



2022 EVENTS SCHEDULE

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

EVENT	DATE	FOCUS	LOCATION
EAST ASIA			
■ 2022 Japan Food Ingredients Inbound Trade Mission to ID/OR	Jul 18 - Jul 22	Foodservice	ID/OR
■ 2022 Taiwan Consumer Oriented Inbound Mission to ID/OR	Aug 15 - Aug 19	Consumer Oriented	ID/OR
■ 2022 China Pet Food Virtual Mission	Aug 16 - Aug 19	Animal Nutrition	Virtual Meeting
■ 2022 Korea Dried Fruit & Nut Inbound Delegation to IBIE (Las Vegas) and New Mexico	Sep 18 - Sep 23	Ingredients	Las Vegas IBIE Show & New Mexico
■ 2022 Taiwan Fresh Produce Inbound Mission to Global Produce & Floral Show (PMA) Trade Show	Oct 27 - Oct 29	Produce	FL
■ 2022 Korea Restaurant Promotion Featuring WUSATA Region Products	Nov 1 - Nov 30	Ingredients	Korea
■ 2022 Korea Consumer-Oriented Outbound	Nov 8 - Nov 10	Consumer Oriented	Korea
■ 2022 Korea Animal Feed Outbound Mission	Nov 14 - Nov 16	Animal Nutrition	Korea
■ 2022 Japan Animal Feed Outbound Mission	Nov 16 - Nov 18	Animal Nutrition	Japan
■ 2022 China Specialty Drink Inbound Mission to WA & AK	Nov 28 - Dec 2	Specialty Beverage	Seattle, WA & Anchorage, AK
■ 2022 Japan Retail Outbound Mission to Tokyo & Osaka	Nov 30 - Dec 2	Retail	Japan
EUROPE			
■ 2022 WUSATA Pavilion at SIAL Paris	Oct 15 - Oct 19	All Industry Focuses	France
■ 2022 Europe Southwest Foods Inbound to CO/NM	Nov 14 - Nov 18	Consumer Oriented	Denver, CO & Albuquerque, NM
LATIN AMERICA			
■ 2022 Global Buyer Inbound Mission to SIAL America (China, Korea, & Mexico)	Mar 21 - Mar 24	Consumer Oriented	Las Vegas, NV
■ 2022 Mexico In-Store Promotions	Apr 1 - Jul 31	Consumer Oriented	Mexico
■ 2022 WUSATA Pavilion at ANTAD Trade Show	May 16 - May 20	Consumer Oriented	Mexico
■ 2022 Virtual Cooking Demonstration & Recipe Development - Mexico	Jun 1 - Dec 1	Foodservice/Ingredients	Mexico
■ 2022 Mexico HRI Outbound Mission to Mexico City & Tijuana	Jul 11 - Jul 15	Foodservice/Ingredients	Mexico
■ 2022 Mexico & Latin America New-to-Market Survey/Taste Test	Nov 7 - Dec 31	Consumer Oriented	Virtual
■ 2022 WUSATA Mexico Outbound Mission to Mexico City & Monterrey With Buyers from Central America	Dec 4 - Dec 9	Consumer Oriented	Mexico
MIDDLE EAST			
■ 2022 WUSATA Pavilion at Gulfood Trade Show	Feb 13 - Feb 17	Foodservice/Retail	United Arab Emirates
NORTH AMERICA			
■ 2022 WUSATA New-to-Export Research in Canada	Feb 1 - Mar 31	Retail	Canada
■ 2022 Canada Consumer Oriented Inbound Mission to Winter Fancy Food	Feb 6 - Feb 8	Consumer Oriented	Las Vegas, NV
■ 2022 WUSATA Pavilion at SIAL America	Mar 22 - Mar 24	All Industry Focuses	NV
■ 2022 WUSATA Pavilion at Grocery & Specialty Food West Trade Show	Apr 25 - Apr 26	Retail	British Columbia
■ 2022 Canada Craft Beverage Outbound Trade Mission to Toronto & Calgary	Jun 20 - Jun 24	Specialty Beverage	Toronto, Ontario & Calgary, Alberta
■ 2022 Canada Specialty Food & Beverage Inbound Mission to New Mexico & Utah	Aug 1 - Aug 5	All Industry Focuses	UT/NM
■ 2022 Crafted Cider, Distilled Spirits, and Wine Outbound Trade Mission to Canada	Sep 11 - Sep 17	Specialty Beverage	Canada
■ 2022 Certified American Grown Pavilion at Global Produce & Floral Show	Oct 27 - Oct 29	Nursery	Florida
■ 2022 Canada Craft Beverage Inbound Trade Mission	Nov 28 - Dec 2	Specialty Beverage	Missoula, MT & Reno, NV
SOUTHEAST ASIA			
■ 2022 WUSATA ASEAN Trade Seminars and Social Media Event	Jun 2 - Dec 31	All Industry Focuses	Singapore
■ 2022 ASEAN Outbound Mission to Vietnam with Buyers from SE Asia	Jul 14 - Jul 16	Consumer Oriented	Vietnam
■ 2022 ASEAN Consumer Oriented Inbound Mission to CA/OR	Aug 15 - Aug 19	Consumer Oriented	CA/OR
■ 2022 WUSATA Pavilion at FHA Food & Beverage Trade Show	Sep 5 - Sep 8	All Industry Focuses	Singapore
■ 2022 ASEAN Bakery Ingredient Inbound Delegation to IBIE (Las Vegas)	Sep 18 - Sep 20	Ingredients	Las Vegas
■ 2022 Seafood Virtual Buyers Meetings: ASEAN	Oct 18 - Oct 19	Seafood	Virtual Meeting
■ Representation at Pet Fair SEA 2022 - Thailand	Oct 26 - Oct 28	Animal Nutrition	Bangkok, Thailand
■ 2022 ASEAN Dried Fruit & Nut Inbound Mission to NM/CA	Nov 7 - Nov 11	Ingredients	California & New Mexico

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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.