

TRADE SHOW

WUSATA PAVILION AT SIAL CHINA TRADE SHOW-2016

Thursday, May 5 - Saturday, May 7, 2016
Registration: Wednesday, Aug 19, 2015 - Friday, Apr 8, 2016
Shanghai New International Expo Center | China | 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 SIAL China Trade Show-2016.**

The International Food, Beverage, Wine & Spirits Exhibition in China positions itself as "the event" not to be missed for professionals in the food, beverage, wine and spirits industries in China. The 2015 SIAL China show included 61,296 professional trade visitors and 2,734 exhibitors (up 14% from 2014) across 61 international pavilions. Exhibiting at SIAL China is the best means of making your products known, and for positioning them directly with the various major market players from retail, catering, hotel/restaurant/catering, food services, the import/export trade and manufacturing.

The WUSATA pavilion, located within the USA pavilion, offers a \$500 discount off of the show organizer price. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, interpreters, translation of company profile (1 page), as well as on-site and follow-up assistance for each interested company.

Turn Key Booth Package Includes: booth design & construction, modular system walls, carpeting, fascia board, lighting, electrical outlet, two shelves, one lockable reception counter, one table & two chairs and daily booth cleaning.

- **One corner booth maximum** per company applies
- **Limit two booths** per company
- **\$500 discount** applies to the 1st booth only

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

Out-of-region companies are asked to call WUSATA directly at 360-693-3373, and are not eligible for WUSATA event discounts or services.

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2016 FundMatch or update your marketing plan if you are already a participant to offset half of some of your SIAL China 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 SIAL China 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.

INDUSTRY FOCUS

Food Service Products	Ingredient	Produce	Retail
Products	Seafood		