TRADE SHOW

WUSATA PAVILION AT FOOD TAIPEI SHOW

Wednesday, Jun 24 - Saturday, Jun 27, 2026
Registration: Monday, Mar 2 - Monday, Mar 23, 2026
Taipei | Taiwan

https://www.wusata.org/e/GLG8J07

EVENT DETAILS

WUSATA Food Taipei Pavilion

Taipei, Taiwan

June 23- June 27, 2026

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service. Food Taipei is an annual USA endorsed trade show and the largest food exhibition serving the Taiwan market. Companies exhibiting in the USA Pavilion are required to showcase products that are made or processed in the United States, ensuring a strong and authentic representation of U.S. food and beverage supplies. Exhibitors participate in the U.S. pavilion gain direct access to meet with the key decision makers, importers, buyers and industry leaders from Taiwan and surrounding markets. The show serves as a premier sourcing platform for Taiwanese buyers who are actively seeking innovative, high quality agriculture products from U.S.

With the new reciprocal trade agreement between the United States and Taiwan, economic ties are expected to deepen through expanded trade, investment, and supply chain cooperation. The agreement will eliminate or reduce tariffs on 99% of U.S. goods, including agricultural products, significantly improving market access and price competitiveness for U.S. exporters.

Given these developments, participation in Food Taipei is especially timely. The show aligns perfectly with the upcoming tariff reductions and will help open the Taiwan market even wider and further to U.S. agriculture and food companies.

Benefits of Participation

Participants will have the opportunity to:

- Meet one-on-one with Taiwan buyers at your booth.
- Participate in the WUSATA pavilion with discounted booth rate
- Hotel lodging from June 22-27, 2026
- Assist with sample shipping process and cost
- Opportunity to participate with ATO Taipei market briefing.
- Assist with booth and backdrop design

Companies will provide on their own:

- Round trip airfare from your state to Taipei
- Meals and incidentals
- Product Samples

Itinerary

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Organic** **Produce** **Pet Food and Products** **Retail Products** **Seafood** **Specialty Beverage**

BUYER AUDIENCE

Worldwide

- Monday, June 22 – Arrival Day
- Tuesday, June 23 – Marketing Briefing and Booth Set Up
- Wednesday, June 24 – 27 – Exhibition Day
- Sunday, June 28 – Return U.S.

Participation Fee

- 6 full booths: $1,900
- 4 half booths: $1,000

Number of Passes

Total capacity: **10 Booths**

Registration Deadline

April1, 2026