

## TRADE SHOW

# 2024 FOOD INGREDIENTS ASIA TRADE SHOW – INDONESIA

Wednesday, Sep 4 - Friday, Sep 6, 2024  
Registration: Tuesday, May 14 - Thursday, Aug 15, 2024  
📍 JAKARTA | Indonesia

<https://wusata.avibe-stag.com/e/4MVJY8E>

## EVENT DETAILS

### Discover New Horizons in Food Innovation at the 2024 Fi Asia Trade Show!

**When:** September 4-6, 2024

**Where:** Jakarta, Indonesia

Join the Western U.S. Agricultural Trade Association (WUSATA®) and 15 Western Region Departments of Agriculture, supported by the USDA's Foreign Agricultural Service, at the prestigious **2024 WUSATA Pavilion at the Food Ingredient Asia Trade Show**. This biennial event, alternating with Thailand, is your gateway to one of the fastest-growing markets in the world!

### Global Platform, Local Opportunities

Fi Asia Indonesia is not just a trade show; it's a vibrant marketplace where domestic and international suppliers, distributors, and manufacturers converge. Representing the United States, you'll join the third largest agricultural supplier group to Indonesia, capturing an 11% market share. Dive into a sea of potential as you connect with leading food and beverage buyers, R&D innovators, business developers, and marketing specialists from over 60 countries.

### Exclusive Benefits of Participation:

- Engage directly in B2B meetings with pre-qualified in-country buyers.
- Tap into Asia's ingredient market, supplying 40% of global demand.
- Subsidized booths, prime-located within the USA Pavilion.
- Expand your global reach and exposure to an international audience.
- Each company enjoys an all-access badge, and an interpreter (if applicable).

### Booth Options:

- **9 sqm: 1 available at \$2,215**
- **12 sqm: 3 available at \$3,350**

Booths are limited and allocated on a first-come, first-served basis. Secure your spot by the **Registration Deadline: August 15, 2024**.

**Financial Support Available:** Take advantage of WUSATA's 2024 FundMatch program to receive up to 50% reimbursement on eligible trade show expenses including booth space, sample shipping, and more. Learn how by visiting the FundMatch Guide or speaking with an Engagement Executive.

**Suitable Products:** All products within the food ingredients sector, such as milk powder, other dairy products, confectionery items,



### INDUSTRY FOCUS

Ingredient

### BUYER AUDIENCE

Indonesia



grains, cooking ingredients, condiments, spices, coffee, and fruit ingredients.

Participating products must be at least 50% U.S. agricultural origin by weight, supporting sustainable and safe food solutions. For more eligibility details, visit the U.S. Supplier Page on the WUSATA® website.

**Enhance Your Trade Show Experience:** Complete two brief surveys post-event through your MyWUSATA account to help us enhance future experiences.

**Why Attend?** The Fi Asia Trade Show is more than an event; it's a strategic opportunity to grow your business and lead in the thriving food ingredients sector. Don't miss out on your chance to be part of this exciting industry evolution!