



2027 Events Calendar

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

| EVENT | DATE | FOCUS | LOCATION |
|---|-----------------|----------------------|--|
| AFRICA | | | |
| ■ Africa Buyer Mission to Gulfood | Mar 15 - Mar 19 | Consumer Oriented | Dubai, United Arab Emirates |
| EAST ASIA | | | |
| ■ Taste the Mountains – Product Showcase in Seoul | Mar 1 - May 31 | All Industry Focuses | Seoul, South Korea |
| ■ WUSATA Pavilion at FOOD EX Japan | Mar 8 - Mar 12 | Consumer Oriented | Tokyo |
| ■ Export Sales Focused Mission to Japan | May 17 - May 20 | Consumer Oriented | Tokyo, Japan |
| ■ Korea Ingredients Inbound Mission to Idaho and Oregon Innovative bakery ingredient seminar | Jun 1 - Aug 31 | Ingredients | Boise, Idaho & Portland, Oregon |
| ■ Taiwan Inbound Mission to Food & Beverage Show | Sep 1 | All Industry Focuses | Miami, Florida |
| ■ WUSATA Pavilion at Tokyo Gourmet Trade Show | Sep 6 - Sep 10 | Consumer Oriented | Tokyo, Japan |
| ■ WUSATA Pavilion Taipei Wine and Spirits Festival | Nov 12 - Nov 18 | Specialty Beverage | Taipei, Taiwan |
| EUROPE | | | |
| ■ United Kingdom Seafood Inbound Mission | May 1 - Jun 30 | Seafood | Oregon |
| ■ Consumer-Oriented Outbound Mission to Germany and Italy | Jun 1 - Jun 30 | Consumer Oriented | Germany & Italy |
| ■ UK Buyers Mission to Colorado and Newtopia Now | Aug 16 - Aug 21 | Consumer Oriented | Denver, CO |
| ■ Europe Inbound Mission to America’s Food and Beverage Show | Sep 1 - Sep 30 | Consumer Oriented | Miami, FL |
| LATIN AMERICA | | | |
| ■ Seafood Retail Promotion | Jan 1 - Dec 31 | Seafood | Mexico City, Mexico |
| MIDDLE EAST | | | |
| ■ WUSATA Pavilion at Gulfood | Mar 15 - Mar 19 | Consumer Oriented | Dubai |
| ■ Consumer-Oriented Dairy Products Inbound Mission to Washington | Apr 1 - Sep 30 | Consumer Oriented | Washington |
| ■ Seafood Outbound Mission to the UAE and Saudi Arabia | May 1 - May 31 | Seafood | Dubai, UAE & Saudi Arabia |
| NORTH AMERICA | | | |
| ■ Canada Specialty Foods Inbound Mission | Jun 1 - Jul 31 | Consumer Oriented | New Mexico & Colorado |
| ■ Western Canada Activation | Sep 1 - Sep 30 | All Industry Focuses | Canada |
| SOUTH ASIA | | | |
| ■ Technical Workshops featuring Western US Pecans | Mar 9 - Mar 13 | Ingredients | Mumbai |
| SOUTHEAST ASIA | | | |
| ■ Consumer-Oriented Food and Beverage Inbound Mission | Jan 1 - Dec 31 | All Industry Focuses | Alaska and Washington |
| UNITED STATES OF AMERICA | | | |
| ■ WUSATA Pavilion at Winter FancyFaire | Jan 16 - Jan 19 | Consumer Oriented | San Francisco, CA |
| ■ Best of the West - Global Buyers Mission (Spring 2027) | Apr 12 - Apr 17 | Consumer Oriented | San Francisco, Fresno, and Los Angeles, CA |
| ■ WUSATA Pavilion at America’s Food and Beverage Show | Sep 1 - Sep 30 | Consumer Oriented | Miami, FL |

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