





















## 2025 Events Calendar

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

EVENT	DATE	FOCUS	LOCATION
<b>AFRICA</b>			
<span style="color: #00a0c9;">■</span> WUSATA - Africa Virtual Meetings (Customized)	Mar 10 - Mar 28	Retail	Virtual
<span style="color: #00b09b;">■</span> Africa Contractor Roadshow - U.S. Company Consultations to AK & WA	Mar 27 - Apr 1	Consumer Oriented	WA & AK
<span style="color: #c00000;">■</span> 2025 Outbound Trade Mission to Morocco	May 18 - May 23	Ingredients	Casablanca, Morocco
<span style="color: #00b09b;">■</span> Distributer Development Service - Morocco	Jun 1 - Sep 30	Consumer Oriented	Morocco
<b>CANADA</b>			
<span style="color: #6a3d9a;">■</span> Canceled: Consumer Oriented Inbound to OR & UT	Jun 10 - Jun 12	Consumer Oriented	Utah & Oregon
<span style="color: #00b09b;">■</span> Specialty Food Promotion in Western Canada	Sep 24 - Sep 28	Consumer Oriented	Western Canada
<span style="color: #6a3d9a;">■</span> Canceled: Specialty Food Inbound to CO & ID	Oct 19 - Oct 24	Consumer Oriented	Idaho & Colorado
<b>CHINA</b>			
<span style="color: #004a87;">■</span> WUSATA Pavilion at SIAL China 2025	May 19 - May 21	Consumer Oriented	Shanghai, China
<span style="color: #c00000;">■</span> Pet Food Int'l Fair Outbound Mission	Aug 18 - Aug 27	Animal Nutrition	Hong Kong & Shanghai
<span style="color: #004a87;">■</span> 2025 WUSATA Booth and Product Showcase at China International Import Expo (CIIE)	Nov 4 - Nov 10	All Industry Focuses	Shanghai
<span style="color: #00a0c9;">■</span> China Foodservice and Ingredient Virtual Mission	Dec 3 - Dec 4	Ingredients	Virtual, Zoom
<b>EAST ASIA</b>			
<span style="color: #00b09b;">■</span> 2024-2029 USFEC Alfalfa Hay Project in India	Jan 1 - Dec 31	All Industry Focuses	India
<span style="color: #004a87;">■</span> WUSATA Pavilion at HOFEX 2025	May 13 - May 16	Foodservice/Ingredients	Hong Kong, China
<span style="color: #c00000;">■</span> Japan Outbound Trade Mission & Tokyo Gourmet Trade Show	Sep 1 - Sep 6	Consumer Oriented	Japan
<span style="color: #6a3d9a;">■</span> Taiwan Ingredient Inbound Mission to WA + International Baking Industry Expo	Sep 11 - Sep 16	Foodservice/Retail	Washington & Las Vegas
<b>EUROPE</b>			
<span style="color: #004a87;">■</span> 2025 WUSATA Pavilion at IFE London	Mar 17 - Mar 19	Consumer Oriented	ExCel London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL
<span style="color: #004a87;">■</span> 2025 WUSATA Pavilion at Barcelona Seafood Expo Global	May 6 - May 8	Seafood	Barcelona, Spain
<span style="color: #6a3d9a;">■</span> Europe Inbound Mission to Colorado & New Mexico	Oct 20 - Oct 24	Consumer Oriented	Colorado & New Mexico
<span style="color: #00b09b;">■</span> 2025 Europe Seafood 4-Country Event and Masterclass	Nov 1 - Nov 30	Seafood	Netherlands, Spain, Germany, France
<b>GERMANY</b>			
<span style="color: #004a87;">■</span> 2025 WUSATA Pavilion at ANUGA	Oct 4 - Oct 8	Consumer Oriented	Cologne, Germany
<b>INDONESIA</b>			
<span style="color: #c00000;">■</span> Outbound Mission & Product Demonstration in Indonesia and Thailand	Nov 16 - Nov 22	Consumer Oriented	Indonesia and Thailand
<b>JAPAN</b>			
<span style="color: #004a87;">■</span> 2025 FOOD EX in Japan	Mar 11 - Mar 14	Consumer Oriented	Tokyo
<span style="color: #c00000;">■</span> Outbound Trade Mission to Tokyo, Osaka & Sapporo, Japan	Jul 20 - Jul 26	Consumer Oriented	Tokyo, Osaka & Sapporo
<span style="color: #6a3d9a;">■</span> Japan Consumer-Oriented Inbound Mission to OR & HI	Oct 6 - Oct 10	Consumer Oriented	Oregon & Hawaii
<b>KOREA, REPUBLIC OF</b>			
<span style="color: #004a87;">■</span> Seoul Food & Hotel Trade Show, WUSATA Pavilion	Jun 9 - Jun 13	Consumer Oriented	Seoul
<span style="color: #6a3d9a;">■</span> Alaska and Hawaii Floriculture Inbound Mission with In-Market Promotion	Jul 27 - Aug 2	Nursery	Alaska & Hawaii

