WUSATA SEMINARS

SOUTHERN CALIFORNIA FUNDMATCH WORKSHOP & ROADSHOW

Tuesday, Aug 26 - Thursday, Aug 28, 2025
Registration: Wednesday, Jul 2 - Thursday, Aug 28, 2025
Southern California | United States of America | North America

https://wusata.avibe-stag.com/e/SoCalRoadShow

EVENT DETAILS

Combine strategy and funding to maximize your export success!

August 27–28, 2025 | ● Riverside ● Los Angeles

Event Hours: 10:00 AM - 4:00 PM

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to Southern California! Learn how to unlock **50% cost reimbursement** (up to **$300,000/year**) for your international marketing efforts including trade shows, packaging, digital advertising, and more. Work directly with export consultants and WUSATA specialists to build a tailored strategy that combines expert insight with FundMatch resources to elevate your global reach and accelerate business growth. **Presented by WUSATA**, in partnership with the **California Department of Food and Agriculture (CDFA)**

FundMatch Deep Dive & Personalized Meeting

Led by Senior Engagement Executive **Hayden Romig**, this session includes:

- A personalized discussion of your marketing plans, product information, and international marketing strategies.
- A detailed walkthrough of the FundMatch Program, covering:
  - Eligibility and enrollment
  - Application process
  - Claims, documentation, and reimbursement timelines
  - Examples of eligible international marketing activities companies leverage for growth

Export Consultant Presentation & Expert Consultations

Led by **Leo Boccalon**, Senior Trade Analyst, TradeMoves LLC:

- "Managing Global Trade Disruptions: Tools/Strategies for Success" Presentation
- Limited one-on-one consultations with export specialists
- Guidance on navigating trade barriers and tariffs
- Support with budgeting, documentation, and market entry tactics

And other industry partner presentations & meetings to come!

~~August 26 - San Diego (SBA Office)~~ Cancelled

August 27 - Riverside (Riverside City Hall, 3900 Main St)

August 28 - Los Angeles (Port of Long beach Admin. Building, 415 W Ocean Blvd.)

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Livestock Feed and Nutrition | Natural/Health | Nursery | Nutraceutical | Organic | Produce | Pet Food and Products | Retail Products | Seafood | Specialty Beverage

Registration

$25 per person (Lunch Included) Seats are limited – Reserve early!

Parking will be validated

Don’t have a WUSATA account? **Sign up here to register** Select Attending Webinar/Seminar for the Quick Basic Sign-Up!