

TRADE SHOW

2017 WUSATA PAVILION AT FOOD EX JAPAN TRADE SHOW

Tuesday, Mar 7 - Friday, Mar 10, 2017

Registration: Thursday, Jul 21 - Friday, Dec 16, 2016

📍 Makuhari, Japan (near Tokyo) | Japan | Asia - (inactive)

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

FOODEX Japan Trade Show: March 7-10, 2017

FOODEX Japan, held at Makuhari Messe near Tokyo, is Asia's most respected international food and beverage trade show, and welcomes the highest quality buyers from Korea, Taiwan, Hong Kong, Mainland China and Southeast Asia - making it a powerful, regional show. This is a great show for both established and new-to-market companies. With nearly 77,000 attendees in 2016, this show provides opportunities to meet potential distribution and buying partners from throughout Asia.

The FOODEX 2017 show allows you to exhibit with ease. The WUSATA show package for FOODEX 2017 is as follows:

- Booth space at a discounted rate
- Interpreter services
- Basic booth set up with walls, counter, carpet, table & chairs
- On-site assistance from WUSATA project managers

Benefits of Participation:

- Expand your sales into Japan
- Meet premier buyers from across Asia
- See latest regional trends in the Food and Beverage Market

Pricing:

Discounted Early Bird Rate (Ends October 26, 2016): Aisle - \$5,200, Corner - \$6,000

Standard Rate (After October 26, 2016): Aisle - \$5,600, Corner - \$6,400

*****Half booths may be available pending space availability and upon approval. To inquire about half booths please contact the project manager.*****

Booths will be allocated on a first-come, first-serve basis according to date of registration and payment received. Limit two booths per company, and one corner maximum per company.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: processed fruits & vegetables, fresh produce, wine, beer, spirits, frozen/convenience foods, organic/natural foods, specialty/gourmet foods, and more.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Organic	Produce	Retail Products