Beverage Asia (FHA) Trade Show -

~~March 31 - April 3, 2020~~ ***NEW Dates! March 2-5, 2021

Join us at Asia's leading and most comprehensive food & hospitality trade show!

Evolved from the highly successful Food & Hotel Asia (FHA), FHA-Food & Beverage is Asia's largest food & drinks trade event that brings together the global food and hospitality community. FHA-Food & Beverage offers an exemplary experience underlined by the most wide-ranging food & beverage products and innovations that are top-trending across the globe. More than 80% of exhibitors are made up of direct manufacturers and as many as 15% are expected to use this platform as a launch pad for new-to-market innovations.

FHA-Food & Beverage will provide global suppliers with valuable access to quality buyers including distributors, importers, manufacturers and retailers. Attendees will also gain valuable insights into developments and future trends of the food & beverage industry. To complement the exhibition, expect dedicated zones, competitions, masterclasses and more at FHA-Food & Beverage 2020.

The WUSATA pavilion, located within the USA pavilion, is a prime location in the exhibition center. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company on the homepage of the WUSATA® website.

- **One corner booth maximum** per company applies
- **Limit two booths** per company

Benefits of participation include:

- Expand your foreign market sales in Asia
- Highlight your hospitality products to reach Asian buyers
- Meet one-on-one with pre-qualified buyers, coordinated by WUSATA's in-country contractor

Booths will be allocated on a first-come, first-served basis according to date of registration and payment received.

Registration Deadline: February 15, 2020



PRODUCT DESCRIPTION

Suitable Products include, but are not limited to: processed fruits & vegetables, fresh produce, beer and cider, frozen/convenience foods, organic/natural foods and specialty/gourmet foods, seafood, food service and retail products.

INDUSTRY FOCUS

Food Service Products	Natural/Health	Organic
Retail Products	Seafood	

ADDITIONAL INFORMATION

Notes

Products must be at least 50% U.S. in origin, by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.