

## TRADE SHOW

# CANCELED: 2021 WUSATA PAVILION AT FOODEX TRADE SHOW

Tuesday, Mar 9 - Saturday, Mar 13, 2021

Registration: Tuesday, Aug 11 - Thursday, Dec 10, 2020 | 12:00 PM

📍 Japan | East Asia

<https://www.wusata.org/e/XGBSKKO>

## EVENT DETAILS

This mission has been canceled.

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

### 2021 WUSATA Pavilion at FOODEX Trade Show

**March 9-13, 2021**

FOODEX Japan, held at Makuhari Messe near Tokyo, is Asia's most respected international food and beverage trade show, and welcomes the highest quality buyers from Korea, Taiwan, Hong Kong, Mainland China and Southeast Asia - making it a powerful regional show. This is a great show for both established and new-to-market companies. This show has grown to over 80,000 attendees and provides opportunities to meet potential distribution and buying partners from throughout Asia. With the 2020 show being cancelled, you don't want to miss FOODEX 2021.

### Benefits of Participation:

- Expand your sales into Japan
- Reconnect with customers in Japan
- Meet premier buyers from across Asia
- See regional trends in the Food and Beverage Market

### The WUSATA FOODEX 2021 Participation Package includes:

- Booth space at a discounted rate
- Interpreter service
- Basic booth set up with walls, counter, carpet, table & chairs
- On-site assistance from WUSATA project manager
- Register for FOODEX attendees to request meetings with your company through the show organizer
- Invitation to organized events during the show by the USDA's Ag Trade Offices in Japan
- Optional: Your product included in chef recipe promotion

The FOODEX show organizers are considering all options and will decide on January 18, 2021 if the show will be in-person or hybrid. In the event of a hybrid show, Japanese and some international guests will be allowed to participate in-person, while international guests from other countries will participate virtually. Each registered company will still have a physical booth at the tradeshow.

Should government travel restrictions or FOODEX organizer decisions prevent US travelers from exhibiting at the FOODEX show, we will offer a FOODEX Presence Package. This option will only be offered to companies that register for a regular Participation Package by December 4.

### The WUSATA FOODEX 2021 Presence Package includes:

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](http://www.wusata.org) | (360) 693-3373



## PRODUCT DESCRIPTION

### Featured products include, but are not limited to:

Featured products include but are not limited to processed fruits & vegetables, fresh produce, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

### INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Organic	Produce	Retail Products

- Booth set-up/tear down services
- Bilingual booth attendant to capture leads
- Basic booth set up with walls, counter, carpet, table & chairs
- WUSATA booth with on-site assistance from WUSATA contractor
- Register for FOODEX attendees to request meetings with your company through the show organizer
- Market briefing webinar by USDA's Ag Trade Offices in Japan
- Optional: Your product included in chef recipe promotion
- Optional: Qualify to participate in ATO virtual showcase and meetings in June at no cost

If on January 18, 2021 it is determined that government travel restrictions or FOODEX organizer decisions impact US companies, your FOODEX show registration will automatically be converted to a (no travel/hybrid) Presence Package. \*In the case of a (no travel/hybrid) situation we will be offering booth space at 50% of the already discounted rate\*

### **\*\*Participation Fees:**

Aisle Booth: \$5,250.00

Corner Booth: \$5,750.00

**\*\*WUSATA FOODEX 2021 Show Package: Discounted Early Bird Rate extended through December 4, 2020: Aisle - \$5,250, Corner - \$5,750. WUSATA FOODEX Presence Package (determined on Jan. 18, 2021 by the FOODEX Show organizers, or if travel is restricted for US companies)\*\*: 50% refunded from the Early Bird Rate: Aisle - \$2,625, Corner - \$2,875. The Presence Package rate is only available for companies that register for a booth space by December 4. Half booths may be available pending space availability and upon approval. To inquire about half booths please contact the project manager. \*\*On January 18, 2021 the decision will be made as to whether the FOODEX 2021 show will go forward as a regular show with all attendees participating in person or as a hybrid show with attendees from some countries not able to participate in person or even as a virtual show.**

**Registration Deadline:** December 4, 2020

**Event Surveys:** You are required to complete two short surveys after participating in this event. Access your surveys by logging into your MyWUSATA account.