

## 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>

logo

## 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!**

## 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	

~~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.)

**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!