TRADE SHOW

2022 WUSATA PAVILION AT FHA FOOD & BEVERAGE TRADE SHOW

Monday, Sep 5 - Thursday, Sep 8, 2022
Registration: Thursday, Jul 29, 2021 - Monday, Jul 25, 2022 | 12:00 PM
Singapore | Singapore | Southeast Asia

https://www.wusata.org/e/X0NY4Z3

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 event, which is brought to you by the USDA's Foreign Agricultural Service:

2022 WUSATA Pavilion at the FHA Food & Beverage Asia Trade Show - Singapore

****September 5 - 8, 2022****

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 70% 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.

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across these key profiles – Food & Beverage, Food Ingredients, and FoodTech. The majority of exhibitors participating in FHA Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions.

Attendees will also gain valuable insights into developments and future trends of the food & beverage industry. To further complement the exhibition, expect dedicated zones, competitions, masterclasses and more at FHA Food & Beverage 2022.

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.

Booth Fees:

9 sqm AISLE Booth - $6,730.00

9 sqm CORNER Booth - $7,280.00

- **One corner booth maximum** per company applies
- **Limit two booths** per company
- **Additional aisle booths** may be available upon request. Please contact WUSATA if you would like to explore this option.

Benefits of participation:

- Expand your foreign market sales in Asia
- Highlight your hospitality products to reach Asian buyers

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 | **Ingredient** | **Natural/Health** | **Organic** | **Retail Products** | **Seafood**

ADDITIONAL INFORMATION

Notes

Products must be at least 50% U.S. agricultural 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.

- 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: July 25, 2022

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 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 the show to be successful in submitting a claim.