

TRADE SHOW

2025 THAIFEX TRADE SHOW

Tuesday, May 27 - Saturday, May 31, 2025
Registration: Friday, Feb 14 - Monday, Mar 10, 2025
Bangkok, Thailand | Thailand | Southeast Asia

https://www.wusata.org/e/3MCLK7S

EVENT DETAILS

2025 Thaifex Trade Show

WUSATA is organizing kiosk-configured space for Western US food and beverage companies to showcase their products and connect with importers/distributors/food and beverage purchasing decision makers at the Thaifex Anuga Asia trade show, May 27 - 31, 2025.

This dynamic and growing show will be a great opportunity to make connections, establish and expand business relationships, in Thailand and beyond. In 2024 the show enjoyed 85,850 trade visitors and 3,133 exhibitors from 131 countries.

Thailand is Southeast Asia's second largest economy with a GDP of $512.19 billion ($7,300 per capita) in 2022 and a population of 70.2 million. In 2023, Thailand was the 21st largest export destination for U.S. agricultural products, while the United States was the third largest supplier of agricultural products to Thailand with a total export value of $1.6 billion in 2022. In 2022, U.S. consumer-oriented agricultural exports to Thailand were valued at $453 million, with the U.S. the 5th largest supplier in this product category. Continued growth in urbanization, changes in the structure of Thai households have contributed to rising demand for convenient ready-to-eat meals, healthy food products, and food delivery. In addition, the Thai food processing sector continues to develop, creating opportunities for food ingredients. Top opportunities include dairy, seafood, fresh produce, tree nuts, bakery products, wine, and beer.

Why Participate:

Kiosk in shared, open-concept WUSATA space, prime spot within US pavilion (individual counter with printed logo, stool, shared table space, directory listing, logo printed on booth wall, USA lounge access, interpreters as needed)

Benefits of Participation:

- Learn first-hand about current trends in Thailand

- Engage in B2B meetings with pre-qualified buyers.

- Each company enjoys an all-access badge

- Interpreters provided as needed

Itinerary:

Arrive in Thailand: May 25

Setup: May 26

Show Dates: May 27 - 31

Depart: June 1

Registration Opens: 02/14/2025

Suitable Products: Snack foods, processed fruits and vegetables, beverages, wine, beer, dairy products, confectionery, fruits and vegetables,

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Retail Products**

BUYER AUDIENCE

Thailand

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

convenience foods, specialty foods, meat and seafood products, nuts.

Registration Details:

Deadline: March 10, 2025

Participation Fee: $3,000

Passes Available: 4

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