

TRADE SHOW

WUSATA PAVILION AT HOFEX 2025

Tuesday, May 13 - Friday, May 16, 2025
Registration: Monday, Jan 13 - Friday, Mar 28, 2025
Hong Kong, China | China | East Asia

https://www.wusata.org/e/V6QV897

EVENT DETAILS

2025 WUSATA Pavilion at HOFEX

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 HOFEX

May 13-16, 2025

HOFEX is the premier event for learning, networking, and gaining invaluable market insights. Each event attracts a diverse range of food & beverage importers, wholesalers, retailers, and top-tier buyers from restaurants, hotels, and supermarkets, all coming together under one roof to source products for their businesses.

Located within the USA Pavilion, the WUSATA Pavilion offers a prime location with fully-equipped, turnkey booths. In addition, WUSATA provides complimentary one-on-one meetings with pre-qualified buyers and offers interpreters to assist each participating company.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- Receive ~5 one-on-one meetings with pre-qualified buyers
- Interested companies will receive complimentary translation services for printed materials (up to 2 pages)
- Complementary on-site interpreter, if requested
- On-site project manager assistance during the show
- Turnkey booth package includes:
    - Full booth design and construction
    - Fascia board with company name
    - Carpeting
    - One lockable reception counter
    - One barstool
    - One coffee table
    - Two easy chairs
    - Two shelves
    - Lighting
    - One electrical outlet, 220 volt, 13 amp
    - Entry in the official show directory
    - Daily booth cleaning
    - Access to the USA Pavilion Lounge
    - Assistance with shipping

Itinerary:

5/13/25 - Show set up

5/14/25-5/16/25 - Exhibit at trade show

Number of Booths: 3, 9sqm booths (1 corner, 2 aisle)

PRODUCT DESCRIPTION

Food Service products including but not limited to: ingredients, organic, natural/health, produce, food preparation, nuts, beverages, baked goods, specialty foods, seafood and more

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Natural/Health** **Organic** **Produce** **Retail Products** **Seafood**

BUYER AUDIENCE

China

Registration Deadline: March 28th, 2025

Get 50% Reimbursement on Exhibition-Related Costs:

Apply now for WUSATA's FundMatch Program, or update your existing marketing plan if you are already a participant, to receive reimbursement for up to 50% of your HOFEX Trade Show expenses. Eligible costs include booth space, travel for two company representatives (covering flights, hotel, meals, and incidentals), freight for booth materials and samples, point-of-sale materials, and more! Be sure to review the FundMatch manual to familiarize yourself with the eligible expenses and the steps required before, during, and after HOFEX to successfully submit your claim.

Log into your My WUSATA account now to start the process, or reach out to your Engagement Executive to get started now.

Project Managers:

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