

TRADE SHOW

2018 WUSATA PAVILION AT FOOD & HOTEL ASIA TRADE SHOW

Tuesday, Apr 24 - Friday, Apr 27, 2018

Registration: Thursday, Jun 29, 2017 - Wednesday, Feb 28, 2018

📍 Singapore, Singapore | Singapore | Asia - (inactive)

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service: **WUSATA Pavilion at the Food and Hotel Asia (FHA) Trade Show - 2018**

Join us at Asia's leading and most comprehensive food & hospitality trade show.

FHA 2016 ended on a high note, reaffirming its position as Asia's largest most comprehensive trade show. Encompassing six specialized exhibitions, namely Food Asia, Hotel Asia, Hospitality Style Asia, Hospitality Technology and Specialty Coffee & Tea. FHA in totality provided trade buyers from across Asia with a diverse yet in-depth range of products and services.

Spanned across 10 halls and over 4 days, FHA 2016 welcomed 71,844 trade attendees from 106 countries/regions breaking its own record in the number of exhibiting staff, visitors, media and participating countries.

The WUSATA pavilion, located within the USA pavilion is a prime location in the exhibition center. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company.

- **One corner booth maximum** per company applies
- **Limit two booths** per company

Benefits from participating in the activity include:

- Expand your foreign market sales in Asia
- Highlight your hospitality products to reach Asian buyers
- Meet one-on-one with pre-qualified buyers coordinated by WUSATA's in-country contractor

Booths will be allocated on a first-come, first-serve basis according to date of registration and payment received.

Out-of-region companies are asked to call WUSATA directly at 360-693-3373.

Get 50% reimbursement on exhibition-related costs

Starting August 1, 2017, apply to WUSATA's 2018 FundMatch to offset half of some of your FHA Trade Show expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the FundMatch manual to go over these eligible expenses and what you need to do before, during and after FHA 2018 to be successful in submitting a claim.

Log into your My WUSATA account now to start the process, or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Nutraceutical	Organic	Produce
Seafood	Retail Products	