



2021 Events Calendar

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

<u>EVENT</u>	<u>DATE</u>	<u>FOCUS</u>	<u>LOCATION</u>
AFRICA			
■ 2021 Virtual Buyer Meeting: South Africa	Oct 1 - Oct 31	Consumer Oriented	CA, NV
AUSTRALIA			
■ 2021 Australia Retail Inbound Mission to CO, HI	Oct 10 - Oct 16	Retail	CO, HI
CENTRAL AMERICA			
■ 2021 Virtual Buyer Meetings: Central America (Consumer Oriented)	Sep 1 - Sep 15	Consumer Oriented	Zoom Meeting
EAST ASIA			
■ 2021 Japan Inbound Mission to Winter Fancy Food	Jan 17 - Jan 19	Consumer Oriented	CA
■ 2021 Taiwan Inbound Mission to Winter Fancy Food	Jan 17 - Jan 19	Consumer Oriented	CA
■ 2021 WUSATA Pavilion at FOODEX Trade Show	Mar 9 - Mar 13	Consumer Oriented	Japan
■ 2021 China ATO Roadshow Outbound Trade Mission - New to Export Focus	Mar 14 - Mar 20	Consumer Oriented	China
■ 2021 Korea Outbound Mission to Seoul	May 10 - May 12	Foodservice/Ingredients	Korea
■ 2021 Japan Food Service Outbound Mission to Tokyo	May 12 - May 14	Foodservice	Japan
■ 2021 WUSATA Pavilion at SIAL China Trade Show	May 18 - May 20	All Industry Focuses	China
■ 2021 WUSATA Pavilion at HOFEX Trade Show	May 18 - May 21	All Industry Focuses	Hong Kong
■ 2021 Korea Consumer Oriented Inbound Mission to OR, HI	Jun 7 - Jun 11	Consumer Oriented	OR, HI
■ 2021 Taiwan Gifts/Packaging Outbound Trade Mission	Jun 7 - Jun 11	Foodservice/Retail	Taiwan
■ 2021 Japan Specialty Beverage Outbound Trade Mission to Tokyo	Jul 19 - Jul 23	Specialty Beverage	Japan
■ 2021 Korea Specialty Beverage Outbound Mission to Seoul	Jul 19 - Jul 23	Specialty Beverage	Korea
■ 2021 China Consumer Oriented Inbound Mission to HI, WA	Jul 25 - Jul 30	Consumer Oriented	HI, WA
■ 2021 Taiwan Specialty Beverage & Food Inbound Mission to ID, OR	Aug 23 - Aug 27	Specialty Beverage	ID, OR
■ 2021 Korea Specialty Beverage Inbound Mission to ID, OR	Aug 23 - Aug 27	Specialty Beverage	ID, OR
■ 2021 Virtual Buyer Meetings: Taiwan (Consumer Oriented)	Aug 30 - Sep 3	Consumer Oriented	Zoom Meeting
■ 2021 China Hay & Forage Inbound Mission to ID, NV	Sep 13 - Sep 17	Animal Nutrition	ID, NV
■ 2021 Taiwan Food Service Outbound Mission to Taipei & 2nd City	Sep 20 - Sep 24	Foodservice	Taiwan
EUROPE			
■ 2021 WUSATA Pavilion at Anuga Trade Show	Oct 9 - Oct 13	All Industry Focuses	Germany
■ 2021 Europe Dried Fruit & Nut Inbound Mission to CA, AZ, NM	Dec 6 - Dec 11	Ingredients	CA, AZ, NM
MIDDLE EAST			
■ 2021 Middle East Outbound Mission to Israel	Jun 20 - Jun 26	Consumer Oriented	Israel
■ 2021 Middle East Animal Feed Inbound Trade Mission	Aug 2 - Aug 6	Animal Nutrition	ID, NV, UT
■ 2021 Virtual Buyer Meetings: Israel (Consumer Oriented)	Oct 1 - Oct 31	Consumer Oriented	Zoom Meeting
■ 2021 Middle East Consumer Oriented Inbound Mission to WA, CO	Oct 10 - Oct 16	Consumer Oriented	WA, CO
NORTH AMERICA			
■ 2021 Virtual Buyer Meetings: Mexico (Consumer Oriented)	Apr 1 - Apr 30	Consumer Oriented	Zoom Meeting
■ 2021 Canada Specialty Beverage Outbound Mission to Toronto	Apr 5 - Apr 9	Specialty Beverage	Canada

■ 2021 Canada Consumer Oriented Inbound Mission to CA, OR	Apr 26 - Apr 30	Consumer Oriented	CA, OR
■ 2021 Mexico Consumer Oriented Inbound Mission to ID, NV	May 31 - Jun 4	Consumer Oriented	ID, NV
■ 2021 Central America Delegation Outbound Mission to Mexico	Aug 2 - Aug 6	Consumer Oriented	Mexico
■ 2021 Mexico Outbound Mission to Mexico City & Monterrey	Aug 2 - Aug 6	Consumer Oriented	Mexico
■ 2021 Canada Nursery Outbound Mission	Aug 9 - Aug 13	Nursery	Canada
■ 2021 Canada Specialty Beverage Inbound to CO, OR	Aug 22 - Aug 27	Specialty Beverage	CO, OR
■ 2021 Canada Wine Inbound Mission to OR, WA	Oct 25 - Oct 29	Specialty Beverage	OR, WA

SOUTH AMERICA

■ 2021 Virtual Buyer Meetings: Chile (Consumer Oriented)	Sep 1 - Sep 15	Consumer Oriented	Zoom Meeting
■ 2021 WUSATA Pavilion at Espacio Foods	Sep 28 - Sep 30	Foodservice/Retail	Chile

SOUTH ASIA

■ 2021 India Animal Feed Inbound Mission to WA	Jun 14 - Jun 18	Animal Nutrition	WA
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SOUTHEAST ASIA

■ 2021 SE Asia Dairy Outbound Mission to Singapore	Feb 24 - Feb 26	Foodservice	Singapore
■ 2021 WUSATA Pavilion at FHA Singapore Trade Show	Mar 2 - Mar 5	All Industry Focuses	Singapore
■ 2021 Virtual Buyer Meetings: SE Asia	Mar 15 - Mar 31	Consumer Oriented	Zoom Meeting
■ 2021 SE Asia Food Service Inbound Mission to ID, NV	Jun 14 - Jun 18	Foodservice	ID, NV
■ 2021 SE Asia Specialty Beverage Inbound Mission to AK, HI	Jun 21 - Jun 25	Specialty Beverage	AK, HI
■ 2021 WUSATA Pavilion at Food & Hotel Vietnam	Sep 7 - Sep 9	Foodservice	Vietnam
■ 2021 Virtual Buyer Meetings: SE Asia (Dried Fruit & Nuts)	Dec 1 - Dec 31	Ingredients	Zoom Meeting

UNITED ARAB EMIRATES

■ 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.