WUSATA
Western United States
Agricultural Trade Association



2026 Events Calendar

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

EVENT	DATE	FOCUS	LOCATION
AFRICA			
WUSATA Pavilion at Food & Beverage West Africa	Jun 8 - Jun 11	Consumer Oriented	Lagos
Africa Contractor – 1 on 1 Consultations	Sep 7 - Sep 11	All Industry Focuses	San Francisco, Fresno, and Los Angeles, California
Africa Dried Fruit & Nut Inbound Mission to Oregon and California	Dec 7 - Dec 11	Consumer Oriented	Oregon and California
CHINA			
WUSATA Pavilion at China International Import Expo (CIIE)	Nov 1 - Nov 11	Consumer Oriented	Shanghai
EAST ASIA			
Seoul Food & Hotel Show	Jun 9 - Jun 12	All Industry Focuses	Seoul
Japan Outbound Mission to Tokyo & Fukuoka	Jul 25 - Jul 31	Consumer Oriented	Tokyo and Fukuoka, Japan
Taiwan Inbound to Global Produce and Floral Show	Oct 14 - Oct 16	Produce	Orlando, Florida
Taiwan Restaurant Promotion	Oct 15 - Nov 15	Foodservice	Taiwan
Korea Outbound Trade Mission to Seoul	Nov 16 - Nov 20	Consumer Oriented	South Korea
EGYPT			
Destination Egypt: Ingredient Focused Outbound	Apr 25 - May 1	Ingredients	Cairo & Alexandria
Destination Egypt: Seafood Focused Outbound	Apr 25 - May 1	Seafood	Cairo & Alexandria
EUROPE			
WUSATA Pavilion at Barcelona Seafood Expo Global	Apr 20 - Apr 23	Seafood	Barcelona
EU Seafood Outreach and Sample Activation	Jul 1	Seafood	Oregon
WUSATA Pavilion at SIAL Paris	Oct 17 - Oct 21	Consumer Oriented	Paris, France
Pacific NW Seafood Trade & Media Activations in the UK	Nov 8 - Nov 11	Seafood	United Kingdom
JAPAN			
FOODEX in Japan	Mar 10 - Mar 13	Consumer Oriented	Tokyo
LATIN AMERICA			
ANTAD Trade Show Pavilion	May 18 - May 22	Consumer Oriented	Guadalajara, Jalisco
ATO Fresh Produce B2B Meetings	Sep 22	Produce	Fresno, California
MEXICO			
Outbound Mission to Mexico City & Monterrey	Oct 5 - Oct 10	All Industry Focuses	Mexico City, Monterrey
NORTH AMERICA			
WUSATA State Pavilion at Winter FancyFaire	Jan 11 - Jan 13	Consumer Oriented	San Diego, California
Foodservice & Ingredient Inbound Trade Mission from ASEAN & Taiwan to Nevada & Oregon	Aug 4 - Aug 7	Consumer Oriented	Oregon, Nevada
PHILIPPINES			
Consumer-Oriented Outbound to the Philippines and Vietnam	Sep 20 - Sep 26	Consumer Oriented	Philippines, Vietnam
SOUTH ASIA			
Technical Workshops featuring Western US Pecans	Jan 22 - Jan 25	Ingredients	India
India Dried Fruit and Nut Inbound	Feb 23 - Feb 26	Ingredients	Las Cruces, NM and Portland, OR
Western Animal Feed Market Introduction Virtual Seminar	Aug 1	Animal Nutrition	Virtual
SOUTHEAST ASIA			
Ingredient Key Attribute and Application Research: Vietnam & the Philippines	Mar 30 - Mar 31	Ingredients	Vietnam and Philippines
WUSATA Pavilion at FHA Food & Beverage Trade Show	Apr 21 - Apr 24	All Industry Focuses	Singapore
WUSATA Pavilion at Pet Fair SE Asia	Oct 28 - Oct 30	All Industry Focuses	Bangkok, Thailand
TAIWAN			
WUSATA Pavilion at Food Taipei Show	Jun 24 - Jun 27	All Industry Focuses	Taipei
2026 Taiwan Craft Beverage and Beverage Ingredients Outbound Mission	Nov 11 - Nov 15	Specialty Beverage	Taipei
UNITED ARAB EMIRATES			
2026 WUSATA Pavilion at Gulfood	Jan 26 - Jan 30	Consumer Oriented	Dubai
Africa Buyer Mission to Gulfood	Jan 27 - Jan 30	Foodservice/Retail	Dubai, UAE
UNITED STATES OF AMERICA			
Japan Inbound Mission to Winter FancyFaire and Nevada	Jan 10 - Jan 14	All Industry Focuses	San Diego, Las Vegas
Best of the West - Global Buyers Event (Spring 2026)	Apr 13 - Apr 17	Consumer Oriented	San Francisco, Fresno, Los Angeles
WUSATA Pavilion at National Restaurant Association Show	May 15 - May 19	All Industry Focuses	Chicago
Japan Consumer-Oriented Inbound Trade Mission to Guam	Aug 18 - Aug 20	Consumer Oriented	Guam
Best of the West - Global Buyers Event (Fall 2026)	Sep 7 - Sep 12	Consumer Oriented	San Francisco, Fresno, and Los Angeles, California
Canada Consumer-Oriented Inbound Trade Mission	Oct 19 - Oct 20	Healthy Foods	Washington
Korea Dried Fruit & Nut Inbound to NM & CA	Dec 7 - Dec 12	Produce	New Mexico, California

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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.