

## TRADE SHOW

# 2019 WUSATA PAVILION AT HOFEX TRADE SHOW

Tuesday, May 7 - Friday, May 10, 2019  
Registration: Thursday, Aug 30, 2018 - Friday, Mar 15, 2019 | 9:00 AM  
Hong Kong | Hong Kong | East Asia

<https://wusata2.avibe-stag.com/e/S3QAVG3>

## 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 2019 - Hong Kong Convention Centre, May 7 - 10, 2019.** The 18th 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:

- **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 15, 2019, 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 HOFEX 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 HOFEX 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](mailto:fundmatch@wusata.org) for



## 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://www.hofex.com>

more information.