

TRADE SHOW

2017 WUSATA PAVILION AT GULFOOD TRADE SHOW

Sunday, Feb 26 - Thursday, Mar 2, 2017

Registration: Wednesday, Dec 14, 2016 - Wednesday, Jan 11, 2017

Dubai World Trade Centre (DWTC) | United Arab Emirates | Middle East

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: **Gulfood 2017**

Gulfood is the Middle East's largest annual food & beverage trade show! In 2016, over 5,000 exhibitors participated, and 93,005 visitors attended from 166 different countries.

- The WUSATA pavilion, located within the USA pavilion, offers a prime booth location.
- **Note:** The Dubai World Trade Center will charge mandatory participation, insurance and enhanced internet listing fees totaling \$858 per company.
- DWTC mandatory fees will be applied at the time of WUSATA invoicing.
- Each company is limited to a **maximum of one corner booth and two booths total.**
- Waitlisting is now available online in the registration page.
- Booths will be allocated on a first-come, first-served basis according to time of registration.

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

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 2017 FundMatch or update your marketing plan if you are already a participant to offset half of some of your Gulfood 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 Gulfood 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.



INDUSTRY FOCUS

Food Service Products

Natural/Health

Organic

Produce

Retail Products