

TRADE SHOW

WUSATA PAVILION AT ANUGA

Saturday, Oct 9 - Wednesday, Oct 13, 2027
Cologne | Germany | Europe

https://www.wusata.org/e/Y12NE6S

EVENT DETAILS

WUSATA Pavilion at ANUGA

Cologne, Germany

October 9-13, 2027

The Western U.S. Agricultural Trade Association (WUSATA®) is excited to announce its participation in ANUGA 2027, taking place October 9–13, 2027, in Cologne, Germany. Join WUSATA® at one of the world's leading food and beverage trade shows and explore new opportunities in the European and global markets.

Why ANUGA?

Held biennially, ANUGA is one of the world's largest and most influential trade shows for the food and beverage industry. The 2025 edition welcomed more than 8,000 exhibitors from 110 countries and over 145,000 trade visitors from more than 190 countries.

Featuring 10 specialized trade shows under one roof, ANUGA provides an international business platform for food and beverage suppliers to showcase their products, connect with key decision-makers, and explore emerging industry trends. The show attracts importers, distributors, retailers, wholesalers, and foodservice professionals from around the world.

WUSATA® Pavilion Highlights

Within the WUSATA® Pavilion, exhibitors will enjoy a range of benefits designed to enhance their experience and maximize their international business opportunities:

- **Fully Furnished Booths:** Each booth comes fully furnished and carpeted, featuring USA Pavilion design fascia, spotlights, and waste removal services.
- **Exhibitor Passes and Guest Tickets:** Exhibitors will receive exhibitor passes and one-day visitor tickets for guests.
- **USA Pavilion Lounge:** Access to the USA Pavilion lounge, offering complimentary beverage service, food and snacks for purchase, an internet café, and meeting rooms.
- **Group Interpreters:** WUSATA® will provide group interpreters to facilitate communication with international buyers.
- **One-on-One Meetings:** Pre-arranged meetings with qualified international buyers, coordinated by WUSATA®'s in-country contractor.

Why Participate?

Participating in ANUGA offers numerous advantages for Western U.S. value-added suppliers:

1. **Global Exposure:** Showcase your products to an international audience and expand your presence in European and global markets.
2. **Networking Opportunities:** Establish connections with importers, distributors, retailers, and other key industry decision-makers.

PRODUCT DESCRIPTION

conventional staple foods; conventional canned/conserved foods; conventional dried fruits; conventional dried legumes and pulses; conventional pasta and rice; conventional confectionery, sweets, and snacks; conventional dips, sauces, seasonings; conventional shelf-stable ready-meals; conventional OTC and well food/supplements

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Worldwide

3. **Business Growth:** Generate qualified sales leads, develop new business relationships, and strengthen existing international partnerships.
4. **Industry Insights:** Gain valuable insights into emerging food and beverage trends, product innovations, consumer preferences, and international market demands.

Join WUSATA® at ANUGA 2027 and take the next step in expanding your international business. We look forward to seeing you in Cologne!

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

Registration Opens: TBA

Deadline: TBA

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