



2027 Events Calendar

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

EVENT

AFRICA

■ Africa Buyer Mission to Gulfood

EAST ASIA

- Taste the Mountains - Product Showcase in Seoul- Planned for Spring 2027
- WUSATA Pavilion at FOODEX Japan
- Export Sales Focused Mission to Japan
- Korea Ingredients Inbound Mission to Idaho and Oregon Innovative bakery ingredient seminar- Planned for Summer 2027
- Taiwan Inbound Mission to Food & Beverage Show- Planned for September 2027
- WUSATA Pavilion at Tokyo Gourmet Trade Show
- WUSATA Pavilion Taipei Wine and Spirits Festival

EUROPE

- United Kingdom Seafood Inbound Mission
- Consumer-Oriented Outbound Mission to Germany and Italy
- UK Buyers Mission to Colorado and Newtopia Now
- Europe Inbound Mission to America's Food and Beverage Show

LATIN AMERICA

■ Mexico Seafood Retail Promotion- Dates TBD

MIDDLE EAST

- WUSATA Pavilion at Gulfood
- Consumer-Oriented Dairy Products Inbound Mission to Washington
- Seafood Outbound Mission to the UAE and Saudi Arabia

NORTH AMERICA

- Canada Specialty Foods Inbound Mission- Planned for Summer 2027
- Western Canada Activation- Planned for September 2027

SOUTH ASIA

■ Technical Workshops featuring Western US Pecans

SOUTHEAST ASIA

- ASEAN Consumer-Oriented Food and Beverage Inbound Mission- Dates TBD
- Consumer-Oriented Outbound Mission to Singapore and Indonesia
- Foodservice and Ingredient Inbound Trade Mission from Singapore & the Philippines - Planned for Summer 2027
- WUSATA Pavilion at Food Ingredients Asia Trade Show

UNITED STATES OF AMERICA

- WUSATA Pavilion at Winter FancyFaire
- Best of the West - Global Buyers Mission (Spring 2027)
- WUSATA Pavilion at America's Food and Beverage Show

DATE

FOCUS

LOCATION

DATE	FOCUS	LOCATION
Mar 15 - Mar 19	Consumer Oriented	Dubai, United Arab Emirates
Mar 1	All Industry Focuses	Seoul, South Korea
Mar 8 - Mar 12	Consumer Oriented	Tokyo
May 17 - May 20	Consumer Oriented	Tokyo, Japan
Jun 1	Ingredients	Boise, Idaho & Portland, Oregon
Sep 1	All Industry Focuses	Miami, Florida
Sep 6 - Sep 10	Consumer Oriented	Tokyo, Japan
Nov 12 - Nov 18	Specialty Beverage	Taipei, Taiwan
May 1	Seafood	Oregon
Jun 1	Consumer Oriented	Germany & Italy
Aug 16 - Aug 21	Consumer Oriented	Denver, CO
Sep 1	Consumer Oriented	Miami, FL
Jan 1	Seafood	Mexico City, Mexico
Mar 15 - Mar 19	Consumer Oriented	Dubai
Apr 1	Consumer Oriented	Washington
May 1	Seafood	Dubai, UAE & Saudi Arabia
Jun 1	Consumer Oriented	New Mexico & Colorado
Sep 1	All Industry Focuses	Canada
Mar 9 - Mar 13	Ingredients	Mumbai
Jan 1	All Industry Focuses	Alaska and Washington
May 3	Consumer Oriented	Singapore and Indonesia
Jun 1	Foodservice/Ingredients	Singapore and the Philippines
Sep 1 - Sep 3	All Industry Focuses	Bangkok, Thailand
Jan 16 - Jan 19	Consumer Oriented	San Francisco, CA
Apr 12 - Apr 17	Consumer Oriented	San Francisco, Fresno, and Los Angeles, CA
Sep 1	Consumer Oriented	Miami, FL

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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.