

TRADE SHOW

2017 WUSATA PAVILION AT HOFEX TRADE SHOW

Monday, May 8 - Thursday, May 11, 2017
Registration: Wednesday, Jul 6, 2016 - Monday, Mar 27, 2017
Hong Kong Convention & Exhibition Centre | Hong Kong | 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:

HOFEX 2017 - Hong Kong Convention Center, May 8 - 11, 2017. The 17th International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services, serves as the premier meeting place to connect the world with China and other countries in the Asia-Pacific region. This biennial industry event is considered a must for local, regional & hospitality sectors.

The WUSATA pavilion, located within the USA pavilion, is strategically located near entrance 3D, and offers a prime location with a turn-key booth. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, as well as interpreters for each interested company.

Booth Information & Fees:

- Show organizer pricing (price reflects early bird pricing) through October 31, 2016. On November 1, each booth price will increase by \$250.
- **Booth package includes:** booth design & construction, modular system walls, carpeting, fascia board, lighting, electrical outlet, two shelves, one lockable reception counter, one table & two chairs and daily booth cleaning.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- Receive one-on-one meetings with pre-qualified buyers
- Interested companies will receive complimentary translation services
- On-site project manager assistance during the show

Registration Deadline: March 27, 11:59PM PDT

Suitable Products: Food Service products including but not limited to: ingredients, organic, natural/health, produce, food preparation, nuts, beverages, baked goods, specialty foods, seafood and more.

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 SIAL China 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 SIAL China to be successful in submitting a claim.

Log into your My WUSATA account now to start the process, or



PRODUCT DESCRIPTION

*Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Organic
Produce	Seafood		

ADDITIONAL INFORMATION

<http://hofex.com/>

contact us today at 360-693-3373 or fundmatch@wusata.org for more information.