



# WUSATA

Western U.S. Agricultural Trade Association

## Japan Outbound Trade Mission to Nagoya and Tokyo June 26-30, 2017

Don't miss this Outbound Trade Mission to Japan, sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

With sophisticated and affluent consumers, this key market continues to provide an excellent opportunity for Western U.S. food exporters. Japan is the largest net importer of food products in the world. With this need for imported food and the demand for high quality U.S. consumer food products, savvy companies will seize this opportunity to make advances in the market.

### Benefits of Trade Mission Participation:

- Meet one-on-one with pre-screened buyers and decision makers from Japan looking for high quality US products
- Showcase and promote your products to some of Japan's most influential buyers
- Gain information about importer/buyer needs and preferences
- Participate in the WUSATA section of the Agricultural Trade Office's Product Showcase

**Register Now on our  
Events Calendar!**

### Proposed Itinerary:

**June 26:** Arrive in Nagoya, Japan

**June 27:** Regional market briefing, market tours, one-on-one meetings and reception/product showcase

**June 28:** Travel from Nagoya to Tokyo

**June 29:** ATO briefing, one-on-one meetings, product showcase, ATO anniversary reception

**June 30:** Depart for USA

**Participation Fee:** \$350

**Registration Deadline:** April 10, 2017

**Suitable products include but are not limited to:** meat, seafood, fresh and frozen fruits and vegetables, baking mixes, food preparations, nuts, confections, sauces and spices, wine and beer, and other consumer oriented items.

WUSATA:

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