TRADE SHOW

2024 FOOD INGREDIENTS ASIA TRADE SHOW – INDONESIA

Wednesday, Sep 4 - Friday, Sep 6, 2024
Registration: Tuesday, May 14 - Thursday, Aug 15, 2024
JAKARTA | Indonesia | Southeast Asia

https://www.wusata.org/e/4MVJY8E

EVENT DETAILS

Discover New Horizons in Food Innovation at the 2024 Fi Asia Trade Show!

When: September 4-6, 2024
Where: Jakarta, Indonesia

Join the Western U.S. Agricultural Trade Association (WUSATA®) and 15 Western Region Departments of Agriculture, supported by the USDA's Foreign Agricultural Service, at the prestigious **2024 WUSATA Pavilion at the Food Ingredient Asia Trade Show**. This biennial event, alternating with Thailand, is your gateway to one of the fastest-growing markets in the world!

Global Platform, Local Opportunities

Fi Asia Indonesia is not just a trade show; it's a vibrant marketplace where domestic and international suppliers, distributors, and manufacturers converge. Representing the United States, you'll join the third largest agricultural supplier group to Indonesia, capturing an 11% market share. Dive into a sea of potential as you connect with leading food and beverage buyers, R&D innovators, business developers, and marketing specialists from over 60 countries.

Exclusive Benefits of Participation:

- Engage directly in B2B meetings with pre-qualified in-country buyers.
- Tap into Asia's ingredient market, supplying 40% of global demand.
- Subsidized booths, prime-located within the USA Pavilion.
- Expand your global reach and exposure to an international audience.
- Each company enjoys an all-access badge, and an interpreter (if applicable).

Booth Options:

- **9 sqm: 1 available at $2,215**
- **12 sqm: 3 available at $3,350**

Booths are limited and allocated on a first-come, first-served basis. Secure your spot by the **Registration Deadline: August 15, 2024.**

Financial Support Available: Take advantage of WUSATA's 2024 FundMatch program to receive up to 50% reimbursement on eligible trade show expenses including booth space, sample shipping, and more. Learn how by visiting the FundMatch Guide or speaking with an Engagement Executive.

Suitable Products: All products within the food ingredients sector, such as milk powder, other dairy products, confectionery items, grains, cooking ingredients, condiments, spices, coffee, and fruit ingredients.

Participating products must be at least 50% U.S. agricultural origin by weight, supporting sustainable and safe food solutions. For more eligibility details, visit the U.S. Supplier Page on the WUSATA® website.

Enhance Your Trade Show Experience: Complete two brief surveys

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Indonesia

post-event through your MyWUSATA account to help us enhance future experiences.

Why Attend? The Fi Asia Trade Show is more than an event; it's a strategic opportunity to grow your business and lead in the thriving food ingredients sector. Don't miss out on your chance to be part of this exciting industry evolution!

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 | (360) 693-3373