



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
■ 2023 Virtual Trade Mission to Africa	Aug 28 - Sep 1	Foodservice/Ingredients	Zoom
AUSTRALIA			
■ 2023 Australia & New Zealand Consumer Oriented Inbound Buyers Meetings	Aug 21 - Aug 25	Consumer Oriented	CA/WA
CENTRAL AMERICA			
■ Trade & Consumer Marketing and Media/Trade Tasting Events	Sep 18 - Sep 22	Foodservice/Ingredients	Mexico
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 Trade Mission to The Greater Bay of China - Hong Kong, Guangzhou, & Zhuhai	Sep 18 - Sep 27	Consumer Oriented	China
■ 2023 Korea Outbound Trade Mission to Seoul	Oct 18 - Oct 21	Consumer Oriented	Seoul
■ 2023 Japan Outbound Mission to Tokyo	Oct 21 - Oct 25	Consumer Oriented	Tokyo, Japan
■ 2023 Taiwan Dried Fruit & Nut Inbound Mission to NM/CA/AZ	Nov 6 - Nov 11	Ingredients	NM/CA
■ 2023 Korea Dried Fruit and Nut Inbound Trade Mission to CA/NM	Nov 6 - 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 Pavilion at Anuga	Oct 7 - Oct 11	All Industry Focuses	Germany
INDIA			
■ *Cancelled* 2023 Educational Campaign	Sep 11 - Sep 15	Consumer Oriented	India
JAPAN			
■ Food & Beverage Trade Media Promotion in Japan	Oct 15 - Nov 30	Consumer Oriented	Tokyo
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 Panama & Colombia Consumer Oriented Outbound	Aug 20 - Aug 25	Consumer Oriented	Columbia
■ 2023 Mexico Onion Inbound to Southwestern Idaho and Eastern Oregon	Sep 19 - Sep 20	Produce	SW Idaho & E Oregon
■ 2023 WUSATA's Annual Trade Mission to Mexico	Dec 3 - Dec 8	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
- 2023 Canada Specialty Beverages and Food Outbound
- 2023 Canada Consumer Oriented Inbound Trade Mission to CO/MT
- 2023 Canada Hot Sauce Outbound Mission

May 7 - May 12	All Industry Focuses	Toronto, Canada
Jun 25 - Jun 30	Specialty Beverage	Canada
Oct 15 - Oct 20	Consumer Oriented	CO/MT
Oct 22 - Oct 26	Consumer Oriented	Toronto, Canada

PALAU

- WUSATA Outbound Trade Mission to Palau

Mar 21 - Mar 25	Consumer Oriented	Palau
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SOUTHEAST ASIA

- CANCELED: 2023 ASEAN Seafood Inbound Trade Mission to Boston Seafood Expo
- 2023 ASEAN Consumer Oriented Inbound to CA/OR
- 2023 ASEAN Outbound Mission to Thailand
- ASEAN Media/Trade Tasting Event

Mar 10 - Mar 15	Seafood	Boston, MA
Jul 17 - Jul 21	Consumer Oriented	CA/OR
Oct 2 - Oct 6	Consumer Oriented	Bangkok
Oct 29 - Oct 31	Consumer Oriented	Malaysia

TAIWAN

- 2023 Taiwan Coffee Cocktail Competition

Nov 17 - Nov 20	Consumer Oriented	Taipei
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UNITED ARAB EMIRATES

- 2023 Retail Promotion Outbound

Oct 9 - Oct 13	Consumer Oriented	Dubai
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UNITED STATES OF AMERICA

- European Outbound Trade Mission to Top Three markets
- 2023 CAG Global Produce and Floral Show
- 2023 Southeast Asia Consumer Oriented Inbound Mission to Washington and Alaska

Jan 1 - Dec 6	Seafood	Europe
Oct 19 - Oct 21	Produce	Anaheim, CA
Dec 10 - Dec 16	Consumer Oriented	Washington/Alaska

VIETNAM

- 2023 Oregon Pavilion at Vietnam Foodexpo Tradeshow

Nov 21 - Nov 26	Consumer Oriented	Vietnam
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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.