INBOUND MISSION

BEST OF THE WEST - GLOBAL BUYERS EVENT (SPRING 2026)

Monday, Apr 13 - Friday, Apr 17, 2026
Registration: Monday, Oct 6, 2025 - Wednesday, Apr 8, 2026 | 8:00 AM
San Francisco, Fresno, Los Angeles | United States of America

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

EVENT DETAILS

The Best of the West - Global Buyers Event

San Francsico, Fresno & Los Angeles, California

April 13-17, 2026

This inbound mission offers two unique engagement opportunities with participating foreign buyers.

Full Day Event (One-on-One Meetings): Companies will have focused one-on-one business meetings of up to 20 minutes each with pre-selected buyers. The day includes a networking luncheon featuring a guest speaker who will share insights on current international food market trends. WUSATA team members and our in-market representatives will be on-site for individual consultations throughout the event.

Product Showcase: This half-day event gives participating WUSATA companies the opportunity to present their products directly to buyers in an open trade-show environment. Unlike the Full Day Event, the showcase operates without scheduled appointments, allowing for organic networking and product discovery.

Benefits of Participation:

- Connect directly with 20+ foreign buyers from the ASEAN region, India, Japan, and South Korea through targeted one-on-one business meetings.
- Build relationships with new prospects while strengthening existing customer connections, assess market opportunities for your products, and gain valuable insights from qualified buyers actively seeking Western U.S. food products.

Itinerary:

Full Day Events (One-on-One Meetings) (9:00am to 5:00pm):

- Tuesday, April 14, 2026 - San Francisco, CA
- Friday, April 17, 2026 - Los Angeles, CA

Product Showcase (9:00am - 1:00pm):

- Thursday, April 16, 2026 - Fresno, CA

Registration Opens: October 6, 2025

Registration Deadline: April 8, 2026

Participation Fees:

- **Full Day Event (One-on-One Meetings):** $300 per company (includes one representative) | Additional representatives: $150 each
- **Product Showcase:** $150 per company (includes one

PRODUCT DESCRIPTION

Consumer-oriented food products; retail packaged foods and beverages, specialty foods, snack foods, dried fruit and nuts

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Retail Products** **Specialty Beverage**

BUYER AUDIENCE

India **Japan** **Korea, Republic of** **Brunei** **Cambodia** **Indonesia** **Laos** **Malaysia** **Philippines** **Singapore** **Thailand**

representative) | Additional representatives: $75 each

Passes Available: 20 companies per location

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