

OUTBOUND MISSION

CONSUMER-ORIENTED OUTBOUND MISSION TO OMAN AND UAE

Saturday, Sep 12 - Tuesday, Sep 22, 2026

Registration: Thursday, Jul 2 - Friday, Aug 7, 2026

📍 Middle East | United Arab Emirates | Middle East

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EVENT DETAILS

Middle East Outbound Mission

Oman & UAE

September 12-22, 2026

Take your company directly into two of the Gulf region's most promising consumer-oriented food and beverage markets on this 2026 Middle East Outbound Trade Mission to Oman and the United Arab Emirates. This ten-day mission is designed to help Western U.S. companies meet pre-vetted buyers, build importer and distributor relationships, and better understand how their products fit into the region's retail, foodservice, and hospitality sectors.

The mission begins in Muscat with participation in HORECA Oman 2026, a leading hotel, restaurant, and café trade show that draws thousands of regional trade professionals. From there, the delegation will travel to the UAE, the largest U.S. agricultural export market in the Middle East and a major re-export gateway for the broader GCC and MENA region. Across Muscat, Dubai, and Abu Dhabi, participating companies will move from retail aisles and trade show floors to one-on-one matchmaking meetings, market briefings, facility visits, and product showcase opportunities.

Benefits of Participation:

- Complimentary booth space in the USA Pavilion at HORECA Oman trade show, September 14-16
- B2B matchmaking meetings with buyers in the UAE
- Retail tours in Oman and UAE markets
- Product showcase, meetings, and facility visit in Abu Dhabi
- FAS market briefings in Oman and the UAE
- Sample shipping assistance for Oman and the UAE

Itinerary:

- September 11-12 - Travel and arrival in Oman
- September 13 - Retail market visit and booth setup for HORECA Oman
- September 14-15 - HORECA Oman show days for WUSATA companies
- September 16 - Morning at HORECA Oman; afternoon flight to Dubai
- September 17 - FAS market briefings and one-on-one matchmaking meetings with buyers; possible evening reception in Dubai
- September 18 - Importer, customs, or processing facility tour in Dubai
- September 19 - Travel day, including market visits and transfer to Abu Dhabi
- September 20 - Retail tour and possible distributor meeting in Abu Dhabi
- September 21 - Product showcase and possible reception/debriefing in Abu Dhabi



PRODUCT DESCRIPTION

Retail-ready food and beverage, specialty ingredients, dairy, proteins, and bakery products.

INDUSTRY FOCUS

Consumer Oriented

Food Service Products

Ingredient

BUYER AUDIENCE

United Arab Emirates

Oman

- September 22 - Depart Abu Dhabi for the United States

Registration Deadline: August 10, 2026

Participation Fee: \$250

Passes Available: 10