



2023 Events Calendar

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

| EVENT | DATE | FOCUS | LOCATION |
|--|-----------------|-------------------------|--|
| AFRICA | | | |
| ■ 2023 South Africa Inbound - Consumer Oriented Buyer Meetings | Mar 27 - Mar 31 | Consumer Oriented | CA/WA |
| AUSTRALIA | | | |
| ■ Australia & New Zealand Inbound - Consumer Oriented Buyers Meetings | Sep 25 - Sep 29 | Consumer Oriented | CA |
| EAST ASIA | | | |
| ■ 2023 WUSATA Pavilion at FoodEx Trade Show | Mar 7 - Mar 10 | Foodservice/Retail | Tokyo, Japan |
| ■ 2023 China Seafood Inbound Mission to Boston Seafood Expo | Mar 10 - Mar 17 | Seafood | Boston |
| ■ 2023 Taiwan Seafood Inbound Mission to Boston Seafood Expo | Mar 10 - Mar 17 | Seafood | Boston |
| ■ 2023 WUSATA Pavilion at HOFEX Trade Show | May 10 - May 12 | Foodservice/Ingredients | Hong Kong |
| ■ 2023 WUSATA Pavilion at Seoul Food & Hotel | May 30 - Jun 2 | Consumer Oriented | Korea |
| ■ 2023 WUSATA Pavilion at Food Taipei Trade Show | Jun 14 - Jun 17 | Consumer Oriented | Taiwan |
| ■ 2023 Japan Pet Products Inbound Mission to CO/NV | Jun 26 - Jun 30 | Animal Nutrition | CO/NV |
| ■ 2023 China Food Service & Ingredient Inbound Mission to NV/ID | Jul 17 - Jul 21 | Foodservice/Ingredients | ID/NV |
| ■ 2023 Korea Inbound Trade Mission to OR/ID | Jul 17 - Jul 21 | Consumer Oriented | ID/OR |
| ■ 2023 China Consumer Oriented Inbound Mission to OR/AK | Jul 31 - Aug 4 | Consumer Oriented | OR/AK |
| ■ 2023 Korea Consumer Oriented Inbound to CA/WA | Aug 21 - Aug 25 | Consumer Oriented | CA/WA |
| ■ 2023 China Outbound Mission to Greater Bay of China, Shenzhen, & Zhuhai | Sep 16 - Sep 23 | Consumer Oriented | China |
| ■ 2023 Korea Outbound Trade Mission to Seoul | Oct 30 - Nov 1 | Consumer Oriented | Seoul |
| ■ 2023 Japan Outbound Mission to Tokyo | Nov 1 - Nov 3 | Consumer Oriented | Tokyo, Japan |
| ■ 2023 Taiwan Dried Fruit & Nut Inbound Mission to NM/CA | Nov 5 - Nov 11 | Ingredients | NM/CA |
| ■ 2023 Korea Dried Fruit and Nut Inbound Trade Mission to CA/NM | Nov 5 - Nov 11 | Ingredients | CA/NM |
| EUROPE | | | |
| ■ 2023 Seafood Expo Global - Barcelona | Apr 25 - Apr 27 | Seafood | Barcelona, Spain |
| ■ 2023 Craft Beer and Spirits Outbound Mission to Denmark & The Netherlands | Sep 11 - Sep 15 | Specialty Beverage | Amsterdam, Netherlands & Copenhagen, Denmark |
| ■ 2023 WUSATA Pavillion at Anuga | Oct 7 - Oct 11 | All Industry Focuses | Germany |
| LATIN AMERICA | | | |
| ■ 2023 WUSATA Pavilion at Mexican Healthy Products Summit | Jan 25 - Jan 29 | Natural Products | Puerto Vallarta, Mexico |
| ■ 2023 WUSATA Showcase at ANTAD Trade Show | Mar 7 - Mar 9 | Consumer Oriented | Mexico |
| ■ 2023 WUSATA Mexico In Store Beer Promotion | Apr 1 - Jul 31 | Specialty Beverage | Mexico |
| ■ 2023 Mexico Food Service Inbound Mission to CO/NM | Jun 5 - Jun 9 | Foodservice | CO/NM |
| ■ 2023 Consumer Oriented/Food Service Outbound Mission to Panama & Colombia | Aug 7 - Aug 11 | Consumer Oriented | Panama/Colombia |
| ■ 2023 Panama & Colombia Consumer Oriented Outbound | Aug 20 - Aug 25 | Consumer Oriented | Columbia |
| ■ 2023 Mexico Category Specific Trade Meetings/Outbound Mission | Dec 4 - Dec 7 | All Industry Focuses | Mexico |
| MIDDLE EAST | | | |
| ■ 2023 WUSATA Pavilion at Gulfood Trade Show | Feb 20 - Feb 24 | Foodservice/Retail | United Arab Emirates |
| ■ 2023 Middle East Inbound to CA/WA - Consumer Oriented | Mar 27 - Mar 31 | Consumer Oriented | CA/WA |
| ■ 2023 Middle East Outbound Trade Mission to UAE | May 15 - May 18 | Consumer Oriented | UAE |
| NORTH AMERICA | | | |
| ■ WUSATA State Pavilion at 2023 Winter Fancy Food | Jan 15 - Jan 17 | Retail | Las Vegas, NV |
| ■ 2023 WUSATA Pavilion at SIAL Canada | May 7 - May 12 | All Industry Focuses | Toronto, Canada |
| ■ 2023 Canada Specialty Beverages and Food Outbound | Jun 25 - Jun 30 | Specialty Beverage | Canada |

■ 2023 Canada Consumer Oriented Inbound Trade Mission to CO/MT

Oct 16 - Oct 20

Consumer Oriented

CO/MT

PALAU

■ WUSATA Outbound Trade Mission to Palau

Mar 21 - Mar 25

Consumer Oriented

Palau

SOUTHEAST ASIA

■ CANCELED: 2023 ASEAN Seafood Inbound Trade Mission to Boston Seafood Expo

Mar 10 - Mar 15

Seafood

Boston, MA

■ 2023 ASEAN Consumer Oriented Inbound to CA/OR

Jul 16 - Jul 23

Consumer Oriented

CA/OR

■ 2023 ASEAN Outbound Mission to Thailand & Singapore

Oct 16 - Oct 20

Foodservice/Retail

Thailand & Singapore

■ 2023 ASEAN Seafood Outbound Mission

Oct 22 - Oct 28

Seafood

SE Asia

UNITED STATES OF AMERICA

■ 2023 Global Produce and Floral Show

Oct 19 - Oct 21

Produce

Anaheim, CA

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.