TRADE SHOW

2021 WUSATA PRODUCT SHOWCASE: ANTAD TRADE SHOW

Monday, Oct 18 - Wednesday, Oct 20, 2021
Registration: Thursday, Mar 11 - Tuesday, Aug 31, 2021
Mexico | Mexico | North America

https://www.wusata.org/e/7N9H79N

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2021 WUSATA Product Showcase: ANTAD Trade Show - October 18 - 20, 2021

****This is a Hybrid event - Companies can attend in person or have products showcased****

Expo ANTAD Alimentaria Mexico 2021 is Mexico's leading and largest retail trade show, which attracts more than 37,000 visitors and 1,700 exhibitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts.

Participating WUSATA companies will have their products displayed in a shared booth pavilion. This product showcase will provide each participating company with a kiosk display staffed by show assistants and staff from WUSATA's In-market contractor. The kiosk display will provide company/product visibility through signage and promotional material. Trade leads and buyer inquiries/contacts generated from this activity will be shared with participants.

Please note that samples for this product showcase event will be key to successful participation. Participating companies will need to ship products/samples for display at the show. Shipping details and timelines will be provided to participants once available.

Benefits of Participation:

- Feature your products in a showcase at Mexico's largest food and hospitality trade show, without having to travel.
- Potential Mexican buyers, importers, and industry experts will be able to see your products displayed within the USA Pavilion - California/WUSATA Product Showcase, in a premium location.
- Participating companies will have an in-country show assistant present their company and products at the booth to Mexican buyers and show attendees.
- In-person exhibiting attendance is limited to Kiosk space - full booth/half booth options are not available.

Participation Fee: $750.00

Registration Deadline: August 31, 2021

This activity is eligible for WUSATA's FundMatch Program - 50% reimbursement on approved expenditures related to product showcase (registration fee) and product shipping (freight).

PRODUCT DESCRIPTION

Suitable Products include: Consumer Oriented - Retail Packaging

INDUSTRY FOCUS

Consumer Oriented **Retail Products**