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