

TRADE SHOW

WUSATA PAVILION AT FOOD & BEVERAGE WEST AFRICA

Monday, Jun 8 - Thursday, Jun 11, 2026
Registration: Monday, Mar 2 - Friday, May 29, 2026
Lagos | Nigeria | Africa

https://www.wusata.org/e/28YQ8DG

EVENT DETAILS

WUSATA Pavilion at Food and Beverage West Africa

June 9-11, 2026 | Lagos, Nigeria

Promote your products in-market through WUSATA's Product Showcase at the 2026 Food and Beverage West Africa trade show in Lagos, Nigeria. This option allows companies to gain exposure at a major regional food and beverage event without traveling to Nigeria or staffing a booth.

Participating companies will send product samples for display and promotion at the show. WUSATA's in-market contractor will manage the showcase on-site, promote participating products, engage with interested buyers, and help create visibility among importers, distributors, retailers, wholesalers, and hospitality buyers serving Nigeria and the broader West African market.

This is a low-cost, low-lift opportunity for companies interested in testing market interest, building early buyer awareness, and exploring potential distribution opportunities in one of Sub-Saharan Africa's fastest-growing consumer food markets.

Benefits of Participation

- Participate without traveling to Nigeria or staffing a booth.
- Showcase your products directly to regional food and beverage buyers.
- Gain exposure among importers, distributors, wholesalers, retailers, and hospitality procurement teams.
- Reach buyers from Nigeria and broader West African markets, including Ghana, Côte d'Ivoire, Senegal, Benin, and Cameroon.
- Receive support from WUSATA's in-market contractor, who will help promote your products on-site.
- Test product interest and gather early market feedback at a major regional trade show.
- Build initial awareness for future West African market entry or expansion.
- Generate potential buyer leads without the cost and time commitment of full trade show travel.

Participation Fee: $500 per company

Passes Available: 3

Registration Closes: May 22nd, 2026

PRODUCT DESCRIPTION

FMCG, Confectionery, Beverages, Ingredients, Dairy, Rice, Pulses, Cereals, Frozen, etc.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Nigeria

ADDITIONAL INFORMATION

Venue

Landmark Centre, Plot 2 & 3, Water Corporation Dr, Victoria Island, Lagos, LAGOS, 106104, Nigeria

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