TRADE SHOW

2026 WUSATA PAVILION AT GULFOOD

Monday, Jan 26 - Friday, Jan 30, 2026
Registration: Monday, Jul 28 - Tuesday, Sep 30, 2025 | 11:00 AM
Dubai | United Arab Emirates

https://wusata.avibe-stag.com/e/1HPOS60

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2026 WUSATA Pavilion at Gulfood Trade Show
Dubai, UAE
January 26-30, 2026

Gulfood is the Middle East's largest annual food & beverage trade show! Access the biggest business matchmaking program dedicated to Gulfood industry leaders and peers. You can meet and connect with top buyers and leverage the power of face-to-face meetings. Additionally, you can do business in one of the world's safest and most well-connected hubs for business travelers.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- On-site project manager assistance during the show
- Free access to USA lounge

Please Note:

- All prices are inclusive of mandatory insurance & enhanced internet listing fee
- **EACH COMPANY IS LIMITED TO ONE BOOTH** (Should WUSATA have any remaining booth space near the close of registration, a second booth may be allowable. Please waitlist for a second booth space if desired).
- Booths will be allocated on a first-come, first-served basis according to time of registration.
- Confections and seafood are not suitable products for this show. Alcohol is prohibited. Pulses & Grains, Beverages, Fats & Oils, Meat Poultry & Seafood, and Dairy products will need to exhibit in their respective halls, as opposed to in the World Food hall with other WUSATA companies.

Early Bird Registration Opens: July 21st, 2025

- Companies who have not participated in Gulfood before or have not participated in the past 3 years will have the ability to register 1 week before general registration.
- To encourage participation, WUSATA will subsidize 33% of the booth cost, which is reflected in the registration cost.
- Booths available: 4 (9 sqm booths only)

General Registration Opens: July 28th, 2025

- Booths available: 18-9 sqm booths & 2- 12 sqm booths

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Worldwide

A $500 non-refundable deposit will be required at the time of registration. The remaining payment for participation must be received within 14 days of registration or participation will be canceled.

Questions? Reach out to gx@wusata.org

Please note this is a 2026 event. WUSATA participants must complete their account recertification to register for 2026 events. Please direct questions regarding account recertification to export@wusata.org and a staff member will be happy to help!