INBOUND MISSION

BEST OF THE WEST - GLOBAL BUYERS EVENT (SPRING 2026)

Monday, Apr 13 - Friday, Apr 17, 2026
Registration: Monday, Oct 6, 2025 - Wednesday, Apr 8, 2026 | 8:00 AM
San Francisco, Fresno, Los Angeles | United States of America

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

EVENT DETAILS

The Best of the West - Global Buyers Event

San Francsico, Fresno & Los Angeles, California

April 13-17, 2026

This inbound mission offers two unique engagement opportunities with participating foreign buyers.

Full Day Event (One-on-One Meetings): Companies will have focused one-on-one business meetings of up to 20 minutes each with pre-selected buyers. The day includes a networking luncheon featuring a guest speaker who will share insights on current international food market trends. WUSATA team members and our in-market representatives will be on-site for individual consultations throughout the event.

Product Showcase: This half-day event gives participating WUSATA companies the opportunity to present their products directly to buyers in an open trade-show environment. Unlike the Full Day Event, the showcase operates without scheduled appointments, allowing for organic networking and product discovery.

Benefits of Participation:

- Connect directly with 20+ foreign buyers from the ASEAN region, India, Japan, and South Korea through targeted one-on-one business meetings.
- Build relationships with new prospects while strengthening existing customer connections, assess market opportunities for your products, and gain valuable insights from qualified buyers actively seeking Western U.S. food products.

Itinerary:

Full Day Events (One-on-One Meetings) (9:00am to 5:00pm):

- Tuesday, April 14, 2026 - San Francisco, CA
- Friday, April 17, 2026 - Los Angeles, CA

Product Showcase (9:00am - 1:00pm):

- Thursday, April 16, 2026 - Fresno, CA

Registration Opens: October 6, 2025

Registration Deadline: April 8, 2026

Participation Fees:

- **Full Day Event (One-on-One Meetings):** $300 per company (includes one representative) | Additional

PRODUCT DESCRIPTION

Consumer-oriented food products; retail packaged foods and beverages, specialty foods, snack foods, dried fruit and nuts

INDUSTRY FOCUS

Consumer Oriented | Ingredient | Retail Products | Specialty Beverage

BUYER AUDIENCE

India | Japan | Korea, Republic of | Brunei | Cambodia | Indonesia | Laos | Malaysia | Philippines | Singapore | Thailand

representatives: $150 each
- **Product Showcase:** $150 per company (includes one representative) | Additional representatives: $75 each

Passes Available: 20 companies per location