

TRADE SHOW

2016 WUSATA PAVILION AT FOOD & HOTEL ASIA TRADE SHOW

Tuesday, Apr 12 - Friday, Apr 15, 2016
Registration: Thursday, Jun 11, 2015 - Monday, Feb 29, 2016
Singapore, Singapore | Singapore | Asia - (inactive)

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

WUSATA Pavilion at the Food and Hotel Asia (FHA) Trade Show - April 12 - 15, 2016

The coming 20th edition of FHA will take place at the Singapore Expo from April 12 - 15, 2016. Spread across 93,000 sqm of exhibition area, FHA 2016 is expected to serve an estimated 48,000 trade visitors from over 90 countries/regions, presenting a formidable purchasing power to boost their businesses for the robust Asian market!

Benefits from participating in the activity include:

- Expand your foreign market sales in Asia
- Highlight your hospitality products to reach Asian buyers
- Receive a \$500 discount off of the show organizer's contracted price
- Meet one-on-one with pre-qualified buyers coordinated by WUSATA's in-country contractor

In addition to the trade show, an optional outbound trade mission will be coordinated for the 2016 activity year under a separate and future registration. If you are interested in learning more about this optional mission, please watch for the event to be listed on our webpage for additional details.

Out-of-region companies are asked to call WUSATA® directly at 360-693-3373, and are not eligible for WUSATA event discounts or services.

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2016 FundMatch or update your marketing plan if you are already a participant to offset half of some of your FHA Trade Show expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the FundMatch manual to go over these eligible expenses and what you need to do before, during and after FHA to be successful in submitting a claim.

Log into your My WUSATA account now to start the process, or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Nutraceutical	Organic	Produce
		Seafood