

2026 Events Calendar

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

EVENT	DATE	FOCUS	LOCATION
AFRICA			
WUSATA Pavilion at Food & Beverage West Africa	Jun 8 - Jun 11	Consumer Oriented	Lagos
Africa Contractor – 1 on 1 Consultations	Sep 7 - Sep 11	All Industry Focuses	San Francisco, Fresno, and Los Angeles, California
Africa Dried Fruit & Nut Inbound Mission to Oregon and California	Dec 6 - Dec 12	Consumer Oriented	Oregon and California
CHINA			
WUSATA Pavilion at China International Import Expo (CIIE)	Nov 1 - Nov 11	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 14 - Oct 16	Produce	Orlando, Florida
Taiwan Restaurant Promotion	Oct 15 - Nov 15	Foodservice	Taiwan
Korea Outbound Trade Mission to Seoul	Nov 16 - Nov 20	Consumer Oriented	South Korea
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 Outreach and Sample Activation	Jul 1	Seafood	Oregon
WUSATA Pavilion at SIAL Paris	Oct 17 - Oct 21	Consumer Oriented	Paris, France
Pacific NW Seafood Trade & Media Activations in the UK	Nov 8 - Nov 11	Seafood	United Kingdom
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
ATO Fresh Produce B2B Meetings	Sep 22	Produce	Fresno, California
MEXICO			
Outbound Mission to Mexico City & Monterrey	Oct 5 - Oct 10	All Industry Focuses	Mexico City, Monterrey
NORTH AMERICA			
WUSATA State Pavilion at Winter FancyFaire	Jan 11 - Jan 13	Consumer Oriented	San Diego, California
Foodservice & Ingredient Inbound Trade Mission from ASEAN & Taiwan to Nevada & Oregon	Aug 4 - 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
Western Animal Feed Market Introduction Virtual Seminar	Aug 1	Animal Nutrition	Virtual
SOUTHEAST ASIA			
Ingredient Key Attribute and Application Research: Vietnam & the Philippines	Mar 30 - Mar 31	Ingredients	Vietnam and Philippines
WUSATA Pavilion at FHA Food & Beverage Trade Show	Apr 21 - Apr 24	All Industry Focuses	Singapore
WUSATA Pavilion at Pet Fair SE Asia	Oct 28 - Oct 30	All Industry Focuses	Bangkok, Thailand
TAIWAN			
WUSATA Pavilion at Food Taipei Show	Jun 24 - Jun 27	All Industry Focuses	Taipei
2026 Taiwan Craft Beverage and Beverage Ingredients 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
WUSATA Pavilion at National Restaurant Association Show	May 15 - May 19	All Industry Focuses	Chicago
Japan Consumer-Oriented Inbound Trade Mission to Guam	Aug 18 - Aug 20	Consumer Oriented	Guam
Best of the West - Global Buyers Event (Fall 2026)	Sep 7 - Sep 12	Consumer Oriented	San Francisco, Fresno, and Los Angeles, California
Canada Consumer-Oriented Inbound Trade Mission	Oct 19 - Oct 20	Healthy Foods	Washington
Playwright Event 2026 37854	Oct 25	All Industry Focuses	Test
Playwright Event 2026 39865	Oct 25	All Industry Focuses	Test
Playwright Event 2026 60686	Oct 25	All Industry Focuses	Test
Playwright Event 2026 16913	Oct 25	All Industry Focuses	Test

Playwright Event 2026 57322 COPY	Oct 26 - Oct 29	All Industry Focuses	Test
Playwright Event 2026 54235	Nov 12	All Industry Focuses	Test
Playwright Event 2026 63915	Nov 12	All Industry Focuses	Test
Playwright Event 2026 57322	Nov 12	All Industry Focuses	Test
Korea Dried Fruit & Nut Inbound to NM & CA	Dec 7 - Dec 12	Produce	New Mexico, California

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