



2027 EVENTS CALENDAR

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

EVENT	DATE	FOCUS	LOCATION
AFRICA			
■ Africa Buyer Mission to Gulfood	Mar 15 - Mar 19	Consumer Oriented	Dubai, United Arab Emirates
EAST ASIA			
■ Taste the Mountains – Product Showcase in Seoul	Mar 1 - May 31	All Industry Focuses	Seoul, South Korea
■ WUSATA Pavilion at FOODEX Japan	Mar 8 - Mar 12	Consumer Oriented	Tokyo
■ Korea Ingredients Inbound Mission to Idaho and Oregon Innovative bakery ingredient seminar	Jun 1 - Aug 31	Ingredients	Boise, Idaho & Portland, Oregon
■ Taiwan Inbound Mission to Food & Beverage Show	Sep 1	All Industry Focuses	Miami, Florida
■ WUSATA Pavilion at Tokyo Gourmet Trade Show	Sep 6 - Sep 10	Consumer Oriented	Tokyo, Japan
■ WUSATA Pavilion Taipei Wine and Spirits Festival	Nov 12 - Nov 18	Specialty Beverage	Taipei, Taiwan
EUROPE			
■ United Kingdom Seafood Inbound Mission	May 1 - Jun 30	Seafood	Oregon
■ Consumer-Oriented Outbound Mission to Germany and Italy	Jun 1 - Jun 30	Consumer Oriented	Germany & Italy
■ UK Buyers Mission to Colorado and Newtopia Now	Aug 16 - Aug 21	Consumer Oriented	Denver, CO
■ Europe Inbound Mission to America’s Food and Beverage Show	Sep 1 - Sep 30	Consumer Oriented	Miami, FL
LATIN AMERICA			
■ Seafood Retail Promotion	Jan 1 - Dec 31	Seafood	Mexico City, Mexico
MIDDLE EAST			
■ WUSATA Pavilion at Gulfood	Mar 15 - Mar 19	Consumer Oriented	Dubai
■ Consumer-Oriented Dairy Products Inbound Mission to Washington	Apr 1 - Sep 30	Consumer Oriented	Washington
■ Seafood Outbound Mission to the UAE and Saudi Arabia	May 1 - May 31	Seafood	Dubai, UAE & Saudi Arabia
NORTH AMERICA			
■ Canada Specialty Foods Inbound Mission	Jun 1 - Jul 31	Consumer Oriented	New Mexico & Colorado
■ Western Canada Activation	Sep 1 - Sep 30	All Industry Focuses	Canada
SOUTH ASIA			
■ Technical Workshops featuring Western US Pecans	Mar 9 - Mar 13	Ingredients	Mumbai
SOUTHEAST ASIA			
■ Consumer-Oriented Food and Beverage Inbound Mission	Jan 1 - Dec 31	All Industry Focuses	Alaska and Washington
UNITED STATES OF AMERICA			
■ WUSATA Pavilion at Winter FancyFaire	Jan 16 - Jan 19	Consumer Oriented	San Francisco, CA
■ Best of the West - Global Buyers Mission (Spring 2027)	Apr 12 - Apr 17	Consumer Oriented	San Francisco, Fresno, and Los Angeles, CA
■ WUSATA Pavilion at America’s Food and Beverage Show	Sep 1 - Sep 30	Consumer Oriented	Miami, FL

Visit WUSATA.ORG to find out more about these events, including registration information. If you have a MyWUSATA account, login and click on Events Search for more details.

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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.