

## TRADE SHOW

# WUSATA PAVILION AT FOOD & BEVERAGE WEST AFRICA

Monday, Jun 8 - Thursday, Jun 11, 2026

Registration: Monday, Mar 2 - Friday, May 15, 2026

📍 Lagos | Nigeria | Africa

[REGISTER NOW!](#)

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

## EVENT DETAILS

### WUSATA Pavilion at Food and Beverage West Africa

**June 9-11, 2026 | Lagos, Nigeria**

Sign up to exhibit in the WUSATA Pavilion at the 2026 Food and Beverage West Africa trade show in Lagos, Nigeria. This leading regional event connects international food and beverage suppliers with established importers, distributors, retailers, and hospitality buyers serving Nigeria and the broader West African market.

Exhibiting under the USA Pavilion provides a professional, unified presence and direct exposure to vetted regional buyers in one of Sub-Saharan Africa's fastest-growing consumer markets. The show offers a practical platform for companies looking to expand distribution and build long-term partnerships in the region.

WUSATA's show package is designed to make participation straightforward, with coordinated exhibit space and on-site support throughout the event.

### Benefits of Participation

- Meet face-to-face with verified buyers including importers, distributors, wholesalers, retailers, and hospitality procurement teams.
- Access buyers not only from Nigeria but also regional markets such as Ghana, Côte d'Ivoire, Senegal, Benin, and Cameroon.
- Identify qualified distribution partners for West African market entry and expansion.
- Evaluate real-time consumer demand and product fit within a rapidly growing food import market.
- Generate immediate sales leads and build long-term export relationships.
- Gain exposure through the USA Pavilion, increasing visibility of U.S. products.
- Network with regional trade associations, market facilitators, and industry stakeholders.
- Learn market trends, pricing expectations, and packaging preferences directly from buyers.
- Position your company early in one of Sub-Saharan Africa's fastest-growing consumer food sectors.

### Exhibit Space & Cost

Each half booth includes exhibit space within the WUSATA USA Pavilion and coordinated on-site support.

- 4 Half Booths Available
- Participation Fee: \$750 per half booth
- Space will be assigned on a first-come, first-served basis.



## 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

## **Schedule**

- June 7th: Arrive in Lagos
- June 8th: Booth Setup
- June 9th-11th: Show Time
- June 12th: Depart Lagos

## **Registration Timeline**

- Registration Opens: March 2nd, 2026
- Registration Closes: May 15th, 2026