TRADE SHOW

2025 WUSATA PAVILION AT BARCELONA SEAFOOD EXPO GLOBAL

Tuesday, May 6 - Thursday, May 8, 2025
Registration: Friday, Dec 20, 2024 - Wednesday, Mar 19, 2025
Barcelona, Spain | Spain | Europe

https://www.wusata.org/e/0LCCLYZ

EVENT DETAILS

2025 WUSATA Pavilion at Seafood Expo Global

The Western U.S. Agricultural Trade Association (WUSATA®), and the 15 Western Region Departments of Agriculture, announce participation and registration in the following event, which is brought to you by the USDA's Foreign Agricultural Service:

2025 WUSATA Pavilion at the Seafood Export Global - Barcelona

May 6-8, 2025

Seafood Expo Global/Seafood Processing Global is the largest seafood event on the planet, organized to help suppliers like YOU expand their businesses around the world. As the global seafood marketplace, more than 34,400 seafood professionals from 150 countries attended in 2023 to discover new suppliers and products, while connecting with current contacts and increasing orders.

Attendees include owners, proprietors, executive purchasing managers, category managers, private label program buyers and equipment and packaging buyers from retail, food service, and other business categories.

Three Options for Participation:

#1 - 7.5 sq meter (81 sq ft) Booth

Includes: your branded wall graphics, table, chairs, carpeting/flooring, electricity.

#2 - Trade Show Kiosk

Includes: Counter top display, approximately 3 ft wide, branded logo on the front of the counter, stool.

#3 - Sample and Leads Program

Includes: Opportunity to send product and marketing materials. Chef will demonstrate your products and in-market contractor will gather leads and offer feedback. (no travel necessary)

Why Participate:

- Expand your Presence at the World's Largest Seafood Trade show in the USA Pavilion.
- Promote your Product in a premiere spot in the trade show.
- Have a professional seafood chef work with your product during the show.
- Sample shipping for chef demos and display coverage by WUSATA. (Products must be sent to Seattle)
- One-on-One meetings set up with buyers and importers

Itinerary:

Arrive in Barcelona: May 4, 2025

INDUSTRY FOCUS

Seafood

BUYER AUDIENCE

Worldwide

Booth Setup: May 5, 2025

Show Dates: May 6-8, 2025

Depart back to U.S.: May 9, 2025

Registration Opens: 12/20/2024

Suitable Products: Seafood & Seafood Related Products

Registration Details:

Deadline: March 19, 2025

Participation Fee:

7.5sqm Booth: $4,000

Front Kiosk: $2,500

Aisle Kiosk: $2,000

Sample and Leads Program (No Travel): $750

Passes Available:

7.5sqm Booth: 4

Front Kiosk: 2

Aisle Kiosk: 2

Sample and Leads Program: 4

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