



2020 Events Calendar

■ Trade Show
 ■ Virtual Trade Event
 ■ Promotion
 ■ Outbound Trade Mission
 ■ Inbound Trade Mission

EVENT	DATE	FOCUS	LOCATION
EAST ASIA			
■ 2020 WUSATA Virtual Pavilion at SIAL China	Sep 28 - Sep 30	All Industry Focuses	Shanghai, China
■ 2020 Taiwan Virtual Retail Gift Packages Buyers Mission	Oct 5	Retail	Zoom
■ 2020 Taiwan Virtual Meetings with Fresh Produce Buyers	Oct 13 - Oct 14	Produce	Virtual
■ 2020 Korea Restaurant Promotion Featuring WUSATA Region Products	Nov 15 - Dec 15	Foodservice	Korea
■ 2020 Virtual Buyer Meeting: Japan	Nov 16 - Nov 18	Consumer Oriented	CA
■ 2020 China Retail & Foodservice Virtual Buyers Mission - Hong Kong & Shanghai	Dec 7 - Dec 9	Foodservice/Retail	Zoom
■ 2020 Virtual Korea Outbound Trade Mission	Dec 7 - Dec 10	Retail	Korea, Republic of
EUROPE			
■ CANCELED: WUSATA Pavilion at SIAL Paris	Oct 18 - Oct 22	All Industry Focuses	Paris, France
■ 2020 WUSATA Dried Fruit & Nuts Virtual Buying Mission: Europe	Nov 30 - Dec 17	Ingredients	Zoom Meeting
JAPAN			
■ Sample and Recipe Video Promotion	Jun 23 - Oct 1	Foodservice/Ingredients	Japan
MIDDLE EAST			
■ WUSATA Pavilion at Gulfood Trade Show	Feb 16 - Feb 20	Foodservice/Retail	United Arab Emirates
■ 2020 WUSATA Dried Fruit & Nuts Virtual Buying Mission: Middle East	Nov 30 - Dec 17	Ingredients	Zoom Meeting
NORTH AMERICA			
■ 2020 Mexico Market Survey/Tasting Event	Jul 24 - Sep 1	Consumer Oriented	N/A
■ Virtual Cooking Demonstration & Recipe Development - Mexico	Aug 30 - Dec 1	Foodservice	Virtual Program - Cooking Demonstration/Social Media Promotion
■ WUSATA Virtual Pavilion at SIAL Canada	Sep 29 - Oct 1	Foodservice	Montreal, Canada
OTHER			
■ 2020 Mexico Produce Delegation	Jun 22 - Jun 26	All Industry Focuses	CA, WA
■ ASEAN Produce Delegation	Jun 22 - Jun 26	Produce	CA, WA
■ Virtual Buyers Meeting: Korea	Oct 20 - Oct 21	Consumer Oriented	CA, WA
SOUTH AMERICA			
■ Latin America Virtual Trade Mission Series	Aug 27 - Sep 17	Foodservice/Retail	Virtual Mission
SOUTHEAST ASIA			
■ 2020 SE Asia Outbound Trade Mission to Malaysia and the Philippines	Apr 20 - Apr 24	Foodservice	Malaysia & Philippines
■ 2020 Virtual Buyer Meetings: SE Asia	Nov 2 - Nov 9	Consumer Oriented	Zoom Meetings
■ 2020 Southeast Asia Seafood Virtual Mission (Singapore & Malaysia)	Nov 16 - Nov 18	Seafood	Virtual Meetings
■ 2020 Southeast Asia Seafood Virtual Product Introduction & Buyer Meetings (Philippines)	Dec 1 - Dec 2	Seafood	Virtual Meetings
■ CANCELED: 2020 WUSATA Pavilion at Food Ingredients Asia Trade Show	Dec 9 - Dec 11	Ingredients	Indonesia

Visit WUSATA.ORG to find out more about these events, including registration information. If you have a MyWUSATA account, login and click on Events Search for more details.

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Note: All of the trade shows and Outbound Trade Mission events listed in this calendar are eligible for 50% reimbursement if you are signed up for FundMatch®. Go to your MyWUSATA Dashboard to start your FundMatch® application now.