



2026 Events Calendar

■ Trade Show
 ■ Virtual Trade Event
 ■ Promotion
 ■ Outbound Trade Mission
 ■ Inbound Trade Mission

EVENT	DATE	FOCUS	LOCATION
AFRICA			
■ Virtual Buyers Mission Tree Nuts/Retail Food/Dairy - Morocco, Nigeria	Jun 1 - Aug 31	Consumer Oriented	Virtual
■ WUSATA Pavilion at Food & Beverage West Africa	Jun 8 - Jun 11	Consumer Oriented	Lagos
CHINA			
■ WUSATA Pavilion at China International Import Expo (CIIE)	Nov 3 - Nov 9	Consumer Oriented	Shanghai
EAST ASIA			
■ Seoul Food & Hotel Show	Jun 9 - Jun 12	All Industry Focuses	Seoul
■ Japan Outbound Mission to Tokyo & Fukuoka	Jul 25 - Jul 31	Consumer Oriented	Tokyo and Fukuoka, Japan
■ Taiwan Inbound to Global Produce and Floral Show	Oct 15 - Oct 17	Nursery	Orlando, Florida
EGYPT			
■ Destination Egypt: Ingredient Focused Outbound	Apr 25 - May 1	Ingredients	Cairo & Alexandria
■ Destination Egypt: Seafood Focused Outbound	Apr 25 - May 1	Seafood	Cairo & Alexandria
EUROPE			
■ WUSATA Pavilion at Barcelona Seafood Expo Global	Apr 20 - Apr 23	Seafood	Barcelona
■ EU Seafood Inbound Mission to OR	Sep 1 - Sep 30	Seafood	Oregon
■ WUSATA Pavilion at SIAL Paris	Oct 17 - Oct 21	Consumer Oriented	Paris, France
JAPAN			
■ FOODEX in Japan	Mar 10 - Mar 13	Consumer Oriented	Tokyo
LATIN AMERICA			
■ ANTAD Trade Show Pavilion	May 18 - May 22	Consumer Oriented	Guadalajara, Jalisco
MEXICO			
■ Outbound Mission to Mexico City & Monterrey	Oct 5 - Oct 10	All Industry Focuses	Mexico City, Monterrey
MIDDLE EAST			
■ Outbound Trade Mission to the Middle East	Jan 1 - Dec 31	Foodservice/Ingredients	Middle East
NORTH AMERICA			
■ WUSATA State Pavilion at Winter FancyFaire	Jan 11 - Jan 13	Consumer Oriented	San Diego, California
■ Foodservice & Ingredient Inbound Trade Mission from ASEAN to Nevada & Oregon	Aug 3 - Aug 7	Consumer Oriented	Oregon, Nevada
PHILIPPINES			
■ Consumer-Oriented Outbound to the Philippines and Vietnam	Sep 20 - Sep 26	Consumer Oriented	Philippines, Vietnam
SOUTH ASIA			
■ Technical Workshops featuring Western US Pecans	Jan 22 - Jan 25	Ingredients	India
■ India Dried Fruit and Nut Inbound	Feb 23 - Feb 26	Ingredients	Las Cruces, NM and Portland, OR
SOUTHEAST ASIA			
■ Ingredient Key Attribute and Application Research: Vietnam & the Philippines	Mar 30 - Jun 30	Ingredients	Vietnam and Philippines
■ WUSATA Pavilion at FHA Food & Beverage Trade Show	Apr 21 - Apr 24	All Industry Focuses	Singapore
TAIWAN			
■ WUSATA Pavilion at Food Taipei Show	Jun 24 - Jun 27	All Industry Focuses	Taipei
■ Craft Beverage Outbound Mission	Nov 9 - Nov 15	Specialty Beverage	Taipei
UNITED ARAB EMIRATES			
■ 2026 WUSATA Pavilion at Gulfood	Jan 26 - Jan 30	Consumer Oriented	Dubai
■ Africa Buyer Mission to Gulfood	Jan 27 - Jan 30	Foodservice/Retail	Dubai, UAE
UNITED STATES OF AMERICA			
■ Japan Inbound Mission to Winter FancyFaire and Nevada	Jan 10 - Jan 14	All Industry Focuses	San Diego, Las Vegas

■ Best of the West - Global Buyers Event (Spring 2026)	Apr 13 - Apr 17	Consumer Oriented	San Francisco, Fresno, Los Angeles
■ Japan Consumer-Oriented Inbound Trade Mission to Guam	Apr 15 - Apr 18	Consumer Oriented	CNMI, Guam
■ WUSATA Pavilion at National Restaurant Association Show	May 15 - May 19	All Industry Focuses	Chicago
■ Foodservice & Ingredient Inbound Mission from Taiwan to Nevada & Oregon	Aug 3 - Aug 7	Consumer Oriented	Oregon, Nevada
■ Best of the West - Global Buyers Event (Fall 2026)	Sep 7 - Sep 12	Consumer Oriented	San Francisco, Fresno, and Los Angeles, California
■ Korea Dried Fruit & Nut Inbound to NM & CA	Oct 1 - Oct 31	Produce	New Mexico, California
■ Canada Consumer Oriented Inbound Trade Mission	Oct 19 - Oct 20	Healthy Foods	Washington

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Note: All of the trade shows and Outbound Trade Mission events listed in this calendar are eligible for 50% reimbursement if you are signed up for FundMatch®. Go to your MyWUSATA Dashboard to start your FundMatch® application now.