

## TRADE SHOW

# 2026 WUSATA PAVILION AT GULFOOD

Monday, Jan 26 - Friday, Jan 30, 2026

Registration: Monday, Jul 28 - Tuesday, Sep 30, 2025 | 11:00 AM

📍 Dubai | United Arab Emirates

<https://www.wusata.org/e/1HPOS60>

## 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:

### **2026 WUSATA Pavilion at Gulfood Trade Show Dubai, UAE January 26-30, 2026**

Gulfood is the Middle East's largest annual food & beverage trade show! Access the biggest business matchmaking program dedicated to Gulfood industry leaders and peers. You can meet and connect with top buyers and leverage the power of face-to-face meetings. Additionally, you can do business in one of the world's safest and most well-connected hubs for business travelers.

### **Benefits of Participation:**

- Located in the USA Pavilion, a prime location is offered
- On-site project manager assistance during the show
- Free access to USA lounge

### **Please Note:**

- All prices are inclusive of mandatory insurance & enhanced internet listing fee
- **EACH COMPANY IS LIMITED TO ONE BOOTH** (Should WUSATA have any remaining booth space near the close of registration, a second booth may be allowable. Please waitlist for a second booth space if desired).
- Booths will be allocated on a first-come, first-served basis according to time of registration.
- Confections and seafood are not suitable products for this show. Alcohol is prohibited. Pulses & Grains, Beverages, Fats & Oils, Meat Poultry & Seafood, and Dairy products will need to exhibit in their respective halls, as opposed to in the World Food hall with other WUSATA companies.

### **Early Bird Registration Opens: July 21st, 2025**

- Companies who have not participated in Gulfood before or have not participated in the past 3 years will have the ability to register 1 week before general registration.
- To encourage participation, WUSATA will subsidize 33% of the booth cost, which is reflected in the registration cost.
- Booths available: 4 (9 sqm booths only)

### **General Registration Opens: July 28th, 2025**

- Booths available: 18-9 sqm booths & 2- 12 sqm booths

**A \$500 non-refundable deposit will be required at the time of registration. The remaining payment for participation**



### **INDUSTRY FOCUS**

Consumer Oriented

### **BUYER AUDIENCE**

Worldwide

**must be received within 14 days of registration or participation will be canceled.**

**Questions? Reach out to [gx@wusata.org](mailto:gx@wusata.org)**

**Please note this is a 2026 event. WUSATA participants must complete their account recertification to register for 2026 events. Please direct questions regarding account recertification to [export@wusata.org](mailto:export@wusata.org) and a staff member will be happy to help!**