

## TRADE SHOW

# 2019 WUSATA PAVILION AT SIAL CHINA TRADE SHOW

Tuesday, May 14 - Thursday, May 16, 2019  
Registration: Wednesday, Sep 5, 2018 - Monday, Mar 18, 2019 | 9:00 AM  
China | China | East Asia

<https://wusata2.avibe-stag.com/e/TRS9SKL>

## 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 SIAL China Trade Show 2019.**

The International Food, Beverage, Wine & Spirits Exhibition in China positions itself as "the event" not to be missed for professionals in the food, beverage, wine and spirits industries in China. The 2018 SIAL China show included 110,635 professional trade visitors and 3,400 exhibitors across 70 international pavilions. Exhibiting at SIAL China is the best means of making your products known, and for positioning them directly with the various major market players from retail, catering, hotel/restaurant/catering, food services, the import/export trade and manufacturing.

The WUSATA pavilion, located within the USA pavilion is a prime location in the exhibition center. WUSATA will also provide complimentary one-on-one meetings with pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company.

**Turn Key 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.

- **One corner booth maximum** per company applies
- **Limit two booths** per company

Booths will be allocated on a first-come, first-serve basis according to date of registration and payment received.

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 2019 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 MyWUSATA 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

**Suitable products include, but are not limited to:** processed fruits and vegetables, fresh produce, wines and spirits, frozen/convenience foods, organic/natural foods, specialty/gourmet foods, seafood, pet foods, and retail products.

### INDUSTRY FOCUS

|                       |                 |         |         |     |
|-----------------------|-----------------|---------|---------|-----|
| Food Service Products | Ingredient      | Organic | Produce | Pet |
| Food and Products     | Retail Products | Seafood |         |     |

## ADDITIONAL INFORMATION

<http://www.sialchina.com>

more information.