

TRADE SHOW

2018 WUSATA PAVILION AT SIAL CHINA TRADE SHOW

Wednesday, May 16 - Friday, May 18, 2018
Registration: Tuesday, Aug 1, 2017 - Monday, Mar 12, 2018
Shanghai New International Expo Center | China | 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 SIAL China Trade Show-2018.**

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 2017 SIAL China show included 101,134 professional trade visitors and 3,200 exhibitors across 67 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 2018 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 contact us today at 360-693-3373 or fundmatch@wusata.org for more information.



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		

