



## 2021 EVENTS SCHEDULE

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

EVENT	DATE	FOCUS	LOCATION
<b>AFRICA</b>			
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: South Africa	Oct 11 - Oct 15	Consumer Oriented	Virtual Meetings
<b>AUSTRALIA</b>			
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Australia (Retail)	Nov 16 - Nov 17	Retail	Virtual Meetings
<b>CENTRAL AMERICA</b>			
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Central America (Consumer-Oriented)	Sep 9	Consumer Oriented	Virtual Meetings
<b>EAST ASIA</b>			
<span style="color: #0070C0;">■</span> 2021 Japan Virtual Retail Mission	Mar 1 - Mar 3	Consumer Oriented	Virtual Meetings
<span style="color: #003366;">■</span> 2021 WUSATA Hybrid/Virtual Pavilion at SIAL China Trade Show	May 18 - May 20	All Industry Focuses	China
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Korea	Jun 8 - Jun 9	Consumer Oriented	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 WUSATA Digital Package for HOFEX Connect Online Matchmaking	Jul 5 - Jul 7	All Industry Focuses	Hong Kong
<span style="color: #003366;">■</span> 2021 WUSATA Product Showcase at Seoul Food & Hotel Trade Show	Jul 27 - Jul 30	Consumer Oriented	South Korea
<span style="color: #0070C0;">■</span> 2021 WUSATA Virtual Buyer Meetings: China	Jul 27 - Jul 29	Consumer Oriented	Virtual meetings
<span style="color: #0070C0;">■</span> 2021 Taiwan Specialty Beverage & Consumer Oriented Foods Virtual Meetings	Aug 2 - Aug 5	Consumer Oriented	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 China Hay & Forage Virtual Video Trade Mission	Sep 21	Animal Nutrition	Virtual Meeting
<span style="color: #0070C0;">■</span> 2021 Korea Virtual Meetings: Specialty Beverage	Sep 29 - Sep 30	Specialty Beverage	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 Taiwan Foodservice Virtual Group Meeting	Oct 13	Foodservice	Virtual Meeting
<span style="color: #0070C0;">■</span> 2021 WUSATA China ATO Road Show & 2nd Tier Cities Virtual Buyers Meeting	Nov 17 - Nov 23	Consumer Oriented	Virtual Meeting
<span style="color: #0070C0;">■</span> 2021 Virtual Meetings: Korea (Food Service & Consumer Oriented)	Dec 1 - Dec 2	Foodservice/Ingredients	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 Virtual Meetings: Japan (Food Service)	Dec 8 - Dec 9	Foodservice	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 Taiwan Menu Promotion & New to Export Product Showcase	Dec 17 - Dec 31	Foodservice/Retail	Virtual Meetings
<b>EUROPE</b>			
<span style="color: #003366;">■</span> 2021 WUSATA Pavilion at Anuga Trade Show	Oct 9 - Oct 13	All Industry Focuses	Germany
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Europe (Dried Fruit & Nuts)	Dec 7 - Dec 9	Ingredients	Virtual Meetings
<b>LATIN AMERICA</b>			
<span style="color: #800080;">■</span> 2021 Mexico Onion Inbound to Idaho and Oregon	Sep 20 - Sep 21	Produce	ID, OR
<span style="color: #C00000;">■</span> 2021 WUSATA Mexico Outbound Mission to Mexico City & Monterrey With Buyers from Central America	Dec 6 - Dec 10	Consumer Oriented	Mexico
<b>NORTH AMERICA</b>			
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Mexico (Consumer Oriented)	Apr 22 - Apr 29	Consumer Oriented	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 Canada Specialty Beverage Virtual Trade Mission	Apr 26	Specialty Beverage	Canada
<span style="color: #0070C0;">■</span> 2021 Virtual Cooking Demonstration & Recipe Development - Mexico	May 1 - Nov 30	Foodservice	Mexico
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Canada	May 17 - May 20	Consumer Oriented	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Canada (Specialty Beverage)	Oct 5 - Oct 6	Specialty Beverage	Virtual Meetings
<span style="color: #003366;">■</span> 2021 WUSATA Product Showcase: ANTAD Trade Show	Oct 18 - Oct 20	Consumer Oriented	Mexico
<span style="color: #800080;">■</span> 2021 Mexico Consumer Oriented Inbound Mission to ID, NV	Nov 1 - Nov 5	Consumer Oriented	ID, NV
<b>SOUTH AMERICA</b>			
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: Chile & South America (Consumer-Oriented)	Sep 2	Consumer Oriented	Virtual Meetings
<b>SOUTHEAST ASIA</b>			
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: SE Asia	Mar 23 - Mar 25	Consumer Oriented	Virtual Meetings
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: ASEAN (Specialty Beverage)	Nov 8 - Nov 9	Specialty Beverage	Virtual Meeting
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: ASEAN (Food Service)	Nov 15 - Nov 17	Foodservice	Virtual meeting
<span style="color: #00B0F0;">■</span> 2021 Western U.S. Cheese Media Event in Singapore	Dec 1	Consumer Oriented	Singapore
<span style="color: #0070C0;">■</span> 2021 Virtual Buyer Meetings: ASEAN (Dried Fruit & Nut)	Dec 14 - Dec 16	Ingredients	Virtual Meetings
<b>UNITED ARAB EMIRATES</b>			
<span style="color: #003366;">■</span> WUSATA Pavilion at Gulfood Trade Show	Feb 21 - Feb 25	Foodservice/Retail	Dubai

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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.