	Korea Ingredient Inbound Mission to WA + International Baking Industry Expo (IBIE)	Sep 11 - Sep 16	Ingredients	Washington & Las Vegas
	Korea Consumer Oriented Outbound Mission to Seoul & Busan	Nov 10 - Nov 14	Consumer Oriented	Seoul & Busan
<b>LATIN AMERICA</b>				
	Distributor Development Connections Market Promotion	Feb 1 - Feb 28	Foodservice/Retail	Mexico
	Produce Inbound Mission to ID & NV	Sep 21 - Sep 27	Produce	Idaho & Nevada
<b>MEXICO</b>				
	Mexico Outbound Trade Mission	Dec 1 - Dec 6	Consumer Oriented	Mexico
<b>MIDDLE EAST</b>				
	2025 WUSATA Pavilion at Gulfood Trade Show	Feb 17 - Feb 21	Foodservice/Retail	Dubai
	Seafood Outbound Mission to UAE & Saudi Arabia	Oct 14 - Oct 21	Seafood	Dubai, UAE & Riyadh, Saudi Arabia
<b>NORTH AMERICA</b>				
	2025 ANTAD Trade Show Pavilion	Mar 25 - Mar 27	Consumer Oriented	Guadalajara, Jalisco, Mexico
<b>PALAU</b>				
	Palau Inbound Trade Mission to Guam	Nov 17 - Nov 21	Consumer Oriented	Guam
<b>SINGAPORE</b>				
	Ingredient Key Attribute and Application Research (Indonesia, Thailand, Singapore & Vietnam)	Jan 1 - Dec 31	Ingredients	Singapore, Vietnam
<b>SOUTH AMERICA</b>				
	Central & South America Consumer Oriented Outbound Trade Mission	Jul 28 - Aug 1	Consumer Oriented	Colombia
	WUSATA Product Showcase at Espacio Foods	Sep 30 - Oct 2	Consumer Oriented	Chile
<b>SOUTHEAST ASIA</b>				
	2025 Thaifex Trade Show	May 27 - May 31	Consumer Oriented	Bangkok, Thailand
<b>TAIWAN</b>				
	Food Taipei 2025	Jun 25 - Jun 28	Consumer Oriented	Taipei
	Taiwan Consumer Oriented Outbound Mission to Taipei & Kaohsiung	Nov 17 - Nov 21	Consumer Oriented	Taipei & Kaohsiung
<b>UNITED KINGDOM</b>				
	CANCELLED - UK Seafood Outbound Mission	Aug 1 - Aug 31	Seafood	United Kingdom
	2025 United Kingdom Seafood Masterclass	Nov 1 - Nov 30	Seafood	London, United Kingdom
<b>UNITED STATES OF AMERICA</b>				
	State Pavilion at 2025 Winter Fancy Food	Jan 19 - Jan 21	Retail	Las Vegas Convention Center, 3150 Paradise Rd Las Vegas, NV 89109
	Ingredient Seminar at International Baking Industry Expo (IBIE)	Sep 11 - Sep 17	Ingredients	Las Vegas, Nevada
	ASEAN Ingredient Inbound Mission to International Baking Industry Expo (IBIE)	Sep 14 - Sep 16	Ingredients	Las Vegas, Nevada

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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.