TRADE SHOW

WUSATA PAVILION AT GULFOOD

Monday, Mar 15 - Friday, Mar 19, 2027
Registration: Monday, Jul 27 - Friday, Dec 4, 2026 | 8:00 AM
Dubai | United Arab Emirates | Middle East

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

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region 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 Gulfood 2027

Dubai, United Arab Emirates

March 15-19, 2027

The 2027 WUSATA Pavilion at Gulfood will provide participating companies with a valuable platform to showcase their products at one of the world's leading food and beverage trade shows.

Held in Dubai, Gulfood attracts buyers, importers, distributors, and industry professionals from the Middle East and markets around the world. The event offers companies an opportunity to increase their international exposure, connect with potential business partners, and explore opportunities in a major global trade hub.

Benefits of Participation

- Exhibit alongside other Western U.S. companies within the USA Pavilion
- Receive on-site support from a WUSATA project manager
- Receive complimentary access to the USA Lounge
- Connect with buyers and industry professionals from across the region

Early Bird Registration

- Opens July 20, 2026 - 8:00 AM PDT
- Early-bird registration will be available to companies that have not participated in Gulfood within the past three years.
- To encourage new and returning participation, WUSATA will subsidize 33% of the booth cost for eligible early-bird companies. This subsidy will be reflected in the registration price.
- Booth availability: Three12 sqm aisle booths

General Registration

- Opens July 27, 2026 - 8:00 AM PDT
- Booth availability:
    - Eleven12 sqm aisle booths
    - Two 12 sqm corner booths
    - Four 15 sqm corner booths

All booth allocations will be made on a first-come, first-served basis according to the time of registration.

Important Participation Information

INDUSTRY FOCUS

Consumer Oriented **Retail Products**

BUYER AUDIENCE

Worldwide

- Each company is initially limited to one booth.
- Companies interested in a second booth should join the waitlist. A second booth may be offered if space remains available near the close of registration.
- All listed prices include mandatory insurance and the enhanced internet listing fee.
- Alcohol products are prohibited.
- Confections and seafood products are not considered suitable for this show.
- Pulses and grains, beverages, fats and oils, meat and poultry, seafood, and dairy products may be required to exhibit in their designated product halls rather than in the World Food Hall with other WUSATA companies.

Registration Deadline: September 18, 2026

A $500 non-refundable deposit will be required at the time of registration. The remaining participation fee must be received within 14 days of registration. Participation may be canceled if payment is not received by the deadline.

Account Recertification Required

Because Gulfood is a 2027 event, participating companies must complete their annual WUSATA account recertification before registering.

For assistance with account recertification, please contact **export@wusata.org**.